

Muhammad Shoeb-Ur- Rahman
Azizul Hassan *Editors*

Tourism Policy and Planning in Bangladesh

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Editors

Muhammad Shoeb-Ur- Rahman 
Department of Tourism and Hospitality
Management, Faculty of Business Studies
University of Dhaka
Dhaka, Bangladesh

Azizul Hassan
Tourism Consultants Network, The
Tourism Society
London, UK

ISBN 978-981-15-7013-1

ISBN 978-981-15-7014-8 (eBook)

<https://doi.org/10.1007/978-981-15-7014-8>

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The registered company address is: 152 Beach Road, #21-01/04 Gateway East, Singapore 189721, Singapore

Introduction

Policy is a broad guideline possessing a wider range of features that direct, in principle, what we can do in the achievement of some predetermined goals. Since policy is usually developed by a government, it involves politics, values and ideological beliefs, communication-led social processes, actions, decision, and outcomes in the forms of legislation and implementation. The involvement of a government or public authority ultimately adds a feature, and the document produced out of this process is termed ‘public policy’. Accordingly, tourism policy is a public policy that guides tourism activities and tourism-related decisions at a destination. The perspective of tourism as an industry examines how destinations can secure a competitive edge in global consumer market, which is expanding sharply. The substitute is for considering tourism policy as a domain to examine concepts such as social identity, trust, collaboration, power exercise and so on. This domain is viewed as multidisciplinary as well as ideology influenced and becomes rapidly diverse, which comes with different analysis levels (i.e. macro, meso, micro).

The study of tourism policy brings at least three core perspectives. First, the policy cycle approach that helps to apprehend the shaping of policy decisions and their impacts. Second, the scientific approach that offers information about practical problem solutions and then feeds forward such information into the policy process. Third, the social approach that admits and appreciates values and interests associated with the policy and planning process. In addition, studying tourism policy has both theoretical and practical significance. The theoretical aspect of tourism policy is about introducing a new horizon of study within a ‘public policy’ research domain to contribute to the existing body of knowledge. The practical implication of tourism policy is to set a guideline that may direct the process of negotiation such as provisions for using public resources (e.g. national parks, museums, zoos, etc.).

This book is dedicated to study critically various facets of tourism policy and planning in Bangladesh. Bangladesh is a country in South Asia that is geographically surrounded by India to the east, west and south, by Myanmar to the east, and the Bay of Bengal to the south. The country hosts more than 170 million people within a land area of 147,570 square kilometres (56,980 square miles). In recent years until the spreading of novel corona virus (COVID-19), an uptake of foreign

remittances and readymade garments assisted the economy of the country to realize a consistent GDP growth. However, tourism in Bangladesh is also flourishing with a particular reference to domestic tourism. On this note, a growing GDP per capita is creating a strong social middle class with enough disposable income to experience tourism and leisure activities. The inbound tourism is not that impressive yet and mostly concentrated on business market segment. There are many nature-based and cultural or heritage destinations in Bangladesh; still, the country fails largely to attract a broader market segments of tourists. In this connection, the critical role of a tourism policy is not investigated scientifically that much. Given the tourism potential of Bangladesh, this book is a valuable contribution towards the very limited knowledge in this identified research area. The book accommodates conceptual and empirical research studies that link relevant theories and practices, and thereby unifies policy themes and frameworks for tourism development in Bangladesh. The book also critically evaluates extant tourism policy and planning practices to support future endeavours. The book accommodates 18 chapters excluding this introduction, which provides a brief layout of this book.

The first chapter of the book is contributed by Sayeda, Shetu and Rahman. The chapter sets a tone for the book by giving an overview of tourism policy in Bangladesh. The authors systematically explore and present policy and planning guideline for tourism development in the country. In this view, the National Tourism Policy-2010 and 5-year fiscal plans of the country have been explored. The chapter develops logical arguments to conclude some limitations in the existing policy and planning initiatives.

The second chapter, authored by Islam and Hassan, reviews the existing tourism administration literature with particular reference to Bangladesh. The roles and responsibilities of the Ministry of Civil Aviation and Tourism (MoCAT) and its associated agencies including Bangladesh Parjatan Corporation (BPC) and Bangladesh Tourism Board (BTB) have been brought into consideration. The study finds that the Government of Bangladesh offers diverse courses and expertise development initiatives to create awareness among tourism administrators about tourism laws, rules, regulations, policies, frameworks and structure. The chapter identifies some insufficiencies in the tourism administration system in Bangladesh and offers future directions for an effective tourism administration.

In the third chapter, Anika, Khan and Hassan conceptualize the roles, responsibilities and benefits of diverse stakeholder groups at a tourist destination. A case analysis has been conducted with a specific reference to Kuakata, Bangladesh, while emphasizing the roles and responsibilities of the local government. The chapter focuses on obstacles, undesirable issues and influence of stakeholder groups that constrain tourism development and sustainable tourism practices in the region. Overall findings lead to a conclusion that stakeholders' effective presence in decision-making and implementation of actions can be crucial for sustainable tourism development. Local government can play a ground-setting role for this initiative.

In the fourth chapter, Ananya, Muneem and Hassan define tourist facilities (the services and products) aimed for many different forms of tourism development.

This study has utilized both primary and secondary data in which general tourists' opinions about relevant policy support for tourism facilities provide a basis for generating findings. In reference to some selected facilities (e.g. visa and entry, currency conversion, transportation, safety and security, accommodation, catering, sight-seeing, and tour guiding), findings reveal that the development of tourist attractions with required facilities are inevitable for enhancing tourists' satisfaction. This chapter suggests better tourism facility offers in Bangladesh through policy implementation of capacity building and stakeholder collaboration.

In the fifth chapter, Rakib and Hassan collect data and information from both face-to-face interviews and relevant literature studies. The chapter finds that tourism facilities are subject to the purchase decision of tourists that can be influenced by various factors. The roles of design standard and development of tourism facilities turn to be important in this regard. The inadequate policy support from the Government of Bangladesh remains a key concern. In this vein, involvement of local and international agencies must be confirmed to ensure the quality in standard design and development of tourism facilities.

In the sixth chapter, Rakib and Hassan evaluate the unprecedented role of social media, which is rather an effective tool of tourists' connectivity. The chapter has drawn a theoretical perspective on relevant policies attached to routes that are followed by tourists for regional and international connectivity. Findings present that effective utilization of tourism promotion triad with tourism promotion-connectivity-tour route planning can play important roles for tourism development in Bangladesh. The study identifies a lack of useful policy support both for regional and international connectivity as well as strong presence on social media. Thus, the chapter concludes that formulating and implementing policies that can offer advantages for tourism connectivity in Bangladesh is imperative.

Chapter 7, contributed by Akhter and Hassan, outlines the global trends of visa and immigration for tourists and presents relevant conceptual explanations and examples in the context of Bangladesh. The chapter then describes the existing visa and immigration procedures of the country in an analytical way. Furthermore, the study explores that the number of foreign tourist arrivals in Bangladesh is uneven. However, the Government of Bangladesh follows standard visa and immigration policy of international standards for attracting them. Both the availability and accessibility of the most updated visa and immigration services and facilities in Bangladesh are yet to be ensured. Consequently, the chapter underscores a regular check of tourist demands can help the relevant policy planners and officials in formulating effective, timely and beneficial visa and immigration system networks for tourists visiting Bangladesh.

In Chap. 8, Jaman, Roy and Chowdhury emphasize the need for private sector involvement in tourism development. In order to capitalize available tourism resources, a collaborative framework between public and private sector is inevitable. The chapter is developed based on rigid statistical analysis followed by the development of a conceptual model to judge the satisfaction level of the tourists. Results indicate a significant satisfaction level for respondents enjoying facilities with the involvement of private sectors. The null hypothesis of the research is

rejected that signifies the respondents' opinion is positive in terms of involvement of private sector in tourism industry. Overall, the study suggests that the involvement of both private and public sectors can ensure smooth operation of the tourism industry and provide the required supports to tourists for ensuring economic growth and stability.

In Chap. 9, Sharmin, Kuri and Hassan identify the role of public and private institutions for tourism marketing and promotion in Bangladesh. This chapter analyses the framework within which public and private tourism institutions perform in Bangladesh. Relevant tourism institutions in Bangladesh generally design and teach course curriculum to meet the existing and future tourism demands (i.e. tourist attraction, accommodation, transportation, food and beverages, etc.). This study seemingly understands how these institutions can present tourism and hospitality knowledge for creating a workforce having competent theoretical and practical knowledge. The chapter concludes highlighting the importance of the institutionalization of tourism education for its further development.

Avi, Muneem and Hafsa in the tenth chapter outline the interaction of social media networks in tourism destination promotion and administration. Social media as a technological tool can play a vital part to both attract and manage visitors in tourist destinations in Bangladesh. Tourist destinations in this country have potential and require considerable attention for promotion and development. Bangladesh Parjatan Corporation (BPC) and Bangladesh Tourism Board (BTB) hold an advantageous position, being the Central Government's tourism agencies, to promote tourism. However, both BPC and BTB fail largely to utilize social networking to their advantage. Results show that social media can be purposive for promoting, developing and administering tourism by means of supporting information sharing processes and keeping stakeholders informed about the services and offers. The effectiveness of social media however can be affected badly due to inadequate information and communication as well as increased distance between the authorities and beneficiaries.

In Chap. 11, Kabir and Rahman review and do the profiling of tourism education and research in Bangladesh. With an exploratory approach, the study collects and analyses data from both primary and secondary sources. The findings reveal that tourism education is very much connected to practice rather than theoretical knowledge being co-created in class. Thus, the course curriculum requires special attention as well as the relevant institutions offering tourism education. In general, the nature and status associated with tourism and hospitality jobs, scarcity of qualified academicians and institutes, faulty course curriculum, accessibility to quality and updated materials, and failure of the government to play its functional roles remain critical for the development of tourism education and research in Bangladesh.

In Chap. 12, Johara, Yahya and Zainal assess the engagement of hospitality and tourism employees through Talent Management Practices (TMP). This chapter offers a better understanding of practitioners' insights of TM practices that can influence the engagement of employees. Main issues attached to engagement are discussed with practical recommendations. This study examines particularly the views of hotel and restaurant employees and finds high turnover and low

performance challenges that can result in a potential loss of competitive advantage. The research uses partial least square structural equation modelling with SMART-PLS and a positive research approach with a quantitative basis of enquiry. Results of the research show that both TMP and engagement are regarded as higher order construct for measuring the relationship between TM practices and engagement. The measurement model (i.e. results of indicator, internal consistency, convergent and discriminant validity, Heterotrait–Monotrait ratio) is tested. Overall, the structural model shows that TMP has a significant impact on engagement, TMP is a higher-order construct and offers deeper insights into the dynamics of TM.

In Chap. 13, Islam and Akhtar review the present tourism marketing education and research development status in Bangladesh, and the basic purpose of this chapter is to offer appropriate suggestions for this purpose. Results of this study show that tourism marketing education and research development are required in Bangladesh when useful coordination between different stakeholders of the industry is absent. The chapter suggests that the present tourism marketing education requires radical transformations, including curriculum, programme offering, pedagogy, andragogy, research, training and learning environment. This chapter further states that tourism marketing research and education facilities are required to be developed. These need to be well empowered for opening up national and international opportunities for tourism businesses and markets as well as creating greater impacts in generating GDP of the country through skilled human capital.

In Chap. 14, Hoque, Faisal, Rahman and Hassan acknowledge the contributions of non-governmental organizations (NGOs) towards the socio-economic developments in Bangladesh. The study highlights the historical and contemporary perspectives of NGOs' involvement in tourism education. In this regard, two Bangladeshi-origin NGOs – BRAC (Building Resources Across Communities) and ASA (Association for Social Advancement) – have been found suitable for the study. Accordingly, the research finds that both of these NGO-affiliated universities offer courses mainly in science and business having acceptable image, financial and managerial capacities. The chapter concludes that the capacities of (these) NGOs are required to be integrated in tourism education and research for producing quality graduates and future employees equipped with better knowledge and leadership skills.

In Chap. 15, Anjum explores the policies and practices of the tourism industry in Bangladesh on the lens of 'gender equity'. Gender equality remains the fifth agenda of Sustainable Development Goals (SDGs) as developed by the United Nations that highlights co-existence principle in societies. Findings show that women being the 'less included gender' are critically absent in both policies and practices in the tourism and hospitality industry. Women are underrepresented in decision making and leading positions and are comparatively less paid than men. Some more issues are identified along the lines of gender issue and representation by women are: inequitable leadership, societal stereotypes and non-acceptance, work-life balance, lack of self-esteem, lack of training, and violence against women. The study finds that the basic reason for such issues is the non-equitable gender balance in the tourism and hospitality industry of Bangladesh. The chapter suggests that a gradual

development of a gender dimension followed by the reframing of policies that can only be expected to ensure a gender balanced sustainable tourism policies in Bangladesh.

In Chap. 16, Muneem, Avi and Hoque find that the development of tourism in Bangladesh is still nascent and the country fails to value tourism as a potential economic industry. From both primary and secondary data, the study identifies and reports a number of issues creating obstacles for tourism promotion and development in Bangladesh. The key issues being highlighted in the chapter include the absence of a tourism master plan, no tourism quality assurance cell, poor quality of tourist facilities and infrastructure, lack of coordination among stakeholders, improper marketing, limited budget, and lack of awareness. The authors believe that addressing these issues may help tourism development in Bangladesh.

Rahman identifies the ultimate necessity of region-based policy within Bangladesh in the seventeenth chapter. The chapter adopts a qualitative approach in which desk-based literature review and opinions from various industry experts have been consulted. The author finds that the National Tourism Policy (NTP) largely fails to duly acknowledge the uniqueness and tourism potentials of the Chittagong Hill Tracts (CHT). The chapter criticizes the NTP of Bangladesh, which barely mentions CHT in any of its six chapters. Also, the community aspects (i.e. the presence and inclusion of indigenous communities) and administrative distinctiveness are ignored while the composition of unique cultures and nature (in country perspective) is sidestepped. The chapter concludes with a raised demand for developing region-based tourism policies under the wider umbrella of the NTP of Bangladesh. The study argues that the development of such policy has to be backed by strong research inputs for ensuring coherence and durability in planning and formulation of strategy.

In Chap. 18, Rahman, Faisal, Hassan and Hoque conduct a critical review of the existing tourism policy of Bangladesh and explore some key issues to be accommodated in future policy guidelines. Since the tourism industry in Bangladesh is developing, there is a thriving demand for an updated and timely tourism policy. The authors develop a framework from the extant literature to inform the core grounds for critical evaluation. Accordingly, the current policy has been investigated from three different but interrelated perspectives: policy governance, policy conditions, and policy cycles within a tourism context. Findings suggest devolution of authority for a decentralized platform of tourism policy is inevitable while the policymakers have to consider the broader (macro) environmental factors for desired policy outcomes. In addition, typical policy cycle issues are identified as proper market segmentations, developing carrying capacities, engaging destination communities, developing data framework, proper knowledge-management and so on. In sum, an inclusive tourism policy is desired that must be reviewed and updated after a specific time period to cope up with the everchanging nature of tourism.

This book has drawn on theoretical and empirical studies to identify issues for further consideration by the tourism policymakers and planners in Bangladesh. In so doing, authors critically evaluate the contents and processes (of development) of available policy and planning documents. Given the developing countries' contexts, this book expects to set a benchmark for future study of tourism policy and planning in Bangladesh.

Muhammad Shoeb-Ur- Rahman
Azizul Hassan

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About the Editors

Muhammad Shoeb-Ur- Rahman is an Assistant Professor of Tourism and Hospitality Management at the University of Dhaka, Bangladesh. He holds a PhD in Tourism Management from Lincoln University, New Zealand, and MBA in Tourism and Hospitality Management from the University of Dhaka. His research interests include sustainable tourism, tourism management, tourism planning and policies, tourism governance, crisis and resilience in tourism systems, and destination development. Dr Rahman has presented his papers in reputed international tourism conferences and published 13 refereed papers and 4 book chapters. He is a regular reviewer of a few esteemed national and international academic (tourism and hospitality) journals. With a view to ensure sustainable development, Dr Rahman is also engaged in a number of industry projects as an Expert Advisor at the national and local levels in Bangladesh. ORCID: <https://orcid.org/0000-0003-2667-4794>

Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society. Hassan holds PhD from the United Kingdom. Hassan's research interest are: technology-supported marketing for tourism and hospitality, immersive technology application in the tourism and hospitality industry, technology-influenced marketing suggestions for sustainable tourism, and hospitality industry in developing countries. Hassan authored over 100 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 15 book projects from Routledge, Springer, CAB International and Emerald Group Publishing Limited. Hassan is a regular reviewer of *Tourism Management*, *Journal of Hospitality and Tourism Management*, *Tourism Analysis*, *International Journal of Human Resource Management*, *Journal of Ecotourism*, *Journal of Business Research*, *eReview of Tourism Research* (eRTR), *International Interdisciplinary Business-Economics Advancement Journal*, *Heliyon* and *International Journal of Tourism Cities*.

Part I
Tourism Policy in Bangladesh

Chapter 1

Policy Overview for Bangladesh Tourism



Takrima Sayeda, Samia Afrin Shetu, and Muhammad Shoeb-Ur- Rahman 

Abstract Tourism policy of a country provides a broad guideline and direction based on which tourism systems should function. The National Tourism Policy (NTP) of Bangladesh has initiated strategies to platform the economic, cultural, social, heritage, and environmental values that the industry can provide. It focuses on multidimensional facets of the industry. With a qualitative research orientation, this chapter provides altogether an overview of the tourism policy that has been taken by the government to promote Bangladesh as one of the preferred destinations. The policy prioritizes several types of operation such as beach and marine tourism, forest-based tourism, rural and riverine tourism, cultural tourism, religious tourism, and community tourism. Apart from the in-house strategies to foster the tourism industry, it focuses on the importance of collaboration with regional unions and international organizations. However, the NTP largely fails to reach desired goals and objectives due to the lack of apprehension of “inside” and “outside” policy factors as well as policy process. A strong research-base is inevitable to optimize tourism benefits from a tourism policy. This chapter is expected to help future tourism policymakers in Bangladesh in the development of an updated policy instrument.

Keywords National tourism policy · Cultural tourism · Community tourism · Regional collaboration · Bangladesh

Introduction

Tourism policy provides an overall guideline within which a destination’s tourism typically operates. It can be defined as “a set of regulations, rules, guideline, directives, and development/promotion objectives and strategies that provide a framework, which directly affects long term tourism development affecting collective and individual decisions” (Goeldner and Ritchie 2009: p.414). The inevitability of

T. Sayeda (✉) · S. A. Shetu · M. S.-U-. Rahman
Department of Tourism and Hospitality Management, Faculty of Business Studies,
University of Dhaka, Dhaka, Bangladesh
e-mail: takrimasayeda@du.ac.bd

tourism policy in the realization of tourism benefits is overwhelming. A national-level tourism policy accordingly provides a direction for future tourism development in a country. This chapter explores and gives an overview of the National Tourism Policy (NTP) of Bangladesh. In so doing, a qualitative research approach has been utilized that eventually guide the data collection and data analysis methods.

Bangladesh economy has made momentous improvement in macroeconomic indicators in decade. Acceleration of economic growth, decline in budget deficit, high rate of export and import growth, in surge of remittances, increase in per capita GDP are some major achievements that Bangladesh attained in last few years. Like the inflow of remittances, receipts from tourism can be a major source of export earnings. Importantly, it creates demand effects for a range of domestic goods and services and thereby contributes to the total employment and the GDP of the economy. While the direct measure of tourism is captured through the travel receipts in the service account of the balance of payments, the indirect measures of tourism is accounted in the form of employment in transport, hotels, restaurants, and trade activities and tourists' spending on travel, hotels, food, and other purchases of local goods and services. While all activities have forward and backward linkages, tourism is particularly potent source of forward and backward linkages unleashing a lot of derived demand activities. Consequently, tourism can be a major source of growth and employment in a developing economy like Bangladesh.

In order to guide the tourism development, Bangladesh government has formulated and adopted the "National Tourism Policy-2010" with some major changes based on the previous policy of 1992. The updated tourism policy is generally viewed as a comprehensive outline with goals, objectives, policy instruments, implementation programmes, and evaluation tactics. The NTP of Bangladesh has 30 objectives and goals with concise action plans. In addition to highlighting the NTP, this chapter also identifies how government positioned 'Tourism' in the five-year plans and goes beyond, on a limited scale, to find out some root causes that act as obstacles to the effectiveness of current policy.

Tourism Development in Bangladesh: Areas of Concentration

Bangladesh is blessed with versatile natural beauties ranging from mountains to rivers to beaches to bio-diversity and from ancient archaeological sites to medieval monasteries, temples, pagodas, mosques and churches. It boasts the three UNESCO heritage sites such as historic mosque at Bagerhat, Ruins of Buddisht Bihara at Paharpur, and Sundarbans, the largest mangrove forest in the world at Khulna division. Despite such auspicious tourism resources, the tourism industry is far from thriving. In fiscal year 2018, tourism accounted for a 2.2% of direct contribution to Global Domestic product (GDP) for Bangladesh, whereas the global contribution was 10.4% and that of South Asia remained 3.6% (World travel and Tourism Council 2018). When the global tourists' movement reached 1.363 billion in 2017, Bangladesh received only 1.026 million (The World Bank 2019) with an increase of 23.61% over the year 2016 (Knoema 2019). The statistics leave simply an implication that, the

potential for utilizing tourism as an instrument for augmenting economic growth and sector-specific contribution to overall economy is noteworthy. However, from an international perspective, tourism in Bangladesh is at an emerging stage.

Considering the availability of tourism resources, the following sub-sections outline possible key categories of tourism development for Bangladesh along with the observations for future development. The background paper on tourism sector for the 7th five-year plan identified seven categories of tourism including site, business, office, education, religious, medical, and others (Khondker and Ahsan 2015). In this chapter, the following six broad categories (to some extent interlinked) have been identified more specifically in light of the Chapter 3 of Bangladesh Tourism Policy 2010 (Ministry of Civil Aviation and Tourism 2010). It is thus believed that development of Bangladesh tourism requires policy influences in each category of tourism being discussed here.

Sea Beach and Marine Tourism Development

The longest (unbroken) sea beach- Cox's Bazar, the Daughter of Sea- Kuakata, Teknaf sea beach, Saintmartins, Sonadia island, and other coastal areas are targeted to create impact through tourism (Hassan et al. 2013; Hossain and Wadood 2020). In order to engage tourists, various activities in these destinations can be designed and offered such as coastal sports like football/volleyball, surfing, etc. Although a scenic marine drive has been constructed from Cox's Bazar to Teknaf, lack of tourist-friendly vehicles discourages tourists to explore the drive.

Forest-Based Tourism Development

There is notable opportunity exist to develop forest-based tourism in Bangladesh in which Sundarbans remain an ideal case (Hoque et al. 2018). For sustainable eco-tourism development in forest areas, coordination with Ministry of Environment and Forest is must, which is equally highlighted in the broader policy instrument. However, it has been claimed widely that poor infrastructures, lack of engagement and empowerment of the local (destination) communities, corrupt practices by powerful individuals and/or businesspersons, and limited support from the public bodies create the real challenge for tourism development in forest areas (Alam et al. 2010; Hoque et al. 2018).

Riverine and Rural Tourism Development

Bangladesh is the world's largest Delta-island with numerous rivers. Although the actual numbers of river remain contested, Water Resources Planning Organisation's (WARPO) land-use types for National Water Management Plan identified that the

total river area will cover 8% of the entire land area of Bangladesh in 2025 (Water Resources Planning Organisation 2001: p.16). These rivers are again spread over rural-dominated regions all over the country. This is particularly significant given the fact that there are in total 86,038 villages in Bangladesh (Daily Sun 2017). The river-routes and riverine beauties along with lifestyles of rural people, their way of living, events, traditions, culture, cuisine, and crafts have unique appeals to tourists (Rahman et al. 2018). Thus, there is immense potential for “riverine” and “rural” tourism in Bangladesh.

Cultural Tourism Development

Culture is indeed a broader expression that essentially includes what we have and what we are proud of; in that it encapsulates archaeology, history, religion, heritage, and so on. Thus, cultural tourism may cover observation of a historical day or festival such as “Pahela Baishakh” (Rahman 2012). Apart from these, lifestyles of different ethnic groups in Chittagong Hill Tracts, Mymensingh, Sylhet, and Rajshahi also provide a strong segment for attracting tourists (Das and Chakraborty 2012). As a sub-set of cultural tourism, different archaeological and historical establishments can be considered as “attractions” in tourism such as “Lalbagh Fort” and “Central Shahid Minar” in Dhaka (Hassan et al. 2013; Roy and Roy 2015).

Bangladesh hosts different religious groups with a majority of Muslims. Each religious group has its own rituals and way of celebrations, which themselves cater sources of “activities” as well as “attractions” for tourism development in the country. For example, the world’s second largest Muslim congregation happens in Tongi, near Dhaka city as “Bishwa Ijtema” where near around half a million people gathers from different parts of the world (Fahim and Dooty 2014). Large gatherings also happen for religious events observed by Hindus (e.g. Durga Puja), Christians (e.g. Christmas Day), and Buddhist (e.g. Buddha Purnima). Beside such events, there are different sorts of structure available in Bangladesh, which can be utilized for tourism development such as “Mazar of Sufis’, Trail of Ibn-e-batuta, Trail of Samrat Ashokh, Adinath temple in Maheskhal, Chandranath temple in Sitakunda, Golden temple in Bandarban, Kantajir temple in Dinajpur etc. However, lack of suitable infrastructure to connect different but relevant sites of religious significance and amenities to serve tourists or visitors satisfactorily made the tourism development tasks challenging.

Community-Based Tourism Development

In tourism system, perhaps destination community is the most readily affected stakeholder segment and without considering and involving them in tourism development, it would merely impossible to achieve the goal (Simmons 1994).

In addition, tourism attractions can be preserved and protected while ensuring security is possible with the help of local community. In this regard, the National Tourism Policy highlights “community host-stay” operation through the multi stakeholder involvement including local government.

Miscellaneous

Beside the above-mentioned categories, business tourism has immense potential in the urban centres of the country such as MICE (Meeting, Incentive, Conference and Event) tourism (Das and Chakraborty 2012). Another developing segment can be given due attention as “Medical Tourism” (Hassan et al. 2015; Mamun and Andaleeb 2013). Last but not at the least sports can play a significant role in Bangladesh tourism with a specific reference to some popular sports such as cricket.

Methodology

A qualitative research methodology has guided overall discussion in this chapter. The research methodology guides the research methods to gather and analyze the data (Crotty 1998). Given the objective of this chapter to provide an overview of tourism policy for Bangladesh tourism, data have been collected using secondary techniques. A desk-based literature review has been conducted to assemble a wide range of published documents from the academia and practitioner fields. Besides academic articles, a broad range of “grey literature” (primarily focusing government- and internet-sourced documents) was compiled and analyzed to derive the conclusion. To analyse the collected data, a “document analysis” technique has been employed. Under such a technique, the process of analysis involves “finding, selecting, appraising (making sense of), and synthesising data contained in documents” (Bowen 2009: p.28).

An Overview of National Tourism Policy (NTP) in Bangladesh

Bangladesh government has persuaded several policies and legislations for the development of the tourism sector. However, before 1992, Bangladesh had no official tourism policy, rather a Strategic Master Plan for tourism development was appropriated by the government in 1990 and prepared jointly by the United Nations Development Programme (UNDP) and the United Nations World Tourism Organization (UNWTO). In 1992, the government formulated the first set of tourism policies. Continuing with the process and to reap the benefit of growing demand in global tourism, the government adopted an updated tourism policy in December 2009,

which was effected from the subsequent year and named as National Tourism Policy-2010 (Ministry of Civil Aviation and Tourism 2010).

The NTP has six chapters in total and developed in Bengali. The first chapter provides a brief background and rationale of tourism in Bangladesh. The document acknowledges that although there is immense potential for tourism development (as discussed above), Bangladesh largely fails to reap the benefits and still remains at a very early stage of development.

The second chapter outlines 30 goals and objectives. Acknowledging the interdisciplinary aspects of tourism, the NTP emphasizes sustainable tourism development through local communities and institutional involvement (e.g. local governments). Table 1.1 summarises key policy goals and objectives from the NTP.

The third chapter explores different key facets of the Tourism Policy and emphasizes different types of tourism while considering destination resource realities. It has been claimed here that “tourism and hospitality industry” must have been declared as a prioritized industry and sanctioned sufficient budget for development goals. Alongside the public investment, private sectors’ encouragement and involvement as partners is equally underscored for the implementation of development plans such as preservation, upgradation, and promotion of tourism resources (e.g. training of human resources for skilled manpower). The chapter also highlights inter-ministerial coordination and diversification of markets.

The fourth chapter is about the governance of tourism policy. This chapter develops a practical bureaucratic viewpoint; for example, it suggests coordinating activities among 15 different ministries to realize sustainable tourism. It also discusses five different structures and committees (four at the central/national level and one at the district level), which indicate the long time-frame of the tourism decision-making processes as shown in Fig. 1.1.

In terms of governance of the tourism policy, Ministry of Civil Aviation and Tourism is the main responsible ministry while Bangladesh Parjatan Corporation (BPC) and Bangladesh Tourism Board (BTB) are the government agencies to further implanting the policies. Keeping aside these organizations, four national level committees and one (form of) regional and local level committee are evident towards coordinating development initiatives. The upper two committees of National Tourism Council and Tourism Cabinet Committee are headed by the Hon’ble Prime Minister while tourism minister is in charge of the Tourism Advisory Committee. Secretary of Civil Aviation and Tourism Ministry typically supervises the inter-ministerial affairs, which is a key operational criterion due to the fragmented and interconnected nature of tourism and hospitality industry. Under the authority of Deputy Commissioners (DCs), district (region) and/or local level tourism is supposed to be governed. In this connection, a separate ‘tourism cell’ must exist at each DC office. Apart from these conventional structures, Ambassadors working in various countries are expected to play the role concerning marketing and promotion of tourism attractions in Bangladesh.

Chapter Five generalises initiatives for implementing the NTP. This chapter in general extends and to some extent repeats the ideas echoed in previous chapters. The final chapter underlines different activities with a particular emphasis on

Table 1.1 Key goals and objectives highlighted in NTP

No.	Key goals and objectives of NTP
	To formulate national, regional and area wise master plan to develop the tourism industry with long term, medium term and short-term action plan and tactics
	To include the tourism development plans within the national development strategies, policies and programs within a sustainability perspective and thus create high quality, viable environment
	To closely trace global trends and demands and classify the tourism attractions, build up plans to promote them
	To alleviate poverty by generating employment opportunities in tourism industry and confirm the tourism share in national income
	To encourage active involvement of private sector in the form of investment along with government, in tourism infrastructure and transportation projects
	To implement and update the contemporary rules and regulations to confirm the tourism attractions and services, and tourist safety
	To create space for national and international investment in tourism industry; simplify the loan facility and tax exemption policy
	To attract domestic and international tourists by proper promotions and marketing, especially by declaring restricted tourism area and exclusive tourist zone for international tourist
	To ensure that appropriate governance mechanisms are used, in which central and local government and civil actors can collaborate and cooperate in decision making process
	To use tourism as an effective tool for fostering social and economic development of backward regions, disadvantages groups and indigenous locality
	To ensure integration of various types of tourism specific region or locality, thus establish tourism cities with focus on alternative tourism (rural tourism, boat tourism, agricultural tourism, health tourism, sports tourism, community tourism and so on)
	To support social and economic objectives of the government with tourism development while maintaining sustainable environment policies
	To create professional human resources with instructional courses on tourism and to enforce the efficacy of those courses through proper certification
	To intensify the benefits from tourism, interdisciplinary research-based development planning is inevitable
	To ensure the IT usage in tourism sector and the availability of tourism data
	To facilitate the competitiveness of the tourism sector through the creation of regional tourism souvenirs
	To strengthen international cooperation through Bangladeshi missions in foreign countries with proper and distinctive duties, along with regional and sub-regional authority like SAARC and BIMSTEC
	To enhance communication and collaboration with international tourism organization, such as, UNWTO and try to be more integrated with them

Source: Adapted from Ministry of Civil Aviation and Tourism (2010)

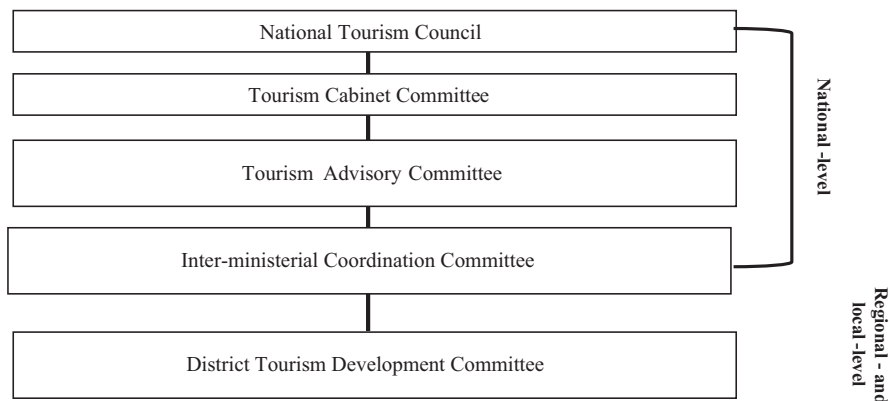


Fig. 1.1 Different levels and layers of policy governance (source: developed by the authors)

marketing and promotion. The ultimate need for a master plan is accentuated and destination branding initiatives are encouraged. In addition, critical requirement of specialized and skilled human resources is well-observed along with the necessity to involve educational and training institutions to achieve this goal. Furthermore, tourism and hospitality related research works are highly encouraged though there is no direction provided for funding of such research endeavours.

Positioning Tourism in Five-Year Plans of Bangladesh

Bangladesh government starts paying attention on the development of tourism industry before the inception of the national tourism policy in 2009. Tourism started to take place in the five-year plan from the fifth five-year plan (FY1997-FY2002). Before that, there was negligible notation of tourism. In the fifth five-year plan, it was mentioned that BPC will take extensive programs for promoting Bangladesh as a tourist destination and try to attract FDI for the development of tourism infrastructure (Planning Division, n.d.). In order to promote tourism, private sectors shall be given high priority in the development of integrated facilities such as hotels and other physical attractions. In the sixth five-year plan (FY2011-FY2015), government emphasized few steps to promote tourism in which at least 15 protected areas and ecologically endangered areas were identified to promote conservation of biodiversity and eco-tourism (General Economics Division 2011). In addition, the government was very keen to strengthen private investment in tourism industry to develop sustainable tourist facilities in Rangamati, Bandarban, Khagrachari, Cox's Bazar, Sylhet and Kuakata.

In the seventh five-year plan (FY2015-FY2020), government highlights on the non-factor service exports such as tourism as a critical element of the service sector development strategy (General Economics Division 2015). Involvement and

integration of tourism sector with other relevant sectors that directly or indirectly affect the tourism industry was emphasized. Relevant maritime functions in the context of blue economy, improvement of the national air career (Bangladesh Biman), deregulating the national based private air services, improvement of ICT facilities in tourism sectors, substantial private investment in tourism sector are dominant in the priority list of the seventh five-year plan. To promote the tourism industry, special attention is given to the government's regulatory policies to make it simplified and digitized in the areas of foreign currency transactions, licensing, accreditation, import of trained foreign experts, visas, and foreign investment. Numerous initiatives are ongoing to heighten tourism services over the medium term. The effective execution of these initiatives during the Seventh plan will have a momentous impact on tourism. These are summarized in Table 1.2 below.

Table 1.2 Ongoing tourism expansion initiatives

Medium term strategic objectives	Activities	Implementing departments/agencies
Safety and security of tourists	Upgrading security forces through new intakes and training	Ministry of Home Affairs
Safe and secure aviation system	Upgrading Hazrat Shahjalal International airport	Civil Aviation Authority
	Construction of Civil Aviation Authority's Head office	
	Infrastructural development of the existing airports and construction of a new international airport	
Expansion of Tourism	Identifying potential tourism spots scattered over different places of the country and modernizing and expanding the existing one	Bangladesh Tourism Board
	Involving local government institutions in tourism activities	
	Creating infrastructure and improving management of the tourism of the tourism industry through Public Private Partnership (PPP) arrangements	
	Producing documentary films on Bangladesh Tourism and publicizing tourism events	
	Procurement of water vessels and Tourist coach for package tour	
	Maintaining tourism related training courses and establishing 4 more tourist centers	
	Participating in tourism fairs organized home and abroad and arranged related programs	
	Preparation of short term, mid-term and long-term tourist master plan for the country for guiding development activities for tourism	
	Visit Bangladesh Campaign for development and promotion of tourism	
	Capacity building inn tourism sector	

Source: Adapted from General Economics Division (2015)

As a developing country, Bangladesh aims to benefit from tourism especially economically and environmentally through contribution in GDP, employment generation and foreign exchange earnings, balancing the biodiversity, and ecology. While keeping these goals in mind, national tourism policy envisioned some specific strategies to strengthen the current position of the tourism industry. These strategies although not mentioned explicitly, are compiled by the authors and presented in Table 1.3.

Table 1.3 Strategies for strengthening Bangladesh tourism

Field	Strategy
Planning	To exhibit a planning approach that supports economic growth while maintaining socio-cultural norms and fairly reflects the principle of sustainable tourism.
Investment	To boost investment by designing incentive schemes that would attract foreign investors, depending upon the need, incentives like credit facilities and tax incentives may be considered
Public private partnership	To implement the tourism strategy a strong public-private partnership is imperative. Government role is to provide investment in fixed infrastructure while much of the investment in tourism facilities and services will have to come from the private sectors
Organization	To achieve institutionalization through associations at national, regional and local levels with the context of good governance, to coordinate among the ministries which are in one or other ways related to tourism, to ensure full and active participation of all related public and private entities, stake holders such as ATAB, TOAB and NGOs in relevant decision making process
Domestic tourism	To provide tourism products at acceptable quality and affordable prices to various groups of the society
International tourist	To attract foreign tourists, identify the tourist generating countries, simplifying the visa requirements, establish exclusive foreign tourist zones, ensuring the safety, security and services to the tourist
Research and Development	To ensure research and development in effective planning tourism policies
Transportation and infrastructure	To eliminate transportation and infrastructural problems in popular, fastest growing and remote tourism centers
Aviation	To explore the pairing arrangement between Bangladesh Biman and a reputed airline for facilitating the domestic career to be competitive
Marketing and promotion	To commence with marketing and promotional activities for each destination with the objective of branding on an international, regional, national and local level
Education	To set up tertiary education program in education which would yield effective skilled labor and human capital in the industry
One stop service	To facilitate domestic and foreign tourists with one stop service rendering the necessary information and services
Branding	To establish Bangladesh as one Destination brand by managing the cultural and natural heritage and thereby convert them into a point of attractions to the tourists by using the logo

(continued)

Table 1.3 (continued)

Field	Strategy
Diversification	To develop means for alternative tourism particularly by agricultural, rural, health, medical, sport tourism activities
Tourism zones	To use tourism as a key tool for development, areas adjacent to international airports to be declare as tourist village, naturally attractive areas which are yet to be developed should be given priority with flexible investment regulations
Eco tourism and biodiversity	To ensure environmental sustainability carrying capacity of each destination to be calculated, depending on the nature of the destination, class or mass tourism to be identified
Regional integration	To promote intra-regional tourism, integrated tourism activities to be chalked down with SAARC and BIMSTEC
Association with international organization	To reap benefit from the association with the international organizations, for example UNWTO, twinning arrangements and joint ventures are crucial
Miscellaneous	To modernized the tourism services and ultimate tourist safety, by establishing quality Tourism service (QTS), automated tailor machine (ATM) and Tourism satellite account (TSA)

When the strategies are generally evaluated, legislative efficacy to ensure services and safety to tourists, improvement of the existing tourism areas as well as new areas with sufficient resources, taking more concrete steps in coordination among the institutions, taking necessary precautions for the development of domestic tourism and carrying out planned domestic, foreign investment come into prominence. One of the biggest challenges of reaching the targets is the need for collaboration and coordination among the many types and sectors of industries that are related to tourism industry, directly or indirectly.

National Tourism Policy: A Way Forward

This chapter is aimed at providing a brief overview of tourism policy for the development of Bangladesh tourism rather incorporating a critical discussion. Still, a few issues have been brought here that might be helpful for tourism policy-makers in Bangladesh at any future endeavors.

Tourism policy outcomes are highly determined by factors outside the tourism policy systems as well as factors inside the tourism policy systems along with the policy process itself (Airey and Ruhanen 2014). In one hand, policy inputs incorporated policy factors that emerge from outside the tourism policy systems. It can be ranges from change in exchange rate, consumer protection, environmental damages, changes in laws, political instability, and so on. On the other hand, policy inputs come from the tourism sector itself, for example, relative strength of different stakeholders in the industry environment, seasonality associated with tourism demand, and the like. These inputs come into the policy process in which policy makers learn

about and interpret the inputs. This in turn renders the policy output in the form of policy statement from the government and actual outcomes of the policy decisions in the form of increased visitor numbers or spending, which is the ultimate goal of the tourism policy.

Tourism policy-makers and policy planners in Bangladesh however seem reluctant to identify the policy inputs both from the outside and inside the tourism industry. Tourism industry needs assistance from other relevant industries for its smooth functioning. Thus, policy factors from the other sectors are inevitable. The lack of proper coordination among the industries and their respective ministries is mounting. Tourism policies need to be acquainted with the relevant data within the industry for the relevance and effectiveness of the tourism policy. In the absence of these informational factors, tourism policy would fail to provide effective insights and thereby incapable of predicting the future scenarios of both global and national tourism.

In a more comprehend term, policymakers must consider 10 A's while developing tourism policy and eager to visualize policy outcomes such as sustainable tourism development and makes a place marketable (Rahman and Shahid 2012). The 10 A's are: attractions, activities, accommodation, amenities, affinities, abilities, administrations, acts, actors, and accesses. All these factors must be consulted in policy and plan formulation and implementation while taking 'inside' and 'outside' criteria in due considerations. It is easily perceived that tourism development at a destination (highlighting attractions, activities, accommodation, and amenities) has significant impact on the targeted areas, especially on the respective local population and the environment (actors). Therefore, any policy aimed at developing those destinations should identify the negative effects that tourism activities can create and how to lessen the negative impacts, at the same time enhance the positive traits from those activities (affinities). Towards a policy decision-making process, one primary choice for the tourism policy-makers is how to involve government (administration, acts, and actors) in the development of tourism. Options can range from complete government ownership to non-government involvement in the process of decision-making and subsequent implementations of tourism affairs. In between these two extremes, there are a wide variety of mixtures of public-private cooperation that can be consulted as well. The process of policy formulation at the national levels requires the distinction in the policy for domestic tourists and international tourists (actors). It has been always a debatable issue whether to allocate the scarce tourism resources to domestic tourists or international tourists (access).

A sound policy always requires a research base on which public policy is formulated. However, depth research cannot be feasible if there is lack of funding to conduct. In Bangladesh, the funding for research is scant in its capacity. Tourism policies and plan that are not supported by empirical evidence and supported by a government and political will can only lead to misperception and intricacies (Fayos-Solá 1996; Hassan and Burns 2014), which is the current scenario of tourism policy in Bangladesh.

Conclusion

Although Bangladesh has immense potential for tourism development given the resource realities at destinations, the country largely fails to harness the benefits. On this note, this chapter provides an overview of the tourism policy in Bangladesh and identifies that tourism policy is unavoidable for effective functioning of a destination. The NTP of Bangladesh has six chapters, which are briefly summarized in the discussion. Tourism development focus was also recognized by the government by placing it in the five-year comprehensive plans. However, nothing helped the country so far to optimize benefits from tourism and it still remains at the early stage of development. In this connection, ignoring the broader ‘inside’ and “outside” policy factors and “inclusive” policy decision-making process have been detracting policy outcomes. Finally, the long run policy formulation should be based on proper research and development of the industry with a primary focus of ensuring that future generations are not discounted in the process of present consumptions. The findings of this chapter are expected to be helpful for future policy-makers in Bangladesh to find out different loopholes in the existing policy and get focused more robustly into various factors that essentially may take a toll on the effectiveness of tourism policy.

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Takrima Sayeda is an Assistant Professor, Department of Tourism and Hospitality Management, University of Dhaka, Bangladesh. Her main areas of research interests are economic growth, exchange rate policies, labour market and tourism economics. She has a good publication record.

Samia Afrin Shetu is a Lecturer in Tourism and Hospitality Management at University of Dhaka, Bangladesh. Her main areas of research interests are tourism planning and policy development, marine and costal tourism, sustainable tourism and technological advancement of tourism.

Muhammad Shoeb-Ur- Rahman is an Assistant Professor of Tourism and Hospitality Management at University of Dhaka, Bangladesh. He holds a PhD in Tourism Management from Lincoln University, New Zealand and MBA in Tourism and Hospitality Management from University of Dhaka. His research interests include sustainable tourism, tourism management, tourism planning and policies, tourism governance, crisis and resilience in tourism systems, and destination development. Dr Rahman has presented his papers in reputed international tourism conferences and published 13 refereed papers and four book chapters. He is a regular reviewer of a few academic journals including Tourism Review International, which is an ABDC ranked journal.

Part II
Tourism Administration

Chapter 2

Theoretical Discussion on Tourism Administration with Reference to Bangladesh



Yeasmin Islam and Azizul Hassan

Abstract Tourism industry is very unique in nature depending on the geographical locations of a country leaving the administrative rules, regulations and legal framework as distinctive. The major contribution of the Government is conventionally necessary to ensure proper administration of tourism in an area or region. Reviewing the existing tourism administration literature, this chapter relates and critically analyses the situation of tourism administration in Bangladesh as the case. This research outlines the tourism administrative structure in Bangladesh with the Ministry of Civil Aviation and Tourism (MOCAT) as the supreme. Bangladesh Parjatan Corporation (BPC) and Bangladesh Tourism Board (BTB) are the later government organisations in the line of tourism administration in the country. The Government of Bangladesh offers different courses and expertise development initiatives for tourism administration to become well aware about the legal rules, regulations, policies, frameworks and structure of administration related to this industry. This chapter identifies the insufficiencies and lacks of tourism administration in Bangladesh and labels that this industry both strategically and practically is very unlikely to be well-administered. So the chapter makes some recommendations in respect to get a developed tourism administration in the country. This study stresses on facing the present drawbacks and to ensure a well-deserved and effective tourism administration in the future.

Keywords Tourism · Administration · Government · Legal policy · Bangladesh

Y. Islam (✉)

School of Business and Economics, United International University, Dhaka, Bangladesh
e-mail: yeasmin@bus.uui.ac.bd

A. Hassan

Tourism Consultants Network, The Tourism Society, London, UK

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M. S.-U.- Rahman, A. Hassan (eds.), *Tourism Policy and Planning in Bangladesh*,
https://doi.org/10.1007/978-981-15-7014-8_2

Introduction

Achieving competitive advantages from an industry like tourism can possibly be the prime concern for a country like Bangladesh. In this regard, an effective, accountable and timely structure of tourism administration is very well deserved. However, unlike many other relevant industries, ensuring a good tourism administration relies on many different factors including the political commitment and organizational set up. Bangladesh is endowed with numerous resources availability for tourism development but the lack of appropriate administration seems acute resulting to less investments and a comprehensive development framework. The country has public tourism organisations but yet to have the rules, regulations and strategic planning as required for administration. Administrations needs to create a congenial balance between tourism product or service offers and the consumptions of these offers by the tourists. Understanding the present tourism administration in Bangladesh, this conceptual research thus aims to critically outline the tourism administration in Bangladesh.

A Limited Research Periphery of Tourism Administration

Tourism administration is somehow different from general administration features turning it into a scholarly research area. Tourism administration is a multi-disciplinary area that prepares and administers people with same interests, experiences and training of the administrators for accommodations, food, travelling and relevant (World Tourism Organization 2019). The meaning of general administration is referred to the specific group of individuals those stay as in charge to enforce and create rules and regulations, or even those individuals in the leadership positions as responsible for completing essential jobs. General administration becomes operational from the very supreme authority that is the state leader. An administrator is rather a multi-tasked person working with teams, overseeing administrative responsibilities, coordinating with responsible agencies, engaging in planning on the basis of present demands. The process of administration can also be complex that is to administer and coordinate different stakeholders (Bec et al. 2019). Thus, tourism administration in the simplest meaning is the over sighting of all relevant activities attached to the tourism and relevant industries.

There are a good number of research studies that covered tourism management from diverse contexts (Inkson and Minnaert 2012). However, research studies in tourism administration are relatively few that attempted to explore and define the connotative features and categories of public service led tourism administration from the views of service clients, characteristics and attributes (Iona 2013). Tourism administration supported by the public services is required to be outlined systematically and comprehensively following their attributes, the composition of contents and existing benefit patterns relied scopes and differentiation of demands. Thus,

tourism administration is required to be offered a conceptual base for administrative department's decision-making to meet the demands of the tourism industry.

Tourism Administration Is Not Tourism Management

In general meaning, tourism administration and tourism management appears as synonymous. However, tourism administration is slightly different from tourism management in a way when, the latter is termed as the oversight of every activity attached to the travel and tourism industry. Tourism administration as defined is a legal and regulatory framework for tourism. This is a conceptual organisation of the government that affirms proper tourism administration in a specific area, region or nation. Manpower planning in tourism administration is important.

There are a number of ways through which tourism administration asserts on tourism management. World Tourism Organization (2019) has clearly clarified the scopes of tourism administration as:

First, technical product category. This category includes different tourism products that are offered to tourists. Second, quality standards in tourism services that means the improvement of overall product and service quality in the tourism industry (i.e. tourism related restaurants, accommodation, tour operators, tour guides and other relevant tourism focused service providers). This stage also involves raising the demand levels nationally, regionally and internationally; and to offer reliable and valuable information on quality standards both for the tourism and travel industry. Third, tourism administration is involved in statistical development and strengthening of a Tourism Satellite Account (TSA) for ensuring statistics and quality standards. Fourth, tourism administration is concerned with developing technical product category. This stage facilitates the understanding of the complete economic and social dimension of tourism on the basis of demand (i.e. domestic and international arrivals, features of their visitation, goods and services consumption) and supply (features of the local tourism enterprises engaged in tourism followed by their production, labour and capital use details). From this context, the guidance of tourism policy and planning by offering a beneficial lobbying tool to the national tourism administrators for advocating the cause of tourism. Also, from the base of destination management organisations and the provincial governments, national tourism administration is attached to a consistent, competitive and valid source of tourism statistics followed by both social and economic data that include tourism generated employment information. In this regard, national tourism administrators are meant to build better capacities of the statisticians, bankers and immigration authorities for collecting and processing tourism-related statistics.

Product development, diversification, marketing and promotion are important. Increasing the country's tourism industry competitiveness by the evaluation of scope and diversity of the present and potential tourism resources are enforced. Offering guidelines to converse them to quality tourism products on the basis on researching present and future market trends are encouraged and to address the

national and regional product similarity challenges and lack of product diversification with the ultimate intention to increase tourist arrivals (i.e. repeat visitors), increasing their stay length and thus to spread the economic advantages to tourism to all over the country is essential. National tourism administration relates destination management organisations to local communities, provincial governments and private sector. Potential products are generally identified for facilitating diversification.

Plan supported by product development, marketing and promotion renders importance. The formulation of an explanatory marketing and promotional plan for the tourism industry needs to take into account both the quantity and quality of tourism products; domestic, regional and international source market diversity, branding, image and positioning, promotional materials' quality and distribution (i.e. e-marketing) and the institutional marketing and promotional mechanisms (i.e. public-private partnership). Thus, this stage is outlined that strategic positioning of a specific country as the tourism destination, the identification of tourist patterns and source market priority and segments render importance. Strategic positioning of the country as a tourism destination and identification of tourist patterns and priority source markets and segments.

Capacity building programmes in tourism development and management on the ground of human resource development offers intensive training in diverse disciplines that include the development, management and promotion of tourism. The government officials' improved capacities at the local and national level as well as developing, managing and promoting tourism by the community members become beneficial for national tourism administration.

Value Chain Analysis and local economic development are viewed as policy planning and economic development in the national tourism administration. Investigating the tourism industry's structure and working of the value chain in a destination and the generated economic value, the local economic impact enhancement plan and execution generally help. Tourist destinations that are concerned with the alleviation of poverty, very particular attention needs to be paid for analysing the income amount from all transactions in the tourism industry as received by the poor. This is also essential to identify the most beneficial transactions for the pro-poor or that have the capacity to be created more pro-poor. The value chain analysis outlines an action plan that intervenes for enhancing the local economic impacts from tourism in a specific destination particularly interventions that secures a crucial increase in the income flow and opportunities to the poor. Creating a tourism value chain and strengthening the local stakeholder capacity in the tourism industry for planning and managing interventions for enhancing the local economic impact from tourism in the destination is also essential for national tourism administrators.

Strengthening the institutions and creating partnerships of the public-private sector needs proper attention on the ground of policy planning and economic development. The identification and clarification of the current and future roles of both private and public sector organization to develop tourism in the country and making operational improvements of tourism associations and tourism boards are all important. Improving the institutional framework for tourism development in the country

and a public-private participatory model for policy and decision making processes to develop, manage and promote tourism can benefit national tourism administrators.

Manpower planning for the tourism industry on the ground of human resources development is advantageous. Manpower planning for the tourism sector. That is a well-structured manpower plan supported by improved capacities for HRD management, strengthened training and education facilities; and establishing an accreditation and quality standardisation system. Building up well-trained and highly qualified human resources both in the public and private sectors for developing, managing and serving the tourism industry in a sustainable and competitive way following the international standards are the basic outputs of national tourism administrators.

Tourism legislation and regulation as policy planning and economic development benefit the tourism industry. Formulating a regulatory and legal framework for the sustainable development and management of tourism, the conservation and protection of natural and cultural resources; as well as the involvement of private sector and local communities in tourism development activities facilitation are all beneficial. This reflects the responsibilities and roles of all stakeholders and ensures the both the local and international tourists' rights; and affirms the obligations and rights of participating businesses, outbound and in-bound tour operators and many other concerned players in the tourism industry. A well-defined and logical regulatory and legal framework is much sought after for national tourism administration.

Tourism administration is involved in the preparation of tourism administrators to work practically to get indulged into recreational enterprises. Tourism administrators can simultaneously work as leisure organisers as well as tour guides those can apply tourism and recreational resources and make leisure and recreational philosophy popular. Tourism administrators can explain the actual meaning of tourism or tourism structure, recreation or leisure, historical development and the general philosophical concepts, theories and ideologies. Tourism administrators can also take part in restaurant, resort or destination management, events management, marketing and operations. Tourism administrators are also familiar with management concepts, basic or fundamental principles followed by analytical procedures that tourism or hospitality professionals are required to know.

Page (2014) argues that tourism managers normally spread in wider fields that involve many opportunities. Tourism management is a multidisciplinary discipline that prepares individuals with the training, experiences, and interests in management position in areas as food, accommodations and tourism. Tourism managers are also become involved in associations, public and enterprise authorities that are responsible for tourism services marketing to tourists. Tourism management collectively covers three areas as: first, business administration functions as finance, marketing and human resources; second, topics relevant to the tourism industry as travel motivations, environmental factors and tourism organisations; third, management theories and principles (Woodside and Martin 2008).

There are very few specific points on which tourism administration can be differed from tourism management. Tourism administration is regulatory and legal

framework for tourism with the presence of local communities, destination management organisations, national tourism administration and private sector. In brief, tourism administration is responsible to administer tourism of an area, a region or a country in proper and effective ways.

On the other side, tourism management is mostly education generated for carrying out management operations of tourism (Page 2014). There are several ways to learn the management of tourism but mostly from academic knowledge. Tourism managers concentrates on the basics of general tourism business that covers social competence and cross cultural as well as professional and leadership competence (Inkson and Minnaert 2012).

Woodside and Martin (2008) explains that international tourism management mainly focuses with regard to contents consist of business basics with a tourism covering, cross cultural and social competence as well as leadership- and professional competence. However, from the very basic ground, tourism administration and tourism management is characteristically similar as generic business management but principally focused on restaurants and hotels (Beech and Chadwick 2005).

Tourism Administrators and Tourism Administration

Bhatia (2001) opines that tourism administrators can also be involved in the hospitality industry in order to continue a career development programme. The career focused objectives of the hospitality industry can possibly be influenced by relevant experiences of the tourism administration. Tourism administrators need to be aware of about the advanced studies about the operation of tourism enterprises, how tourism performs, tourist behavior as well as the patterns through which tourists can affect a destination. Tourism administrators need to have in-depth context about the tourism industry. They tend to be well informed about the way tourism industry functions, the way it has evolved and the way it develops.

According to World Tourism Organization (2019), tourism administrators are tourism trainers, managers, sales officers, commercial managers, travel and tour managers, relationship managers, business development representatives and tour management executives at the same time. Tourism administrators are accomplished to run establishments as resorts, hotels, and campgrounds. These administrators can also be placed in companies with specialties in road, sea, and railway transportation as well as airlines.

Tourism administrators normally have knowledge in tourism and travel supported by the enrollment in tourism and hospitality managed opportunities. In the area of tourism administration by the public services, the capacity to coordinate significantly can play a major role. European Commission (2019) suggests that tourism administration can also be allured by better benefits and higher remuneration packages depending on the administration qualities, leadership and relevant. Tourism administration in common need to have a good number of qualities that includes:

Mission commitment, where the excitement passes on from leadership to the grassroots level. Fellow beneficiaries of the employees can then be mirrored from that feeling. In the time of crisis, a good tourism administration stays closer to the fellow beneficiaries in order to remind them the purpose of their mission.

Strategic vision is important. Tourism administrator needs to remain focused on the strategic vision followed by the long term mission of the concerned tourism industry. This is very common that fellow beneficiaries and stakeholders can be narrowly obsessed from their daily activities. However, the vision of a good tourism administrator always stays on the longer time period covering for years. This is essential to keep in mind that the tourism industry existed even before the existence of the administrators as well as will also remain in operation after the administrators leave. Thus, the strategic vision of the administrators is a key tool for success.

Conceptual skill of the business administrator is vital when the essential aspect of the executive process stays as sensing the tourism industry comprehensively and of course of the entire situation relevant to this. The meaning remains clear and straightforward at this stage that tourism administrators needs to be able to view any decision or action that can affect any part of the tourism industry. Fellow beneficiaries can merely observe the industry but the good tourism administrator can view beyond any limitation.

Attention to detail is relevant for tourism administrators as this can offer a wider scenario and allow them to think strategically. This is equally essential for good tourism administrators to stay closer to the details. However, this cannot be like they are involved in all decisions that are minor or misjudge subordinates' decisions. Tourism administrators need to be aware of the performances and activities of the beneficiaries and stakeholders to allow them the maximum possible autonomy.

Delegation works can create a fine line between tasks delegation to fellow beneficiaries and responsibility shrinking that the fellow beneficiaries are well-prepared for taking responsibilities. Good tourism administrators have the capacities for navigating such differentiation by pointing and assigning due responsibilities. These administrators influence the decision making and implementation patterns. The delegation of tasks and responsibilities in such regard affects fellow beneficiaries to flourish in their effective roles to develop and promote tourism as well as preparing the future leadership systems.

Growing talent is the other important aspect of tourism administration. The promotion of tourism administrators internally can save efforts and explore possibilities that lay inside each tourism administrator. Tourism administrator needs to be able to search for good talents within the tourism organisations, nurture them and place them in the most suitable position to make a success. Tourism administrators need to remain cautious about the talent exercise as their positioning is highly sensitive for tourism administration success.

Hiring savvy renders usability. Tourism administrators in the public service keep the intention to turn the tourism industry a better rewarding industry. However, in many cases, their skill, desire and situation do not align on a straight position that create abnormality. Tourism administrators in the public place need to set the relevant tourism organisations up for success from the very initial stage by patronizing

and placing the right talent in the right place in the right time. A good tourism administrator has the ability for taking measured risks knowing that their decisions can remain unimplemented if the fellow beneficiaries remain unwilling to contribute.

Balancing the emotions for tourism administrators is good. Tourism administrators can experience harsh or extreme situations but these situations are overcome and harnessed by the good tourism administrators. Positive tourism administrators transform ill emotions that appear in the form of anger, rage or anxiety into happiness and peace as the driver of changes. A good tourism administrator applies emotions as an element to execute good decisions as beneficial for the tourism industry.

Creativity is an effective tool of a good tourism administrator. In most cases, tourism administrators have to work with a tight and uncomfortable budgetary allocation having some troublesome, difficult and almost impossible objectives to implement. These comprehensively create a type of challenge to administer tourism to cope with the challenges and to withdraw the restrictions for showcasing their creativity. Tourism administrators can become able to solve issues with their creativity and unique thought deliveries followed by the innovative approach and new context of solution.

Digital Communication Experience sharing is the most recent phenomenon of a tourism administrator. Tools of the digital communication platform as video streaming, email with the support of social media have become the cornerstones of the present day communication. Tourism administrators are commonly responsible for towards the beneficiaries and stakeholders while enjoying freedom for determining and settling the ground and timeframe of communication. Tourism administrators generally are beholden to the fellow beneficiaries and stakeholders those remain as the subject of accountability due to their actions or deeds. As a result, a successful tourism administrator presents and exhibit excellent skills to communicate on the digital electronic platform particularly through social media. Tourism administrators in the public sector prefer to choose their profession mainly for their dedication and service desire to do something good to the country. Tourism administrators in the public sector with their good deeds and activities can turn the tourism industry of a country into a success.

Institutionalisation of Tourism Administration

In any country, tourism administration is an obvious feature of the tourism industry. This type administration is oriented to administer both the public and private tourism enterprises and establishments. The characteristics and features of tourism administration is designed to have immense and definite effects on both of these. Tourism administration thus can be rendered as the regulation and control of tourism and relevant activities in a country. The administration of tourism can be described as the directives of the government and executed by the relevant agencies. Tourism administration in almost cases have effects on the local and national level tourism. Thus, these enterprises and organisations both operate and develop within

a given framework as beneficial for the relevant stakeholders. Tourism administration sometimes can be influenced by the private tourism entrepreneurs and beneficiary's opinions and this is rather important to incorporate their opinions as they are under the direct effects of tourism administration of a country. Tourism administration that has the representation of both public and private entrepreneurs is believed as having more affectivity and engagements. This is essential to get close proximity with the state level administration to avoid any maladjustments. For adopting the relatively newer situation of tourism development, this is essential and important work to improve and strengthen tourism administration with the involvement of public service. This service is an unavoidable feature for developing tourism administration at all possible levels.

According to Bhatia (2001), there are different institutions attached to the administration of tourism. The Ministerial level, the National Tourism Organisation level as well as the field level organisations are involved in the collective patterns of tourism administration in a country. Thus, the institutions need to be administered with skills and expertise.

Tourism administration generally begins from the very supreme level of the government represented by the state leader. The guidance and directions from the supreme authority thus passed on the ministerial level for further directives. Tourism administration then follows the bureaucratic comprehension for further rectifying or revising the administrative procedures. At this stage, all directives in common are turned into legislations and rules to be obeyed and implemented by the relevant institutions. Tourism administration in this way mostly circles the governmental bodies ranging from the ministry to the national tourism organisation. The rules that are set as legislations are thus made essential for the relevant tourism organisations to follow and execute.

Tourism Administration: The Bangladesh Perspective

Rahman et al. (2010) share their opinions on the sustainable nature of tourism administration in Bangladesh when the Government of Bangladesh is yet to take effective initiative, seriously. BPC and BTB under MOCAT can play a very important parts in such administration but the lack of effective administrator at national, regional and local levels descend this industry towards uncertainty and doubt. The Government of Bangladesh requires strong policy support to administer the potentiality of this industry. The National Tourism Policy 2010 is a formality when this lacks guidelines to build a tourism friendly administration. Both the administrators and general tourists need to be motivated to ensure administrative framework that is rather sustainable for the future generation of Bangladesh. Tourism policy administrators need to be well aware about the inadequate infrastructure, lack of convenient transportation and Master Plan, political will and the existence of corruptions in the country to deal with. The Government of Bangladesh is required to prepare a proper guideline to ensure the monitoring of TOAB on all travel agencies and relevant

tourism products and service providers. They should follow Strategic Master Plan by WTO to ensure the sustainability in tourism administration to balance the present and future tourist demands.

With an aim to identify several issues of tourism administration in Bangladesh, Alauddin et al. (2014) suggest that the Government of Bangladesh need to focus on capacity improvements of the relevant administrative organisations. Both the national tourist organisations as BPC and BTB need to be more effective, diversified and independent in case of decision making for a better administration. Training and expertise development facilities for the tourism administrators and all tourism industry professionals need to be updated in the light of both domestic and global demands. As the needs of tourists are changing, tourism administrators need to be able to ensure that tourists can get their requirements. In this regard, the development of new rules and regulations, proper marketing tools, and useful tourism communications can help. The tourism administrators in Bangladesh also need to have enforcement powers in line with the national security agencies and especially with the “Tourist Police”.

According to the notable researchers, the National Tourism Policy 2010 of Bangladesh requires reformation and modification (Hassan and Kokkranikal 2018; Hassan and Burns 2014; Roy and Roy 2015). Good administration to develop eco-friendly, sustainable and community supportive is essential. The Government of Bangladesh is somehow offers policy supports for a better tourism administration. In the most recent times, act on protected areas of tourism and special tourism zone, the Cox’s Bazar Development Authority (CDA) are passed by the Government of Bangladesh. Tourism is a promising industry across the world and many countries are capitalising this industry. Still, Bangladesh is yet not get enough from this industry mainly suffering from the inappropriate tourism administration. The Government of Bangladesh creates different tourism administrative institutions (i.e. BPC, BTB, NHTTI) to develop this industry. However in practice, this industry faces different barriers to attract investments, high spending foreign and domestic tourists. The Government needs to take proactive measures to create and maintain a good tourism administration.

Dhaka Tribune (2018) with both their administrative and management experiences in public relations in BPC assert that this authoritative organization is literally is not well prepared to extend its full cooperation to any private and public entrepreneurs. These tourism industry professionals inform that the TOAB members get 25% discounts for any service of BPC that actually encourages private entrepreneurs in terms of knowledge acquiring, administering, and capacity building. BPC has already built the country’s very first edu-entertainment park named “Dino Park” in Cumilla that becomes an attraction of general tourists, researchers and students. BPC provides different training courses and facilities for both the entrants and existing tourism human resources and promotes packages tours for school students to historic sites in the country. BPC also works in different tourist attractions including Foy’s Lake in Chittagong as an example of sustainability administration.

New Age (2018) critically explains the significance of the “World Tourism Day” celebrated on the 27th September every year. With a new theme each year, this day

can resemble the administration of tourism aimed for the well-being of general tourists. WTO also advises its member countries to observe this day to raise awareness among all the potential stakeholders. BPC, BTB and Tourism and Hospitality Management, University of Dhaka and other private and public organizations promote this day every year by holding different programs that can be an initiative to create awareness for a better tourism administration in the country.

Conclusion

This chapter reviews several literature studies that establishes that the present tourism administration in Bangladesh is rather unsatisfactory. This chapter argues that tourism administration and tourism management in practice has distinct features where the tourism administrators need to have specific attributes and qualities. The findings clearly states that the comprehensive development of the tourism industry in Bangladesh is subject to effective and useful tourism administration and management. Bangladesh also has a weaker organizational capacities for tourism administration when international organisations as WTO emphasizes on offering more importance on tourism administration. These organisations mostly work independently that narrows the opportunities to leave immense impacts for better administration. Thus, administration in the tourism industry as a whole lacks physical planning, strategy, rules and regulations. Even the availability of relevant information is limited findings of this chapter at least outlines the real scenario the present tourism industry in Bangladesh. This chapter also suggests that opportunities exist for further research in the future in this identified area of tourism administrations. This can possibly facilitate ensuring guidelines a rewarding tourism industry in the country.

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Yeasmin Islam is an Assistant Professor in School of Business and Economics, United International University. She has research interest in management, human resource, entrepreneurship, international business and tourism management. Yeasmin has presented few papers in reputed international business conferences in home and abroad. She has also published two articles in peer reviewed journals and one book review.

Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society. Hassan holds PhD from the United Kingdom. Hassan's areas of research interest are: technology-supported marketing for tourism and hospitality, immersive technology application in the tourism and hospitality industry, technology influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Hassan authored over 100 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 15 book projects from Routledge, Springer, CAB International and Emerald Group Publishing Limited. Hassan is a regular reviewer of *Tourism Management*, *Journal of Hospitality and Tourism Management*, *Tourism Analysis*, the *International Journal of Human Resource Management*, *Journal of Ecotourism*, *Journal of Business Research*, *eReview of Tourism Research (eRTR)*, *International Interdisciplinary Business-Economics Advancement Journal*, *Heliyon* and *International Journal of Tourism Cities*.

Chapter 3

The Role of Local Government in Tourism Development: Evidence from Kuakata, Bangladesh



Johura Jabin Anika, Md Yusuf Hossein Khan, and Azizul Hassan

Abstract The lack of well-designed planning and effective management of tourism development in Bangladesh may cause the destructive force, associated with negative externalities such as the loss of natural landscapes, congestion, environmental and cultural degradation. In tourism development, the effective role of local government is necessary to promote the social, economic, environmental and cultural well-being to the local communities. Many literature studies have scrutinized how the development of tourism involves collaborative relationships between the various local actors and stakeholders that participate in tourism development. Using the evidence of tourism in Kuakata, this paper contends that it is essential to understand the roles, responsibilities and benefits of all stakeholders of a specific tourist destination from sustainable tourism practice and policy and also how they retort to its adoption. The aim is to find the paramount way to develop tourism towards sustainability in Kuakata according to the main stakeholders: local government members, local community people, hotel owners and employees, and tourists, focusing mostly on the obstacles and undesirable issues. Results of this study point out the fact that there is a wide range of influences that constrain Kuakata tourism development from adopting more sustainable tourism practices. All of these aspects play a crucial role in manifestation the actions of all stakeholders concerning sustainable tourism development.

Keywords Local government · Tourism · Development · Kuakata · Bangladesh

J. J. Anika

College of Tourism and Hospitality Management, International University of Business Agriculture and Technology, Dhaka, Bangladesh

Md. Y. H. Khan (✉)

College of Tourism and Hospitality Management, International University of Business Agriculture and Technology, Dhaka, Bangladesh

PhD Researcher in Tourism, University of Algarve, Faro, Portugal

A. Hassan

Tourism Consultants Network, The Tourism Society, London, UK

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M. S.-U-. Rahman, A. Hassan (eds.), *Tourism Policy and Planning in Bangladesh*, https://doi.org/10.1007/978-981-15-7014-8_3

Introduction

Governments at all levels have anticipated greater responsibility for, and involvement in, tourism sustainable development and planning. Yet, a remarkable research gap still exists despite the increased focus on local government, particularly in terms of empirical research investigating the roles and responsibilities of local government in addressing sustainable tourism development (Ruhanen 2013). In the context of Bangladesh, this paper reviews the roles and responsibilities of local government in facilitating sustainable development objectives to the tourism development in Kuakata. Tourism cannot be developed in a specific locality without the involvement of local community people, stakeholders and local government. So, well strategy, tactic and plan by experts, who works in different sectors of public administrate in government is obligatory. Whereas the central or federal government is engaged with national problems, national issues and national policies of a country, but local government is more close to the local community people, so they know better about their human, natural resources, obstacles and challenges. Here, Local government can perform a dynamic role to develop the local community and fulfil the expectations of local people as well. The purpose of this paper is to analyze the role of local government in tourism development in Kuakata. Tourism planning requires strong local government support. Community people must be willing to cater to tourists and provide setting and experiences that are attractive to the visitors (Stevenson 2002). Tourism development planning requires strong local government support. However, this paper has decided to explore the factors that influence the local government to play a major role in tourism development and how they can overcome the barriers. The objective of this study is to gain a better understanding of the evolutionary processes of tourism development towards sustainability in Kuakata according to the main stakeholders: central government, local government, hotel owners and employees in the area, private tour operators, law enforcing agency, tourism enterprises and local community people, focusing mostly on the challenges and weaknesses that expand within and beyond the boundaries of local government and hinder the enrichment of Kuakata as an important tourist destination in Bangladesh. The research aims to scrutinize the issues that local governments face in tourism management and development, and the practices and approaches that have been adopted to address these issues.

Literature Review

Local Government's Roles

Local government is indisputably a significant and strong wing of the central government of a country. The local government allows distribution of work on a territorial basis prevents the central bureaucracy from forcing an unhealthy administrative

uniformity on the country and facilitates the use of knowledge of the local condition in tackling problems (Siddiqui 2005). They are highly responsible for the planning of proper land use, infrastructure development, and economic regulations, impose legislator and other facilities and public services to support the local economy and local community to make an attractive place to live, to work and business. The multidimensional tourism industry can contribute to economic and sustainable development at the local level via the effectiveness of local government. Local Government can help speed up the decision-making process and provide prompt service to the people because of a better use of local knowledge, direct contact with citizens and greater ability to overcome the communication problems (Siddiqui 2005). According to Gorica et al. (2012), while the big or central government is occupied with macro-problem and macro-policies, local government is the nearest community who knows better about their local people and natural resources. Local governments undertake the greater role in a community's development, provide the links between the people and government, address the community's problems and concerns, enforce policies, and influence its communities, also intermediaries in directing the framework of government into each individual community in order to create a beneficial outcome (Guler 2017). According to the observation of Churuga (2004), Thailand as a leading tourism country in South East Asia has been climbing towards successful tourism at the national level and having negative tourism impacts at the local level. This draws attention to the need for enhanced local tourism management to ensure sustainable tourism as a whole. As a result of decentralization, local government in Thailand now has a direct role in tourism administration. Hastings et al. (2016) stated that Local government's role as a 'place shaper' and its importance in meeting the desires of citizens that drive attachment and satisfaction with the area in which they live, also for people living in regional areas, it is even more important that local governments play a role in promoting social, community, economic, infrastructure and wellbeing outcomes. The wish of the local people is generally reflected through local government bodies, where the central government is very much centralized in its nature, for this it is often possible to take steps for the betterment of local people (Ryan et al. 2015). To overcome this situation local government can step ahead to find out a better solution to convey local people's message to the central government.

Functions and Structure of Local Government in Bangladesh

Bangladesh is a country of a democratic republic which has been categorized into two wings: national and local government. Local government is treasured in the constitution and the main legislative include the Acts covering Zila Parishad act 2000, Upazila Parishad act 1998, amended act 2009, Union Parishad 2009, Pourashava 2009, city corporations act 2009 and hill district councils act 1989 (CLGF- Commonwealth Local Government Forum 2019). The local government division of Bangladesh is under the Ministry of Local Government, Rural

Development and Cooperatives, except for the hill district councils, which are under the Ministry of Hill Tract Affairs (Local Government Division 2015) (Fig. 3.1).

According to Bangladesh Planning Commission (2015), Local Government Engineering Department (2019) and Local Government Management Association (2017), the local government division has two units: rural and urban local government. There are 64 administrative districts (Zila Parishad) and below this a tiered system of local government comprising single-tier urban authorities made up of 11 city corporations and 329 municipalities (pourashavas); and a three-tiered rural local government system comprising 64 Zila (district) parishes, 492 Upazila (sub-district) parishes, 4573 Union parishads, and three hill district parishads. The Zila parishads are the largest rural authorities with Upazila parishads and union parishads the intermediate and lowest levels respectively.

According to the Local government Union Parishad Act 2009 and Local Government (Upazila Parishad) Act 1998 and amendment in 2009, some of the main functions of Upazila and union parishads are as follows: first, developing agriculture, forests, fisheries, livestock, education, health, cottage industries, communication, irrigation, and flood protection; second, infrastructure development; third, developing local resources; fourth, maintaining public property such as roads, bridges, canals, embankments, telephones and electricity lines; fifth, reviewing the development activities of other agencies; sixth, encouraging sanitation; seventh, administering the census.

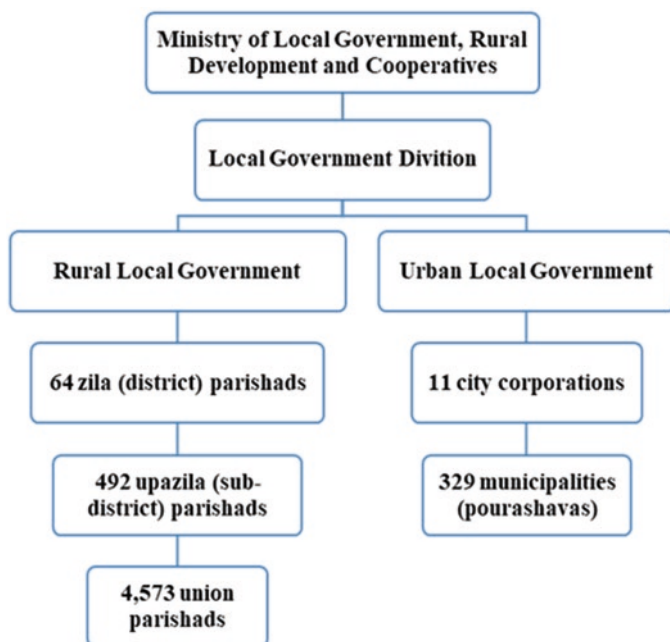


Fig. 3.1 Structure of local government in Bangladesh. (Source: Local Government Division 2015)

Besides, there are also other three laws relating to local government bodies of three hill districts. Those three laws are Khagrachhari Hill District Local Government Paris had Act, 1989; Rangamati Hill District Local Government Paris had Act, 1989; and Bandarban Hill District Local Government Paris had Act, 1989.

Barriers in Tourism Development

Tourism development has numerous barrier in terms of social, economic, political, environmental and cultural aspects. Bangladesh is no exception from this. According to The Daily Star (2018) and Bangladesh Pratidin (2019), Kuakata tourism is under the risk of beach erosion which is harming the tourist attraction, and Water Development Board designed a project to protect the beach, but the government did not approve the project due to lack of feasibility in the plan. Though Japan is one of the developed countries with strong planning of infrastructure and disaster management, still disaster like Typhoon affected tourism and damaged severely (The Straitstimes 2018). According to the construal of Churugsa (2004), several tourism issues affecting sustainable tourism development in Thailand, which includes degradation of environmental resources, land ownership legislation, insufficient infrastructure, lack of local people's understanding and knowledge about sustainable tourism development, and lack of tourism planning. As per many works of literature, poor transportation considered as an obstacle in tourism development. The transportation system of a tourist destination has an impact on the tourism experience which elucidates how people travel and why they choose different arrangements of the holiday, destination, and transport (Lumsdon and Page 2004). Lack of foreign exchange for tourism development, lack of skilled manpower, weak institutional frameworks for tourism planning, and Bureaucratic politics are inhibitors to tourism development (Aref 2011). In the Bangladesh context, political instability is another tension for tourism development. Siddiqui (2005) coined that local governments may especially be prone to corruption and malfeasance, much more than the central government. Furqan and Som (2010) observed that, in Indonesia, corruption and nepotism is a common phenomenon in the district levels, as well as the absence of decentralization in many developing countries driving tourism in danger. Hassan and Burns (2014) suggested that capacities of the governmental tourism agencies need to be strengthened in the local level, also nurturing the tourism places, issues of sustainability, climate change, political instability and security issues have to be offered proper consideration. Shil et al. (2012) alleged that without the academic support and education curriculum, development of tourism will remain ineffective. Moreover, the deficiency of proper management system, job uncertainty, lack of awareness, political instability, unplanned infrastructure expansion, shortage of skilled employee in tourism and hospitality sector, absence of entertainment and recreational facilities are the foremost hurdles of tourism development in Bangladesh.

Tourism Promotion from the Point of View of Global and Local Perspective

The development and promotion of tourism comprise many economic, social, and cultural issues that include the protection of minority cultures, tourism impacts, and the need to provide an economically sustainable experience that meets visitor expectations. The promotion of the tourism sector as a means by which to accomplish social and economic development objectives is broadly recognized and is reflective of a broader movement internationally towards the active support of “sun-rise” industries in regional locations (Bangladesh Parjatan Corporation 2019; Bangladesh Tourism Board 2019; Bangladesh Investment Development Authority 2017; Beer et al. 2003)

The Wellington City Council (WCC), has been actively involved in financially supporting events to nurture tourism in line with strategic planning goal. Within the last 5 years, WCC has funded over 60 events annually in the city ranging from localized cultural festivals to the internationally acclaimed New Zealand International Festival of the Arts (Ateljevic and Doorne 2000). Kenya Government upgraded Department of Tourism in 1966 to develop tourism industry, where new functions has been formed, such as establishing and managing hotel, restaurants and other tourism enterprises, promoting local and foreign investments in tourism sector, promoting Kenya’s tourism products in domestic and international markets and increasing the overall GDP through foreign exchange earnings. To promote direct government investment and management of tourism and hospitality facilities, the government created the parastatal organization, the Kenya Tourism Development Corporation (KTDC) which became the public investment arm in tourism sector (Akama 2002; World Travel and Tourism Council 2018). Government interference in development is possibly the most visible in developing economies where tourism promotion tends to be controlled directly by governments. In such places, there is a growing concern over the effectiveness of policies in facilitating job and wealth creation, their contribution to environmental protection, and the protection of cultural identities (Xie 2003).

In 1992, the introduction of an open-door policy in border regions by the Chinese government increased international tourists dramatically. China, Burma, Thailand, and Laos’s agreement empowered tourists to cross the border more easily, thus promoting greater tourism activity (Yang et al. 2008). Meanwhile, in China, Modernization turn into a priority for local government (Li 2004) and it required development projects including infrastructure and educational services, improved roads and a new international airport in 1990 enhanced accessibility.

Kuakata: The Study Area

The study area is “Kuakata” which is named as the “Daughter of the Sea” is full of scenic beauty located in the Patuakhali district in the division of Barishal of Bangladesh. According to the Bangladesh Population and Housing census 2011, National Volume-3 by Bangladesh Bureau of Statistics (BBS) (2014), Kuakata is the newly formed Paurashava of Kalapara Upazila under Patuakhali district. It was established in 2010 with an area of 4.14 sq.km. The total population of the Paurashava as enumerated in 2011 census is 9177 of which 5043 are males and 4134 are females. The literacy rate of Paurashava is 57.6%. Kuakata is an excellent combination of the picturesque natural beauty, sandy beach, blue sky, huge expanse of water of the Bay and evergreen forest in really eye-catching. From its seashore, one can watch both sunrise and sunset. The unique customs and costumes of the “Rakhine” tribal families and Buddhist Temple of about hundred years old indicate the ancient tradition and cultural heritage, which are objects of great pleasure. Kuakata is the place of pilgrimage of the Hindus and Buddhist communities. In Horinghata forest sometimes the Royal Bengal Tiger is seen. “Horin” is a Bengali word for deer. So name itself express why it is called Horinghata (Visit Bangladesh 2017).

Research Methodology

The study embraces the qualitative method to conduct the research. The methodology of the study consists of the combination of the secondary and primary search. Secondary data collection relies on vast contemporary literature, documents and projects connected to the sustainable tourism development and the role and responsibilities of the public sector towards sustainable tourism implementation. The primary data are collected on a diversified basis based on several demographic traits and attributes like income, age, geographic location, gender etc. Data were collected by using semi-structured interviews from the local government representatives (UNO, councilor, mayor, chairman, vice chairman etc.), local community people and tourists at the study location of Kuakata. This procedure had been selected to get more detailed information and to create a clear picture about the concept of sustainable tourism development and the role of local governance in addressing sustainable tourism development within the destination and in stakeholder’s participation. Necessary field note and participant observations were also used. Participants were selected purposefully with a maximum variation from different groups including hotel owners, hotel employees, local businessman, local government members and tourists. The number of participants for this study was in total 55 participants; whereas ten local government members, ten local hotel owners, ten hotel employees, ten local businessmen and 15 tourists.

To understand the current status of sustainable tourism in Kuakata, Bangladesh, the face to face interview session has been taken place through a semi-structured questionnaire upon the availability of interviewee. A semi-structured interview format was chosen because it allowed the subject to answer in their own words as opposed to being forced to select a predetermined answer or discuss the topic of interest in a fixed manner. The researcher personally conducted all the interviews and summarized the gist of conversation for further analysis. The interview began with basic questions about the background of the interviewees, finding out about their position in the public administration, work experience, their education and their previous knowledge on sustainable tourism development and environmental issues. These provided the information needed to understand the personal information about the interviewees and their position in the local governance. The central themes of the semi-structured interviews cover qualitative information about the interviewees' awareness and adoption of sustainable tourism and environmental management initiatives in their destinations. The interviewees were also asked questions related to barriers and constraints in their adoption and performance of environmental measures and sustainable tourism practices. An important issue treated during the interviews was the role of local government in adopting the principles of sustainability by the private sector and the local community.

Open-ended questions were asked in the interviews to get participants' opinion, examples, and experiences. Time spent in each interviewee was approximately 20 min to 40 min. The interviews were conducted in the Bangla language, which is a native language of the participants. The researchers recorded with the participant's permission and jotted down the field notes in the case of observing the important aspects and my interpretation. All interviews were transcribed for analysis. The taken interview and field notes were going through again and again and tried to understand the underlying meaning of verbatim. The meaning and message were then transformed as an argument for validating the findings of existing literature.

Findings and Discussions

Potentials of Kuakata as a Tourist Attraction

According to Offroad Bangladesh (2017), the future perspective of Kuakata tourism is sanguine. According to a participant's viewpoint, Kuakata has remarkable possibilities like any other popular tourist spot in Bangladesh. One of the local government members mentioned about the master plan project of Kuakata which will form a new prospect of tourism, especially Gangamati Reserved Forest. It is an additional part of the largest Mangrove forest Sundarban and it is a protector of the inner inhabitants against any tidal surge of that area. The Gangamati Reserved Forest is the small mangrove forest in Kuakata which located at the eastern end of the beach of Kuakata, and from Gangamati Reserved Forest it takes only 1 h to go to Sundarban

by speed boat. The participant believed that The Gangamati Reserved Forest had all the potentialities to change the overall tourism scenario of Kuakata. That local government member also mentioned about Rakhine village in Kuakata which is the ethnic community of Arakan. It is an ancient community enriched with full of folk tradition, culture and crafts. Rakhine village also can be new spot to access for Kuakata tourism development if Government nurtures it suitably and sustainably. Subsequently, after the implementation of the Government's master plan, Kuakata will turn to a dynamic and exotic tourist zone stated by one of the local government members. Moreover, all local government members will also be a big part of implementing the master plan of Kuakata. Nevertheless, the main strength of Kuakata is and will be the local people's hospitable and caring nature, which is indeed a necessary element for tourism development.

Barriers in Tourism Development in Kuakata

The development of tourism requires several progressive actions in society, economy, culture and environment. Otherwise, some venomous factors can strengthen a vulnerable effect on tourism development. Allowing the fact, precautions against potential blockades might protect tourism. It is very crucial to find out errors before jumping towards any actions.

Tourism in the study area is under limitless threats due to numerous natural and man-made causes. Beach erosion is not a new thing for Kuakata. Most of the participant agreed that beach erosion was one of the major facts which are indicating a bad sign of tourism development at Kuakata. Though beach erosion by tidal surge is a natural phenomenon, most of the participants revealed that government are not responding towards their demand for beach protection. Also, most of the local government members mentioned that they already informed the government about the beach erosion several times, but the government is sitting inactive. Few of the participants who are also the local community people publicized with a very honest standpoint that they have heard many times about the investment of a huge amount of money by the government for the beach protection action, but there were no visibilities of any implementation of action except putting some sandbags on the beach. This year local community people and local government members arranged a human chain to aware government. The beach is the only central attraction for tourist at Kuakata. But, it very unfortunate that ten foot or more sections of the beach at Zero Point at Kuakata main sea beach, including a cemented road, was eroded into the Bay. All the local government bodies and local community people have been argued the need for immediate beach protection. This is a common phenomenon of every year during the month of June and July that severe cyclones, storms and tidal surges affect the seashore. As a main tourist spot of Kuakata, action against beach erosion is highly required for tourism development.

Another significant barrier is the transportation and communication system in Kuakata. Most of the participants reasoned that transportation and communication

system is the root for declining the tourism attraction of Kuakata. Due to inconvenient and time consuming transportation and communication system, many tourists prefer to visit Cox's Bazar instead of Kuakata. The common ways of visiting Kuakata are by bus, launch or air. According to the tourist's observation, bus and launch are quite cheaper in price but very time consuming which causes exhaustion to the tourist; on the other hand, the air is as usual much comfortable way and a great time saver but expensive which many tourists may not afford who belong to the middle-income family. Here, in this fact, maximum local government members claimed that the transportation and communication system had developed more than before within the last 5 years. Several bridges such as Sheikh Jamal, Sheikh Kamal and Sheikh Russel bridges have been built and new good conditioned vehicles have been introduced for the advancement of transportation and communication system in Kuakata. But, most of the participants think that these are not enough sustenance to develop tourism in Kuakata. Also, inappropriate bus stand management on the main road of Kuakata is causing a great problem for tourists.

One more imperative barrier of Kuakata is limited tourist spots and lack of entrainment facilities. Most of the participants, especially, hotel owners, hotel employees, local businessman and local government members identified that tourists are not staying in Kuakata more than two nights due to absence of leisure and entertainment facilities; also tourist can easily explore all the main tourist spots such as, Crab beach (Kakra beach), Sunset and Sunrise point beach, Lebur Chor, Fatra Chor, Gangamati Reserved Forest and Jhau Bon, Buddhist temples at Keranipara, Misripara Amkholapara; Kuakata Eco Park, Shutki Polli, Rakhine Polli within one to one and a half days. Therefore, hotels and businessmen are dwindling towards making a good amount of profit from their businesses. According to most of the participant's statement, the foreign tourists are very rare and occasional in Kuakata; and on this perspective, they mentioned that rareness of amusement facilities are mainly responsible for this. One of the local government members identified that foreign and national investors are not interested to invest big amount due to less staying duration of tourists. At this point, Kuakata tourism is falling behind to endure economic sustainability.

The Figure below is displaying the major barriers of tourism development at Kuakata according to the participant's perspective. Here, the percentages are quite closer to each other which indicates that the three of the barriers are massively affecting the tourism development at Kuakata (Fig. 3.2).

Apart from those three barriers, there are some more hurdles which are threatening the tourism development in Kuakata according to the participant's surveillance.

In Bangladesh context, corruption and political instability are a very common occurrence. Due to corruption and political uncertainty, the overall prosperity of Bangladesh is not up to the mark. Basically, abuse of public power, extortion, soliciting or offering bribes, consuming public properties, fraudulent activities are involved in corruption activities. During the interview, most of the participants declared that corruption was one of the severe problems which instigating hindrances in tourism development in Kuakata. Many of the participant's statement

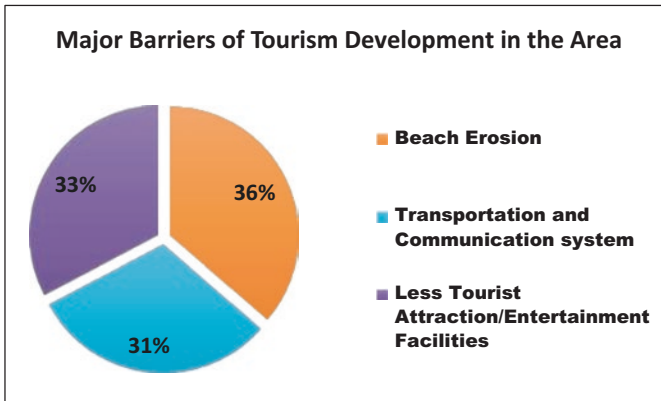


Fig. 3.2 Major barriers in tourism development in the Area. (Source: field survey, 2018)

indicates that, due to corruption and political instability, the effective action for beach protection and infrastructure development is being delayed. One of the local government member also pointed towards the conspiracy and extortion as a reason of tourism degradation in Kuakata. Inapt infrastructure also in the list of barriers in tourism development as per many participants. Most of the tourist and local governments also concerned about the high price of the hotel's room are a reason behind tourist dissatisfaction.

Negligence towards the maintenance of tourist spot is another obstruction for tourism development. Few of the participants are worry about unsafe ironic water and absence of rescue party on the beach which is the reason behind tourism disrepute. A good medical facility is a very important factor in developing a tourist area. A medical emergency might need any time for the tourist as well as for local people. But an absence of emergency medical facility is not a positive sign for the image of tourism.

In Kuakata, Rakhine is one of the potential areas for tourism. But due to some above-mentioned dilemmas, such as lack of maintenance of the roads, electricity problem, tourist toilet problem and corruption problem is dragging the Rakhine downwards. One of the participants from Rakhine mentioned that many foreign visitors come to see the Rakhine crafts and clothes, but miserable condition of roads and lack of tourist toilet always creates an undesirable situation.

The Figure below is presenting the percentage of the minor barriers in tourism development at Kuakata according to the participant's perspective (Fig. 3.3).

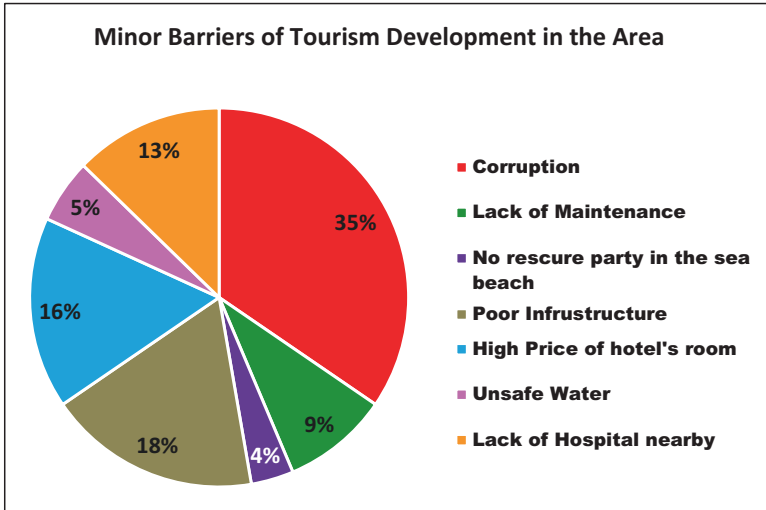


Fig. 3.3 Minor barriers in tourism development in the Area. (Source: field survey, 2018)

Peoples' Anticipation from Local Government

According to all participants' point of view, the Figure below is demonstrating where the local government should emphasize more to develop tourism in Kuakata. The community people are impatiently expecting immediate action for environmental protection. It has been a decade that the government did not take any serious initiative for it. In this particular fact, most of the participants' desire everlasting planning and safeguard. Also, they all think that local government should involve themselves commendably in the environmental protection activity to save the beach erosion and other spots. Development of the infrastructure of the area also essentials to be in the priority work list of local government as well. Participants are expecting from the local government to fulfill their promises soon without any corruption. Most of the participants stated that local government need to play an effective and operational role to develop Kuakata tourism with the nexus of Government. Moreover, appropriate monitoring of government and imposing good governance is also a desire of the community people for smooth project implementation. Participants also think that local government need to concentrate on transportation system, especially on the bus stand management system at Amtoli Kuakata. Few of the participants think that the safety and security of the tourists in the beach area is necessary. Thought the government imposed tourist police in the area, but more security personnel on the beach is highly required. Good medical services and facilities along with the ambulance are also another desirable thing in the main spot at Kuakata (Fig. 3.4).

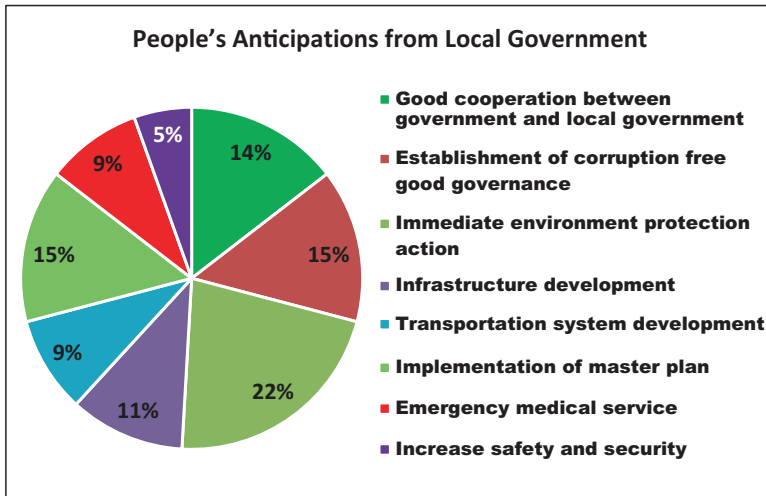


Fig. 3.4 People's anticipations from local government in Kuakata. (Source: field survey, 2018)

Local Government's Plan for Kuakata Tourism Development

According to most of the local government members who participated in the interview stated that they are waiting for the government approval for implementing the master plan of Kuakata. That master plan is the only solution to prevent all barriers of Kuakata tourism development said by one of the local government members. According to the master plan, there will be an international standard cricket stadium, a university, play-ground, convention centre and shopping mall, airport, modern hospital, supermarket, government and semi-government offices, museums, fire service stations, spectacular martyr monuments, Helipad, bus-terminals, launches, special markets, eco parks, fisheries markets, marine parks, marine waters Clive, tennis park and so on. In this project, the local government will be a vital part to execute. In the seventh five year plan, it is also mentioned that to promote and revitalize the tourism industry, appropriate land use and transport planning from all the potential waterfront sites such as Cox's Bazar, Jaflong, Kuakata, etc. should be adopted on an urgent basis.

One of the local government member revealed that master plan work for the development of the Kuakata will start after the National Election 2018. As part of the master plan, the government has already finalized the plan for the construction of a two-lane Kuakata highway which will make the tourism convenient. According to another local government member, Kuakata municipality is already made a compulsory rule for construction with appropriate design in the area for planned urbanization and the concerned ministries will be allowed to construct the building after approval of these designs. District administration has taken initiatives to evict the illegal occupation of lands from the Kuakata municipality area and also will remove five constructions over canals so that tourist can enjoy the sunrise in the same place

and the rare scenes of sunset in the sea beach in Kuakata. The water development board will start the reconstruction of the embankment in Kuakata municipality area, including the two villages of Latachapali and Dhulas, which are surrounded by Kalapara Sea in order to save the lives and lives of traders and ordinary people from natural disaster. Most of the local government member's belief that Kuakata will be the country's top tourism centre if the master plan can be implemented properly by the government and local government together, also it will enlighten the overall outlook of Kuakata. The government and local business owners have made significant developments over the years to attract tourists to its shores said by another local government representative. The Police station at Kuakata was built in 2007 and enforced tourist police. Accordingly, the law and order situation in the open beach, even at night, has improved significantly.

Conclusion and Recommendations

The Kuakata is spotting as a potential holiday destination in Bangladesh after the Cox's Bazar sea beach. The focus of this study has been to have a clear idea of the necessity of the local government's involvement in Kuakata tourism development starching towards sustainability. The study has been able to demonstrate beyond doubt that the local government is a great strength of local community development and also a hope for tourism development of Kuakata. Hence, the roles and responsibility of the local government in Kuakata tourism development depend now on the central government. Kuakata is new hope for Bangladesh tourism industry and national economy. So, even a slight concern and care of all local stakeholders can bring out the best of Kuakata for better livelihoods and socio-economic development of local communities through tourism. Moreover, the country can also earn foreign currency as more and more tourists, including foreign tourists, are expected to visit the site. So in that sense, local government have to play a role of a bridge to make the Kuakata tourism as a top-ranked holiday destination.

The Kuakata is one of the promising leisure spots in Bangladesh which has all the ability to motivate tourism in a new dimension. Hence, the active participation and engagement of local government can make a revolutionary change in the destination. This paper addressed the required information which is related to the overall situation of Kuakata and tourism development progress and prospect. This paper aim is to find out barriers in Kuakata tourism development and the roles of local government in tourism development by investigating the expectations of local stakeholders, and also to know the strength of tourism industry towards sustainable development in Kuakata.

As the government already took the initiative to implement the master plan and local government also readily waiting to engage themselves in the project, so it can be assumed that very soon many of the unwanted issues, such as transportation problem, environmental degradation, water ingression, will be resolved which are mentioned in the findings. However, the only concern is the master plan is a big

project which will require a long time to accomplish. So, the local government should short out the major obstacles and its vulnerability and prioritized accordingly for a speedy recovery.

To develop tourism in the area socially and economically, creating an awareness of sustainability is very important. All local stakeholders should be aware of tourism policies, tourism resources, tourism sustainability and tourism benefits. Local government need to encourage local people to know more about tourism and sustainability.

Without local stakeholder's enthusiastic participation in the development, it is not possible to achieve the expected goal. Providing tourism education to all the local stakeholders is required to acclimatize. In this connection, Local governments at Kuakata municipality can take the initiative to endow tourism education. Local Government should engage young youths from different ethnic groups and train up as tour guides as well.

Maintaining good governance, transparency, responsiveness, accountability, political stability and effectiveness are highly obligatory for local governments. As local people can only rely on the local government with the belief of gratifying their need, so here, all the attention goes towards the local government that how heroically they can play their role to develop the area. Moreover, the government should evidently monitor the overall activity of the local government and decentralize to ensure the above-mentioned indicators of good governance (World Bank 2017).

Likewise, the government and local government should work on increasing foreign investment to develop faster in the area. Besides, private sectors engagement needs to encourage by the government to work jointly for the development of tourism in Kuakata. As per the tourism policy of Bangladesh, we need to create for national and foreign investment for tourism development. So, government and local government in Kuakata should plan to bring more national and foreign investment.

Local government should uphold intimate relation with local stakeholders for the understanding of their need. Local government should arrange some specialized training communication and hospitality service for all hotel and restaurants employees and also for local business people.

Thought infrastructure development is already included in the master plan of Kuakata, but Local governments should start to repair all the interlinked roads in the area, especially on the way of Rakhine village.

To attract more tourist rapidly, local government should impose some adventurous rides, such as surfing, hiking, kayaking, sea bike riding etc. This is how Tourists will remain eventful during day time. But after sunset tourist might get, so local government should arrange some cultural program such folk musical concert, Rakhine traditional cultural program and so on. Additionally, the government of Kuakata municipalities' website should be enriched with information of Kuakata tourism, amusement facilities and programs schedule.

Besides all, should rethink on remaking all tourism policies up to date comparing and paralleling with other Asian country's tourism policy, such as Bhutan, Nepal, India, and Thailand, etc.

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Johura Jabin Anika is currently working as a Senior Lecturer at the College of Tourism and Hospitality Management (CTHM) of IUBAT—International University of Business Agriculture and Technology, Dhaka, Bangladesh. She received Bachelor of Arts in Tourism and Hospitality Management degree from IUBAT. She accomplished her one-year “Management Trainee” program as Guest Service Agent from Crowne Plaza Bangkok Lumpini Park, Thailand. She completed her Master degree in Governance and Development Studies at Jahangirnagar University. Her research interests lie in the areas of the tourism and hospitality industry, tourism and local governance, gender and development, human rights, development economics etc.

Md Yusuf Hossein Khan is currently working as an Assistant Professor at the College of Tourism and Hospitality Management (CTHM) of IUBAT—International University of Business Agriculture and Technology, Dhaka, Bangladesh. He is also a PhD Researcher at the faculty of Economics at University of Algarve, Portugal. He has a good number of experience working within the tourism and hospitality industry in several countries. Yusuf H Khan has completed his MSc in International Tourism Management from the Cardiff Metropolitan University, UK, and MBA International from the Anglia Ruskin University, UK. Besides, being a member of CinTurs – Research Centre for Tourism, Sustainability and Well-being of Ualg, Faro, Portugal he is also serving several International Journals as Editorial Board Member and reviewer. Yusuf H Khan is an expert in curriculum design and currently is an active member for CTHM curriculum task force team of IUBAT. His current research interests are in particular, Safety and Risk in Tourism, Travelers loyalty, Tourist motivation and behaviour, and Tourism destination image and development. He has good number of publications on these areas.

Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society. Hassan holds PhD from the United Kingdom. Hassan’s areas of research interest are: technology-supported marketing for tourism and hospitality, immersive technology application in the tourism and hospitality industry, technology influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Hassan authored over 100 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 15 book projects from Routledge,

Springer, CAB International and Emerald Group Publishing Limited. Hassan is a regular reviewer of *Tourism Management*, *Journal of Hospitality and Tourism Management*, *Tourism Analysis*, the *International Journal of Human Resource Management*, *Journal of Ecotourism*, *Journal of Business Research*, *eReview of Tourism Research (eRTR)*, *International Interdisciplinary Business-Economics Advancement Journal*, *Heliyon* and *International Journal of Tourism Cities*.

Part III
Required Tourist Facilities and Services

Chapter 4

Tourism Policy Analysis of Required Tourist Facilities in Bangladesh



Sadia Afrin Ananya, Abdullah Al Muneem, and Azizul Hassan

Abstract In concept, tourist facilities refer to the services and products aimed for tourist development. Tourist facilities appear in many different forms but this research defined selected tourist facilities as: visa and entry, currency converting, transportation, accommodation, catering, sight-seeing and tour guiding, and safety and security. This research relied on general tourists' opinions in terms of their views on tourism facility related policy. Information and data were generated from face-to-face interviews with these respondents. Apart from these, an online and literature review was carried out. Findings show that tourists demand good and uninterrupted supply and availability of facilities. Developing tourist attractions in both known and less known regions is important for Bangladesh. Tourist facilities in Bangladesh also encompass several international air, water and land entry points to the country for tourists. Tourist facilities in the present situation and scopes require capacity enhancements. Respondents asserted that tourism product development is the result of the collaborative efforts of various stakeholders as identified and mentioned earlier in this research. Thus, the identification of all relevant stakeholders in private and public sectors, tourism and allied businesses, Destination Management Organisations, and their respective roles in creating or developing a part of a tourism product render importance.

Keywords Tourism · Policy · Facilities · Development · Bangladesh

S. A. Ananya (✉)

Department of Tourism and Hospitality Management, Bangabandhu Sheikh Mujibur Rahman Science and Technology University (BSMRSTU), Gopalganj, Bangladesh

A. Al Muneem

Department of Tourism and Hospitality Management, Faculty of Business Studies, University of Dhaka, Dhaka, Bangladesh

A. Hassan

Tourism Consultants Network, The Tourism Society, London, UK

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M. S.-U-. Rahman, A. Hassan (eds.), *Tourism Policy and Planning in Bangladesh*, https://doi.org/10.1007/978-981-15-7014-8_4

Introduction

Tourism is the vast industry that engages travelers from all over the world to the destination selected by the tourists. The social, economic, environmental significance of the industry is very influential to a developing country like Bangladesh. For a desired future of the destination, tourism policy has been discovered over here with an outline of goals and actions. The tourism policy of the country focuses on the development of strategies for the overall advancement of the industry. To execute this, the essence of maximizing tourist facilities is required. Quality tourism examines the positive and negative effects of the tourist's demand and identifies the sustainable growth and development opportunities of these. Limited budget for facility development of tourism is a major difficulty in the nation. Long-term planning and development in tourist facilities prioritize the tourist's demand that impacts on the increase or decrease of the number of the tourist. Perfectly designed tourism policy can generate a handsome amount of return on investment by the supply of tourism facilities. This study is an attempt to analyze current conveniences for tourists including in the tourism policy of Bangladesh and to determine the facilities that need to be explored for establishing perfect tourism product and service.

Tourism Policy: The Concept

Policy is a term that indicates the set of rules, regulations, principles that may guide the major decision making from different substitutions by the authority of the organization. Every organization generally follows a prescribed rule that comes as a form of policy towards them. Tourism policy is the guidelines for tourism development for the purpose of establishing a standard to maintain and proper utilization of tourism resources which is basically followed by the organizations both public and private those are working with tourism. Tourism policy is the regulations where the core principle is having the maximum benefits from the social and economic contribution of tourism with the objective of advancing the nation and adlibbing the lives of residents (Edgell et al. 2008). Moreover, tourism policy prioritizes the tourism facilities in terms of country perspective. Implementation of tourism policy is needed for every country's tourism industry for the purpose of ensuring the contribution to the economy, seeking more constructive assistance, good management, reducing unexpected occurrences, making a favorable global appearance for a destination. A true implication of tourism policy ensures- income opportunities through using skilled and unskilled workforces, infrastructural development, preserving and promoting the heritage, guarding the environment, progressing tourist and entertaining services, declining the barriers including the cultural; political, racial, language, religious etc., generating improved gross domestic product and government revenue, improving overall society's standard of living (Goeldner and Ritchie 2012). National Tourism Policy focuses on the improvisation of current tourist facilities, more development on the social, cultural, economic and environmental

requirements of a country. It aims to reach a favorable circumstance of tourism, where tourism will be sustainable.

Bangladesh's Tourism Policy

Tourism and hospitality industry is an expeditively growing industry with a perceptible amount of contribution to the GDP of a country. In 2017, Asia and the Pacific was the second destination of the world in case of having the highest tourist arrivals (market share is 24%, the annual average growth rate is 6.4%), which is shown in Table 4.1 (UNWTO 2018). In 2018, Asia and the Pacific have recorded 343 million tourist arrivals whereas the contribution of South Asia is 5% (UNWTO 2019).

Bangladesh is enriched with ethnic culture, history, heritage, archaeological sites, religious places, longest sandy sea beach, mountains, mangrove forests, so many rivers. There are so many scopes where the tourism industry has the opportunity to flourish more. The number of domestic tourists was all about 3.5 crore and a number of foreign tourists was 106,000 in 2017 (The Daily Star 2018). Figure 4.1

Table 4.1 International tourism trends of 2017

Destinations	International tourist arrivals (million)	International tourist arrivals (Share %)	International tourism receipts (Share %)
Europe	671.7	51%	39%
Asia and the Pacific	323.1	24%	29%
Americas	210.9	16%	24%
Africa	62.7	5%	3%
Middle East	58.1	4%	5%

Source: UNWTO (2018)

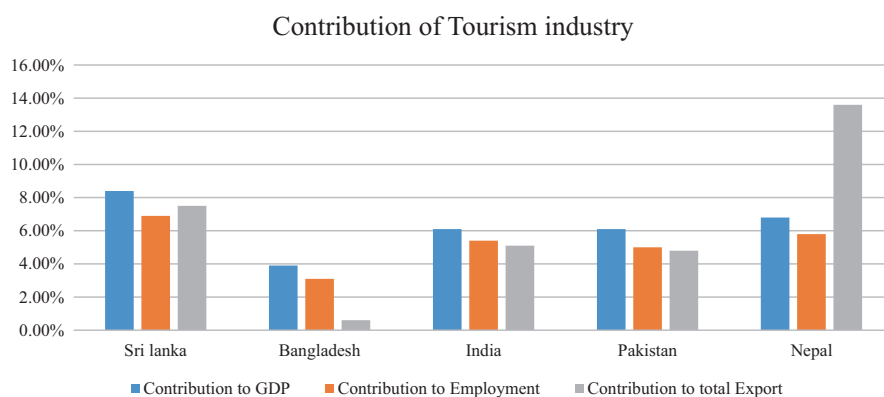


Fig. 4.1 Contribution of tourism in South Asian countries. (Source: Rasul and Manandhar 2009)

Table 4.2 Visitor arrivals growth in Bangladesh

Indicators	2016	2017
Visitor arrivals	830,068	1, 026,044
Tourism revenue (million)	214	344
Tourism revenue growth	42.6%	60.5%

Source: CEIC data, [2019](#)

shows the contribution of the tourism industry to a country's economy till 2008. An obvious amount of tourist arrivals are visible in Bangladesh in [Table 4.2](#).

Tourism was not that significant to contribute to the economy of Bangladesh until the first half of the twentieth century. Department of Tourism was responsible for maintaining the tourism based activities in Bangladesh till independence. After a certain time being, tourism came under the auspices of the Ministry of Commerce. For the development of potential tourist attractions, tourism industry, employment opportunity, investment opportunity, Bangladesh Parjatan Corporation was established in 1973 with the official tourism department. After that, with the help of World Tourism Organization and United Nations Development Programs, many plans have been made but did not come out with better result because of insufficient allocation of money and other resources (Ministry of Civil Aviation and Tourism [2019a](#)). In 1972, the Ministry of Civil Aviation and Tourism is established but again in 1976, it worked as a department of Ministry of Communication and in 1982, it worked as a department of Ministry of Defence. Finally, in 8th July, 1986, the Ministry of Civil Aviation and Tourism is officially re-established and started working as ministry (Ministry of Civil Aviation and Tourism [2019b](#)). There is no official tourism policy at that time. After independence, with the help of World Tourism Organization and United Nations Development Programs, many plans have been made but did not come out with better result because of insufficient allocation of money and other resources (Ministry of Civil Aviation and Tourism [2019a](#)). Legally, a National Tourism Policy is formulated by the government of the People's Republic of Bangladesh in 1992. The main objectives of the policy of 1992 are- attracting foreign tourists and increasing foreign exchange earnings, creating interest regarding tourism among people, reducing poverty through citizen employment, developing tourist facilities at low cost for people, maintaining tourism resources of the country, creating a positive image in abroad, identifying private investment opportunities, developing entertainment facilities for domestic and foreign tourists, promoting the culture and heritage by the development of small and cottage industries, reinforcing national solidarity.

Due to having some limitations in the past tourism policy, it was necessary to launch a revised version. A revised version of tourism policy came in 2009 with 31 objectives and action plans. In 2010, Bangladesh Tourism Board was formed under the ministry. And in that year, "National Tourism Policy 2010" comes with 30 goals and objectives and 11 policy actions with major changes. It is a strategic master plan with the ultimate motive of utilizing the policy, creating employment opportunities, socio-economic development (Karim [2014](#)).

The actual goal of "National Tourism Policy 2010" is establishing Tourism as one of the most prominent sectors of Bangladesh (Ministry of Civil Aviation and

Tourism 2019a). The policy also emphasizes other goals and objectives. Master plan (national; regional; zonal), the required strategies and agendas for the development of tourism, action plan (long, medium, short term), role in national income and widespread employment, embellishment of tourist attractions with the consideration of international market demand and promotion of this multi-dimensional industry, publicity for fascinating tourists, participation of all public, private and other interested parties, improve the service excellence by computing demand, update laws with demand and time, engagement of local government; ministries; agencies, investment from domestic and foreign parties, initiatives of integrated marketing, focus on local communities, maintenance of sustainable ecological environment, improvement of underdeveloped areas like Chittagong Hill Tracts, fortification of heritage and culture, progression of several tourism, available IT facilities, low cost native tourism, security and auxiliary facilities, souvenir at tourist spots, manufacture of professional workforce through several training institutions, market research, development of reserve extents for tourist and exclusive tourist zone, participate in regional and sub-regional curriculums of SAARC, BIMSTEC, upsurge international connectivity with the organizations like UNWTO are quite mentionable.

11 actions of tourism policy of Bangladesh emphasizes on development of the legislations, rules, regulations where it aims to achieve the goal of sufficient economic development, increase direct; indirect; induced employment opportunities for both men and women and lessen poverty, utilize the resources and protect the environment through ensuring sustainability, develop the community where tourist destinations grows up, create a beautiful image of tourism to the world, improve tourism for domestic tourists, develop archaeological and historical places. Moreover, it also focuses on the improvement of its major tourism including natural, riverine, beach, culture and heritage, rural, alternative tourism, community tourism, religious tourism, health tourism, sports tourism, youth tourism, ecotourism, other different fields of tourism (Karim 2014).

Policy Analysis of Required Tourist Facilities: Bangladesh Perspective

Tourist facilities are the services provided by the organizations involved in tourism. A tourist is an asset for the tourism industry as he contributes to the economic development of tourism. A tourist holds the image of the destination, its services provided by the service providers. The example of tourist facilities can be the availability of accommodation, transportation, recreation, attractions, security, catering, tour guiding, etc. Tourism policy of Bangladesh focuses a few facilities for tourists though there are no clear instructions for that. So, it becomes very confusing to identify what are the required facilities. The identification of these necessary facilities may help and draw the attention of concerned authority for evolving the tourist facilities in Bangladesh.

Accommodation

Accommodation is one of the core facilities needed by the tourist. The lodging service ensures short term accommodation. Tourist needs a place for staying and having rest during their travel. Accommodation facilities in the visitor's zone influence the image of the destination. There are various types of hotels in Bangladesh. Few hotels like Radisson Blu, The Westin, Le Meridian are working as international chains over there. Moreover, in this country, there is the availability of all hotels from budget hotels to five-star luxury hotels. With the consideration of the price ranges, available services and other facilities, tourists choose to enjoy accommodation facilities from small or medium-sized or large or chain hotels. Hostels, resorts, hotels, motels, inns, guesthouses are also providing the accommodation service in Bangladesh though there is an absence of bed and breakfast hotel, apartment hotel, bootel, capsule hotel, heritage hotel, etc. Nowadays, with the cooperation from the public and private sectors, the accommodation sector is booming up. Although there is a visibility of an increasing number of hotels in the country, there is a gap between the guests' expectations and provided service, facilities provided from the industry. The "National Tourism Policy 2010" ensures that supporting facilities related to tourism is needed to be focused. There is no clear mentioning regarding the advancement of this sector. As the tourism policy focuses on the overall development of the tourism sector, it cannot exclude the essence of more development of accommodation facilities. Though, the sector is already booming up, it needs to focus on the required expectations of the guest to provide standard excellence service.

The organizations in this sector need to maintain the service quality to ensure the satisfaction of guests. Tourist wants to have a comfortable stay within their budget. Helpful and well-trained staff exceeds the expectations of the travelers. There is a limited number of human resources those who are working for the lodging industry in Bangladesh. If the number of effective employee increases, then it may impact on the quick service delivery with standard quality. In Bangladesh, it actually becomes difficult to have reliable information from the website of the lodging properties. Tourists expect to enjoy the up to date and authentic information facilities from the mobile website, hotel apps. They find it easier to book online and to have information in their own hand at the right time and in the right way. Moreover, it becomes necessary to upgrade the PMS software for front-office officials. Online travel sites and review sites may help travelers to take the decision. Faster technology, clean and tidy hotels, smartly decorated neat and clean room, room service, quick response in case of emergency, Wi-Fi facilities, clean linens, bed sheets, towels, quality food, concierge facility, 24 h communication facility with front office, special offers with standard price, meeting and conference facility, pick and drop from airport, other leisure amenities (example- swimming pool, gymnasium) are the primary demands of visitors. These demands are actually based on the affordability and experience of the guest.

Transportation

Transportation service indicates the movement of the publics or goods from one place to another by using a particular mode (Black 2003). Safe and well-structured transportation networks contribute to the country's economy, help in expanding business through its continuous movement of products, goods, and urbanization. This service is a very crucial element for the tourism and hospitality industry because tourists rely on this to visit a particular place. The establishment of standard infrastructural development for confirming a smooth and easy-going transportation system is the prerequisite for the overall development of the tourism industry in Bangladesh. Transportation carries tourists and helps them to reach a particular destination. The transportation system of the country relies on road, air, rail, water modes of transportations. The annual growth rate of transportation in freight transport is 8.2% and 8.4% in passenger transport. As a developing country, Bangladesh is going through several challenges, where the improvement of the transportation system is also the major one. Though the government of the People's Republic of Bangladesh has already taken numerous initiatives to progress the road network, less attention is given on the flourish of the other modes of transportation. This development facilitates the people, but does not ensure a comfortable journey for passengers in so many places. So, it creates problems for the residents as well as tourists and throws out the question to the easy accessibility of the journey. National Tourism Policy of the country emphasizes the proper utilization of the resources in a systematic way, but unfortunately, there is an absence of a proper vision for transport development. Domestic and international tourists of Bangladesh require safe transportation and the responsibility of this is on few ministries- Ministry of Road Transport and Bridges, Ministry of Railways, Ministry of Shipping, Ministry of Civil Aviation and Tourism.

From the lookout of Transport Canada (1997), the sustainable transportation system should consider the aspects of society, economy, and environment of the place. In Bangladesh, road transportation systems are not often well-structured and even sometimes it does not consider the movement of the people. As a result, it creates traffic on the road. Additionally, most of the destinations in Bangladesh do not maintain an integrated transportation system. Travelers often find it difficult to reach destinations like Ratargul, Birishiri. Absence and proper utilization of appropriate models in the destination is one of the reasons behind it. High ticket fare of airline, limited flight schedules, absence of local airport in each district, weak and overcrowded vehicles, pollution through vehicles, overloading of goods, lack of safety and security, less restrictions in the maintenance of speed limits, late service, high cost in freight, absence of trained drivers, improper pricing policy, less contribution from private sectors, insufficient urban and rural transport policy, poor management, unsustainable development of transport, indefinite parking zones, accidents, traffic jam are also throwing threats to the livelihood of the community as well as to the tourists.

Tourists in Bangladesh require an increase in international and domestic flight operations. It helps tourists to pick the flight according to their choice. Besides this, it is necessary to maintain the flight schedule for the passengers and ease the procedures of passport checking, check-in, visa processing. The safe and secure airport is also a major requirement of both tourists including domestic and international. Tourists want a secured and clean road, well-regulated infrastructure, space for pedestrians, modernized transportation system. To assure this, technological innovation's role is cardinal. For a relaxed journey, comfy seats, competitive ticket prices, available vehicles, less crowd, trained staffs as well as drivers, proper allocation of traffic police, foods in the railways; bus stations; ports are wanted. Furthermore, the visitor management service of destinations should make sure the availability of required transport-related information asked by the tourist. Authorities of the railway station, bus terminal, airport, ferry, launch need to enforce rules and regulations in maintaining the exact schedule.

The earnings from the transportation sector should advantage the local community. For ensuring sustainable transportation for tourists, available transportation choices with low cost and less impact are desired (Sorupia 2005). Tourism policy of Bangladesh should emphasize on the development of public-private partnerships and participation of stakeholders, the availability of support services for transportation, the insurance of no pollution, the circumspect planning of the connectivity of all modes of transportation with destination, advertising of non-motorized and public transports to make sure the accessible tourist facilities with a satisfied travel experience from the destination.

Food and Beverages

Food and Beverage is the broad sector of the tourism and hospitality industry that covers quality food and beverage production and food and beverage service. As tourists stay out of home, they rely on the destination's food and beverage facilities. Healthy, hygiene and quality food represents the image of the local culture as well as the traditions to the tourists. Sometimes, it can work as Unique Selling Propositions (USP) for the destination, as people intend to visit with the purpose of enjoying the food only. Bangladesh is famous because of its unique and tasty food. Tourists of Bangladesh get these facilities in hotels, resorts, restaurants, cafes, food stores, chain food restaurants, food festivals, pubs, cafeterias, food shops of stations, etc. The tourist destinations in Bangladesh are involved in commercial food and beverage production service with their unique food items. For example- in Sajek, bamboo chicken is prepared by ethnic people. Tourists feel curious and love to enjoy and know the recipe for the dish. Through this, the interconnections between tourist and local communities get improved and positive word of mouth communication happens.

Tourists in Bangladesh require standard food and beverage facilities to ensure food safety. Few restaurants in Bangladesh have allegation to create food pollution

in an unhygienic place. This pollution creates chances of the rise of food born disease, food contamination. It is mandatory to run a food safety program continuously for residents as well as tourists. The Australian government is conducting food safety programs through handling operations, identifying food hazards, curative actions, keeping appropriate records of the program (Federal Register of Legislation 2014). Furthermore, they are following food safety practices and general requirements with 6 divisions. Bangladesh tourists require safe food. To ensure this, concerned authorities have to maintain an invulnerable food processing with perfect temperature to contain enough nutrition. In addition, the food inspectors need to be experienced and trained enough to investigate the food business, food management techniques and determine food contamination. Occasionally, tourists demand to have a home delivery service. In that case, food packaging materials need to be contamination-friendly and appropriately reserved. Staffs engaged in f and b production should be properly cleaned and the businesses need to maintain the strict salutariness requirements. Tourists spend a lot of money on their foods as it is one of the basic needs, but in some cases, they complain about the excessive food price. The absence of following proper pricing strategy is the reason behind it. Wi-Fi facilities need to be available always in the food store of Bangladesh, as the visitors want to spend some time in online while preparing food. Besides this, it is necessary for restaurants being available on the social site (i.e. Facebook, Website, TripAdvisor, etc.) and develop a digital marketing system. It will help them to attract more tourists, to promote the place, to gain many orders. The service providers of catering need to be sternly professional to handle the visitors and try to deliver the service quickly with good verbal communication skills. The overall decoration of the on-site and off-site catering place attracts the tourists more. Moreover, there is a strong demand of well-decorated foods by tourists as it inspires them to enjoy it all.

Though National Food Policy 2006 of Bangladesh has engrossed on safe and nutritious food for all, purchasing power, access of food to all people, it is time to include some others obligatory rules like the controlling of costs, determining competitive price range, innovating new dishes, food promotion, proper cooking training for chefs, maintaining sanitation, licensed bar (Khor and Ahmad 2015). Tourism Policy of Bangladesh needs to enforce the regulations regarding punishments against food pollution if tourists suffer for it. Food tasting is a sensitive issue for tourists. In case of any complaint regarding it, it may create a bad reputation and demotivate them to visit again. Catering authorities can also take feedback from the visitors about their food and try to work on that to avoid mistakes.

Sightseeing and Tour Guiding

Tourists of a country come with the major purpose of visiting the destinations. Attractions are the key element that motivates people to visit the place. When the destination is able to attract tourists, then it influences them to enjoy other facilities. Sightseeing is the term that involves a tourist to enjoy the exquisiteness of the place.

This sightseeing can be knowledgeable as well as informative if the tourists get a well-trained tour guide with them. The tourism policy of Bangladesh should have the opportunity of policy reformulation with having a need to focus on the importance of tourist guides. Bangladesh is enriched with so many unique places including hills, rivers, beaches, waterfalls, forests, Buddhist Viharas, churches, mosques coral island, museums, historical places, etc. Tourism activities start growing up on the basis of these attractions. Improvement of the destination depends on the overall contribution of stakeholders. For a better experience of tourists, the destination needs to develop the strategy on basic elements, including attractions, accessibility, public-private partnership, human resources, amenities, image, and price. Nowadays Bangladesh is focusing on better service provision to tourists. To ensure this, tour guides can play an important role to satisfy and help travelers. Tour guides have a passion to travel with tourists and introduce them with the sights by telling them the history of the place, taking care of them, assisting them.

Tourists seek to have a great experience and want to enjoy the destination and its amenities. But due to a lack of proper knowledge and information, Bangladeshi tourists find it difficult. Tour guides make it easy for them. Tour guides in Bangladesh are working as a city guide, museum guide, and a specific tourist place guide. Sometimes they design and organize tours for travelers and roam with them as their helping hands. Their communication skills and hospitable behavior create a level of satisfaction among tourists. They are also completing their responsibilities by listening to their complaints and resolving the problems. Though the performance of tour guides is quite good nowadays, there are some basic requirements that are needed to be filled up for ensuring better service. Each attraction of Bangladesh has a history, through which the destination stands at this point right now. The primary requirement of the tour guide is to know the past history of the place and inform the tourists about this. For example- the guide should inform the history of the language movement of 1952, the contribution of martyrs to the visitors of Shaheed Minar. Many tourist guides in Bangladesh are not that much knowledgeable about these places. Cultural threat is also creating problems for tourists. Tourists and the guides both should have respect for each other's culture otherwise cultural conflict can be seen and may turn into serious crime. Guides in Bangladesh often face language barriers. At least they should have proper speaking, listening and writing skills in English. Skills in knowing other languages rather than native may create an extra plus point in their career. Moreover, the tour guide can contribute to the use of responsible environmental practices by tourists and the local community. Tour guides in Bangladesh usually don't get any respectable remuneration and the job even sometimes considered as low-level.

Concerned authorities of tourism should need to reorganize tourism policy, including the recruitment of qualified tour guides where they will get enough chance to be properly trained. It also needs to emphasize on their development of education of destinations, environmental practices, appreciation, and standard remuneration. As well as the policy should focus on the proper destination planning, training and development of the workforce, technological development, service planning, product development, operations, distributions, promotion, logistics, branding to confirm enjoyable sightseeing service for visitors.

Visa and Entry

Visa is a paper that gives sanction to the people of the residence country to move in, to stay abroad, and to leave the residence country. Sometimes, visa procedures become very critical due to several restrictions that limit the freedom of a traveler to visit many countries. In Bangladesh, visitors get permission for travelling abroad through immigration officials if they suit the requirements and do not have the possibility to create hamper, crime in the foreign zone. The permission is given by issuing a visa through a stamp in the passport. The procedures for issuing a passport and visa are actually troublesome. E-passport facility is not that much modernized in Bangladesh and that's why most of the people have to manually apply for it. Sometimes few police officials offer to ease the procedures of giving passports by taking bribe. Whereas other people have to wait for so long. Moreover, there are some restrictions imposed on Bangladeshi people in having a visa. 39 countries offer Bangladeshis free visa or arrival visa. Sudan, Libya, Iraq do not give permission to entry to Bangladeshis.

In addition to this, travelers from the foreign country also find it difficult in applying for the tourist visa and occasionally it does not give confirmation that the traveler will have the authorization to visit. Foreign travelers of Bangladesh generally apply for a short-stay visa. Bangladesh missions are accountable for issuing a valid visa. Travelers with an authorized passport can enjoy the chance of on arrival visa through a slight charge in case of staying limit of within 30 days (En.wikipedia.org 2019). The task of visa extension is also available for tourist which is done by the Department of Immigration and Passports, Dhaka. Bangladeshis with a foreign passport can also enjoy the facilities called "No Visa Required (NVR)", which is actually very much appreciated by the Bangladeshi travelers. This facility allows them to stay as long as they want. There are 26 countries that do not get permission to get visa on arrival like Pakistan, Nigeria, Brazil, etc. Moreover, the country does not give permission to Israeli passport holders to enter into Bangladesh due to the critical relationship between both countries. The restrictions present in economic liquidity, passport validity, replacement visa, exit tax, custom procedures, and documentation procedures, extra fee for the verification of the travelers create problems in having visas.

National Tourism Policy of Bangladesh does not prioritize the arena of the development of visa and entry facilities. For both inbound and outbound travelers, there should have the facility to travel freely with minimum restrictions. These travelers contribute directly to international tourism. Bangladesh's government should take footsteps for simplifying the visa processing procedures, entry and exit process, online application, less documentation, advanced and quick procedures for multiple visa entry, visitor handling, programmed processing, extend the validity in emergency cases. Furthermore, this is the time to enforce strict rules for the tourist of entry and to exit, to improve the Visa Information Systems, an advanced security system, security in border crossing. To ensure this, co-operation from NGO's, NTO's, police officials, judicial officials, private sectors, tourism operators, stakeholders, agencies are strongly needed to include and moderate the regulations of the tourism policy of Bangladesh.

Currency Converting

Currency converting facility is one of the basic needs of tourists as they have to stay in the non-residence country and have to go through the transactions by local currency. Local currency helps them to purchase things easily. The currency of Bangladesh is Taka. Bangladesh has control over capital, credit procedures of commercial banks, stabilized exchange rate, high capacity of international reserves (Islam 2002). It has currency converting opportunities but in limited places. All banks of the country don't offer the facility. Inbound and outbound tourists, both often want to buy the currency before travel in online which is not accessible in the country. The country is also facing problems with foreign currency payment, the pressure of the International Monetary Fund (IMF) and the dollar shortage since 2017. Bangladesh Bank has fixed it up that the exchange rate of 1 dollar should not exceed 83 TK, whereas most of the banks do not follow this and often create hazards for tourists (Rashid 2019). Bangladesh Foreign Exchange Dealer's Association (BAFEDA) actually researches this and elaborates on the market situation. Besides this, tourists face extra difficulties when the banks charge huge fees. The availability of credit union, currency transformation websites are also not noticeable in Bangladesh. Currency conversion sometimes falls tourists at risk of fluctuation in the exchange rate. Less practice on the estimation of the equilibrium exchange rate, current account deficit, inflation are also creating problems in order to determine an accurate and flexible exchange rate policy.

To ensure the delivery of standardized service to tourists, the tourism policy needs experts to advise to focus on the currency converting facilities. Ministry of Finance is working collaboratively with Bangladesh Bank to improve the standard exchange rate policy (Islam 2002). Steps must be taken with a focus on the export growth, upturn remittance flow, an increase of service payment, import of currency with limited duties. The increase of foreign currency receipts by exports can help in this case.

Safety and Security

Safe and secure environment of a tourist destination enhances the feelings of being protected for tourists. When the destination is unable to provide security to its visitors, it impacts on the decreasing of the number of visitors. As a result, it becomes a threat to the tourism industry of that region as well as to the stakeholders (Lawton 1997). Bangladesh is trying to improve the overall security system in the destination for tourists. Still, the tourists have to go through several security issues. Road safety, visitor harassment has become one of the major crimes in the country (Lonely Planet 2019). Local people often try to communicate with them without tourist's

interest. People take their photos without their permission, stares at them, taunts them sometimes, charges most from them. Moreover, travelers don't feel safe to have a journey by road. Sometimes, they face hijackers, pickpocketing, kidnapping when they walk as pedestrians. There is a fear of terrorist attack, fear of facing political violence. In the night, women need to be more careful in case of movement. Natural disasters also cause problems for travelers. Mass tourism creates suffocation for them and most of the crime happens often at that time. Due to these issues, the destination loses its brand image and face a gigantic loss. Lack of security is also seen in the case of the maintenance of sanitation and hygiene environment as all destinations are not pollution-free. Technical improvements are not available in the country which may contribute to ensuring the safety of the visitors as well as the residents.

Proper safety and security can be ensured through the overall cooperation from regional organizations, ministries, and agencies. National Tourism Policy- 2010 mentions that it's one of the goals is to safeguard the security for the travelers. It also needs to focus on the risk management training of the tourist police. A suitable number of polices should be appointed in the destination zone. Strict laws need to be followed and punishment should be given in case of any harassment of tourists. There is a need for the correct arrangement of a safe home for travelers in case of any natural or man-made hazard. Tourism and travel industry will be safe only when the visitors of the place are safe. Though Bangladesh is famous for its hospitality as well as for the behavior of local people, people need to act with them fairly and help them as much as possible. Tourists have enough right to demand to be safe from any type of harassment, danger, and threat. Convenient management of safety and security can enhance the sustainability of the destination. For that reason, tourism policy needs to imply the actions and develop integrated approaches to achieve this goal.

Other Facilities

Tourism policy of Bangladesh should also emphasize on recreational facilities which may include fun, theme park, amusement, etc. Recreational facilities are available in the country but the quantity should be increased. Sufficient amount of theme park with amusement facilities, leisure activities need to be established. Moreover, the expansion of activities including boating, hiking, fishing, sailing, scuba diving, skiing, hunting, rock climbing, etc. have to be increased. Continuous supply of utilities and amenities like electricity, pure drinking water, telecommunications, garbage bins, toilets must be available. Accessibility of information in the social platform, visitor information center, technological advancement, introduction of tourism satellite account, arrangement for disable persons should be available. National Tourism Policy- 2010 highlights on well-planned tourism with appropriate action plans. But without the augmentation of these facilities, this industry will fall behind.

Tourist Facility Management: A Framework

Facility management is the multi-disciplinary field which is the combination of strategic planning and evaluation of consumer demands that is needed to be improved with managerial competencies for the purpose of better performance and the fulfillment of objectives (Hassanien and Dale 2013). Bangladesh is enriched with natural resources, hospitality, and several attractions. A huge number of travelers travel the country every year for enjoying its unique culture and attractions. As a new industry of Bangladesh, tourism is trying to fulfill all requirements of tourist but still, it is unable to accomplish the demand of them.

Figure 4.2 elaborates the importance of bringing changes to policy with a focus on the present needs of tourist that has been discussed in the earlier. The major problem of the tourism industry of Bangladesh is that it does not maintain two-way communication process. Tourism operators and service providers take major decisions without having any discussion and feedback from tourists. As a result, a major communication gap is visible within these groups. When the industry will focus on the demand and recommended facilities of tourists, there will be a need to demonstrate the policy with convenient regulations and acts. Tourism policy needs to

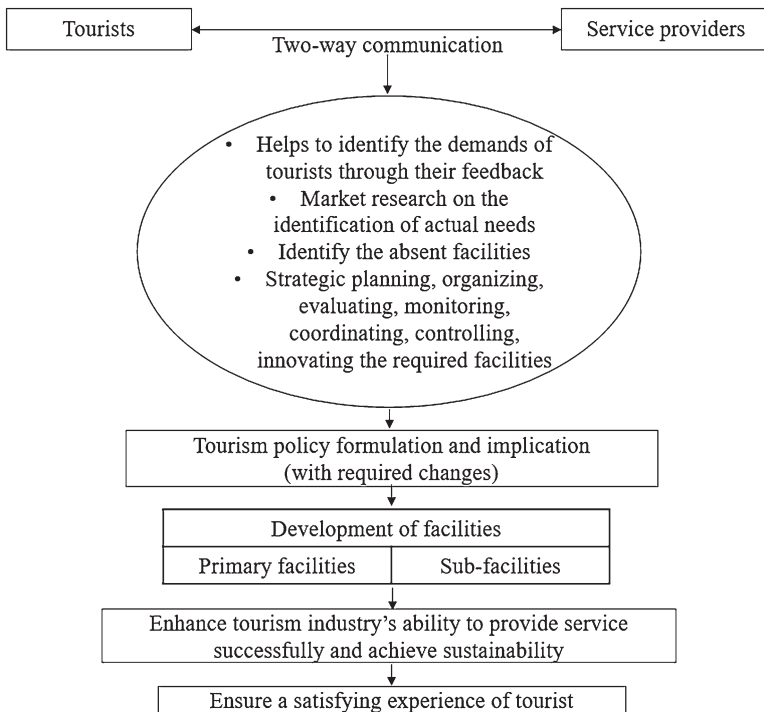


Fig. 4.2 Framework for developing tourist facilities through tourism policy of Bangladesh. (Source: developed by the authors, 2019)

consider the data coming from the evidence-based research and should cope up with the global trends. This is the perfect time for formulating the policy with required alterations along with the participation of the expert people. New tourism policy should come forward with the foresight of future challenges and current steps. Through this, primary and sub facilities will be met to implement the expectations of the tourist. In addition to this, it will work as a motivational factor for visitors and increase the brand image. To implement the policy, an alliance of all stakeholders is necessary with their strong participation which may help to create the source of financial aids, political support and to work as solutions to the industry's problems. After the development of the facilities, the industry should work on the marketing and branding of the destinations with these facilities. With this research based tourism policy, the industry will be able to provide service effectively to tourists.

Conclusion

The success of the tourism industry in Bangladesh lies in the number of foreign and domestic tourist arrivals. Sustainable tourist development is not possible without the consideration of tourist facilities. Maximization of tourist facilities ensures an easier travel experience. Bangladesh has enormous potential to represent itself as a tourist country in front of the world by the expansion of amenities in transportation, accommodation, catering, passenger handling, custom procedures, visa and entry, recreation, etc. It will be difficult to achieve with limited resource allocation. A strong and research-based policy with a design of the legislative context of detailed procedures is the demand of the time. Due to a major lacking of information and reliability, National Tourism Policy-2010 is incompetent to strictly imply the rules that can develop the tourist facilities. The contribution of private and public sectors, DMOs, regional-national-international cooperation from the organizations and interdependent parties will help to achieve the goal. It will also help to increase the allocation by finding possible sources of investment. Further planning, research, and evaluation of tourism policy are desirable to bring out required modifications for making it competitive to the world. In this way, improved tourist facilities will lead the tourist generation as a superior reinforcement strategy.

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Sadia Afrin Ananya is Lecturer at the Department of Tourism and Hospitality Management of Bangabandhu Sheikh Mujibur Rahman Science and Technology University (BSMRSTU), Gopalganj, Bangladesh. Ananya earned her Bachelor and Master degree from the University of Dhaka. As the recognition of her academic feat, she earned Achieved Dean's Honor and Dean's Merit Award 2017 from FBS, DU and Scholarship from University of Dhaka. She has research interests in tourism, travel, hospitality, business, marketing and statistical analysis. She has contributed to a good number of publications that are on the way to be published.

Abdullah Al Muneem is an Assistant Professor, Department of Tourism and Hospitality Management, University of Dhaka, Bangladesh. He did his BBA and MBA in Tourism and Hospitality Management from the University of Dhaka. He is very keen to research on general tourism perspectives as well as various specialised segments of hospitality such as revenue management, front office management, housekeeping etc.

Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society. Hassan holds PhD from the United Kingdom. Hassan's areas of research interest are: technology-supported marketing for tourism and hospitality, immersive technology application in the tourism and hospitality industry, technology influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Hassan authored over 100 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 15 book projects from Routledge, Springer, CAB International and Emerald Group Publishing Limited. Hassan is a regular reviewer of *Tourism Management*, *Journal of Hospitality and Tourism Management*, *Tourism Analysis*, the *International Journal of Human Resource Management*, *Journal of Ecotourism*, *Journal of Business Research*, *eReview of Tourism Research (eRTR)*, *International Interdisciplinary Business-Economics Advancement Journal*, *Heliyon* and *International Journal of Tourism Cities*.

Chapter 5

Tourism Facility Design Standards and Development in Bangladesh



Md. Rakibul Hafiz Khan Rakib and Azizul Hassan

Abstract Tourist facility demands in Bangladesh are rising significantly and will keep on rising in the coming years. Quality issue can be serious in tourist facilities offered and the demand for government policy frameworks become essential. Tourist facilities are aimed at catering the diverse and manifold facilities for the tourists. In order to promote tourism in a country like Bangladesh, tourism facility design standards and development need adequate attention. This is particularly important as this relates tourist demands. The government stays as the key facilitator for both the design standard and development. This research is based on data and information generated from both the face-to-face interviews and the relevant literature studies. Findings outline that tourism facility has sensitivity as related to influencing tourist decision to avail a specific product or service. Tourists in almost all cases search for the best available tourist facility and the role of design standard and development become important in this regard. This study outlines inadequate policy support of the Bangladesh government in this particular area. The study then stresses on strengthening the capacities of the Bangladesh government to involve both the international and local agencies in ensuring the quality in standard design and development.

Keywords Tourism · Tourist facility · Standard · Design · Development · Bangladesh

Introduction

Tourism is a constantly growing industry and becomes a popular leisure activity all over the world. Tourism involves a combination of processes, activities, services and related industries including transportation, accommodation, eating and drinking facilities, shopping, entertainment and other hospitality services which provide

Md. R. H. K. Rakib (✉)

Department of Marketing, Begum Rokeya University, Rangpur, Bangladesh

A. Hassan

Tourism Consultants Network, The Tourism Society, London, UK

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M. S.-U-. Rahman, A. Hassan (eds.), *Tourism Policy and Planning in Bangladesh*,
https://doi.org/10.1007/978-981-15-7014-8_5

travel experiences to individuals or groups travelling outside their normal residence (Goeldner and Ritchie 2011). It generally includes short-term (not more than one year) movement of people travelling away from their regular residence. Therefore, tourism includes the movement of people- for less than 24 h as excursionist to at least 24 h as tourists-for holiday, recreation, health, games, education, religious or any other purposes (Cooper et al. 2008; Holloway and Taylor 2006). This movement may be domestic or international. But in both the cases, tourism acts as a catalyst for economic development through creating jobs, earning valuable foreign exchanges, and stimulating both local and foreign investments (Andriotis 2001; Armstrong et al. 1974; Bhuiyan 2015; Eadington and Smith 1992; Levy and Lerch 1991; Liu 2003).

Nowadays, tourism is well thought-out as one of the building blocks of global economy. This industry universally generates billions of dollars businesses every year (Uniting Travel 2018). Following World Travel & Tourism Council (WTTC) (2019), travel and tourism sector contributed to 10.4% of worldwide gross domestic product (GDP) amounting 8.8 trillion US dollars approximately and 10% of total employments (1 out of every 10 jobs) through generating just about 319 million jobs in 2018 (WTTC 2019). The significance of tourism in global economy continued to rise in 2020. As one of the thrust sectors in Bangladesh, the contribution of this sector to GDP of Bangladesh was 10,567.4 million US dollars (about 4.3% of total GDP in 2017) and to employment was 24,32,000 job opportunities (around 3.8% of total employment in 2017) which is anticipated to rise in coming years (WTTC 2018). With the ever-increasing contribution of tourism sector to economic development of Bangladesh, careful attention from both government and private stakeholders for developing this sector becomes imperative.

Bangladesh, the darling child of nature, is situated in South Asia and consecrated with natural scenic beauties, forests, attractive hills, hummocks, valleys, rivers, sea beaches, islands, antiquarian sites, monuments, historical and religious places etc. (Ahmed et al. 2010; Rahman et al. 2010). All these affluent natural and manmade attractions, historical and cultural sites constitute major tourist destinations in Bangladesh. To enjoy its immense beauties, every year large number of domestic and international tourists visit Bangladesh (Haider 2015), indicating the high possibility and growing demand of this country's tourism industry. According to World Economic Forum (WEF) (2019), Bangladesh secured maximum ever progress in the travel and tourism competitiveness index (WEF 2019) and therefore, successfully promoting Bangladesh as an attractive tourist destination to the world. Besides, over the last 5 years, along with the increased domestic tourists, the number of international tourists' visiting Bangladesh also increased. Bangladesh Parjatan Corporation (BPC) (2019) and Financial Express Report (FE Report) (2019), the amount of foreign tourists roaming Bangladesh increasing continuously and stands at around 0.14 million, 0.20 million, 0.26 million and 0.27 million in the year 2015, 2016, 2017 and 2018 respectively; while around 0.20 million foreign tourists have already visited Bangladesh up to July, 2019 (BPC 2019; FE Report 2019).

To meet this growing tourist demand, there are no exceptions for providing better services and quality facilities. With the increased demands for our country's

tourism, demands for tourist facilities are also increasing simultaneously in Bangladesh. Quality issue can be serious in tourist facilities offered. Applying standards as benchmarks can be a way for ensuring quality (Cruz et al. 2018). We can apply standards for our different tourism facilities like transportation facilities, lodging or accommodation facilities, food service facilities, meetings and conventions facilities, recreation and entertainment facilities etc. As these facilities are intended to cater wide range of amenities for the tourists, design standards as well as development for these facilities need immediate attention of the government. Although as per Association of Southeast Asian Nations (ASEAN) (2020), many countries separately (like Singapore) or jointly (like ASEAN countries) set standards for their tourism facilities (ASEAN 2020; Chye 2015), but unfortunately, Bangladesh failed to develop standards for tourist facility design and development. This study also found inadequate policy support of the Bangladesh government in this particular area. Therefore, this study focuses on strengthening the capacities of the Bangladesh government in ensuring the quality in standard design and development through engaging both the international and local agencies along with the private level stakeholders.

Tourism Facilities Offered to Tourists

As the facilities offered to tourists at different destinations significantly affect their satisfaction and revisit intention; government, destination managers, and other tourism service providers should be aware of providing standard facilities. For our discussion on tourism facilities, we will consider five types of tourism facilities namely transportation, accommodation, food and beverage, conference and events, and recreation and entertainment facilities.

Transportation Facilities

Transportation as the first and foremost tourism facility affects the movement of tourists in between their place of origin to their destination (Goeldner and Ritchie 2011). Transportation and tourism not only depends on each other but also each acts as the cause of other, hence their relationship is symbiotic (Page and Ge 2009). Transportation facilities act as a key driver of every tourism industry and significantly affect the growth of tourism industry (Rodrigue 2020). A wide range of transportation modes like air, road, rail or water are available to tourists to access their desired destinations and roam around it. Usually, air transportation is the foremost mode of international and mid to long distance tourism (Rodrigue 2020) whereas road transport (i.e. personal automobile) is the main means of domestic and short trip tourism (Goeldner and Ritchie 2011). However, water and rail ways also plays important role in providing transportation facilities to tourists.

Accommodation Facilities

Accommodation facilities are one of the earliest forms of commercial business (Goeldner and Ritchie 2011) which most of the tourists booked even before planning a tour to a sought after destination. Although accommodation or lodging services normally provide overnight stay facilities, it can also cover day stay facilities for rest and revive of tourists (Cooper et al. 2008). Development of tourism industry largely depends on the quality and quantity of accommodation facilities available to tourists (Saxena 2008). Quality of the accommodation facilities affects tourist satisfaction, hence, influence their overnights stay, revisit or recommendation decision (Bigné et al. 2000; Cruz et al. 2018; Scheyvens and Russell 2012). Today's tourists favor hotels, motels, home stays, suites, resorts, or private room sharing properties that are environment friendly and conserves energy.

Food Service Facilities

Like accommodation facilities, food service facilities have significant impact on the development of any country's tourism industry. The food service facilities, popularly known as the food and beverage facilities, provide meals, snacks, beverages and drinks to tourists for their immediate consumption. Food, meals and other food related facilities can affect a tourist's destination choice decision (Andersson et al. 2017). Food service facilities includes amenities provided at a wide range of casual restaurants, family restaurants, travel food service institutions, bars, food trucks, street food service providers, local restaurants, take away restaurants, coffee shops or cafeterias. Nowadays, responsible tourists usually choose foods that are traditional and uphold the community values. Besides, conservation practices are the main consideration for four out of ten tourists in choosing their restaurants (Goeldner and Ritchie 2011).

Conference, Convention, Meeting, Exhibition and Relevant Facilities

As tourism itself a profitable business for destination countries, ignoring tourism facilities for business tourist could be destructive. Therefore, besides individual tourists, special types of facilities for business tourists should also be offered at large traffic generating destinations. Appropriate arrangement and supporting facilities for conference, convention, meeting, exhibition, special event, seminar or trade show should also be provided to small and large business groups. These facilities (i.e. festivals, fairs, events etc.) are amid the fastest growing components of global tourism and act as a potent device to attract off-season tourists (Goeldner and

Ritchie 2011). Although the demand for these types of tourism or tourist facilities are initially generated from the domestic tourist, however, these facilities, if offered successfully, can open opportunities to attract international tourists (Rogerson 2005).

Recreation and Entertainment Facilities

Since the number of young, thrill-seeking tourists are increasing day by day (Hence 2018), the demand for recreation and entertainment facilities at tourist destinations are also increasing. Recreation and entertainment are pleasurable, socially allowed activities that revitalize the tourist during their leisure. During travel, every tourist seeks escape from usual life and therefore, demand for recreation and entertainment facilities like golfing, fishing, skiing, bird watching, horse riding, hiking, wilds trekking, parasailing, watching live performance at theater, music concerts, and circuses etc. are rising rapidly (Goeldner and Ritchie 2011). However, to ensure profitable and sustainable tourism business, providing such facilities to tourists should value social, behavioural and environmental norms (Lawson and Manning 2002; Manning et al. 1996; Partalidou and Iakovidou 2008; Vaske et al. 1993).

Tourism Facility Design Standards: Global Perspectives

Transportation, accommodation, food service, events and exhibitions, and recreation and entertainment facilities are primary components of successful operation of every tourism destination irrespective of their size and location. Demand for such facilities is growing all over the world. The quality of these facilities can be a determinant in attracting tourists from national and international arena and retaining competitiveness of the destination (Warnken 2002). Therefore, maintaining quality of various tourist facilities becomes imperative that calls for government policy framework for planning and managing the destination. Applying minimum standards as benchmark can be a viable way to attain quality in tourist facilities (Cruz et al. 2018). Although some individual country specific (i.e. Macedonia, Singapore) or region specific (i.e. ASEAN, IMT-GT: Indonesia-Malaysia-Thailand Growth Triangle) standards, laws, regulations or policy frameworks for tourist facility design and development were found; but surprisingly, no universal standards for tourism facilities were found in the existing inventory of tourism research. For our discussion on tourism facility standards, we therefore rely largely on the tourism standards established by ASEAN, USA, Singapore, Macedonia, Indonesia, Thailand and Malaysia.

While providing transportation facilities, tourist safety and environmental preservation standard should be ensured first. For road, rail or water transport, drivers must have driving license, limited working hours, and strictly follow water/rail/highway codes and speed limits. Seat belt facilities for tourists must be present in

every transport. Besides international and regional air connectivity, local air connectivity to major destinations must also be established for comfortable movement of tourists. Tourist's need for travel and baggage carrying between airport and other transport terminals, lodgings, restaurants, and tourist spots must be fulfilled. Moreover, use of leaded and fossil fuel must be reduced to restrict carbon emissions (Rodrigue 2020). Accommodation facilities should be provided to tourists in a way that is environment friendly, conserves energy, and ensures community lifestyle. Accommodations facilities must offer green products, apply 3R-reduce, reuse and recycle- concept in waste management, ensure water and energy efficient technologies, maintain indoor and outdoor air quality, temperature and noise control technologies inside the hotel or home stay etc. (ASEAN 2020; Cruz et al. 2018; Menegaki and Agiomirgianakis 2019). Multiple food service providers like hotels, restaurants, bars or cafes provide food and drink to tourists for immediate consumption or takeaway that must be prepared and stored by following the principles of hazard analysis and critical control points (HACCP). Besides, buildings, rooms and equipments used for food preparation and preservation should be clean, hygienic, dirt and mould free. Furthermore, food handling staffs must maintain personal hygiene (Wood 2019). Hotels, restaurants or food serving premises must have adequate ventilation scheme to control fumes, smoke, odor, steam and vapors. However, in all instances, consumption of region specific, seasonal and locally produced foods must be encouraged (ASEAN 2020; Menegaki and Agiomirgianakis 2019). The terms convention, conference, exhibition and meeting are almost similar and can be used interchangeably (Lee and Park 2002; Rockett and Smillie 1994). To be successful in attracting domestic and international tourist market, these facilities must offer modern amenities, easy accessibility, a wide range of accommodation close to those facilities, attractive surroundings and shops (Law 1987). Besides, these facilities must be supported with purpose built venues, ground transportation services for the delegates, and skilled manpower to run domestic and international events (Sangpikul and Kim 2009). Recreation and entertainment facilities usually revitalize the tourists and standard setting for such facilities is mainly the responsibility of the government or public sector (Cooper et al. 2008; McConnell 1985). Public sector authorities such as local or regional government, tourists' boards etc. deals with designing optimal mix for recreation and entertainment facilities. For some of these facilities like skiing, horse riding, hiking, wilds trekking, parasailing etc., destination service providers must arrange necessary safety and security precautions. Besides, colorful and community based evening life should be extended to tourists (Roy 2016). However, for all types of recreational and entertainment facilities in which the tourist participates, collective beliefs of community, values, norms, and cultural patterns usually acts as standards that should be honored by both the tourists and destination service providers.

Tourism Facility Design Standards in Bangladesh

Despite having numerous attractions, Bangladesh tourism industry failed to flourish as expected. Although the number of tourists visiting different destinations of Bangladesh are increasing every year, but this figure is quite dissatisfactory compared to the top most destination countries, even to the neighbouring countries (Roy 2016; WTTC 2019). Besides lack of promotion, apathy of government and other policy planners, and poor destination management; poor quality facilities offered to tourists is one of the prime reasons behind this backwardness. Quality tourism facility significantly influences tourist decision to avail a specific tourism product or service (Bigné et al. 2000). In most of the cases, tourists normally search for the best available tourist facility and the role of design standard and development become important in this regard.

Bangladesh made ever best progress and ranked 120th among 140 countries in the tourism competitiveness index in terms of available tourist-friendly facilities for instance air transport, accommodation, safety and security, culture and constant travel opportunities for tourists (WEF 2019). But, Bangladesh failed to establish own standards, whether formal or informal, for its different facilities offered to tourists. Surprisingly, the only instrument it has corresponding to tourism facility design and development is its national tourism policy-2010. While searching over the internet for any documents related to tourist facility design standards and development in Bangladesh, the authors did not find any such documents developed by the corresponding NTO or the government as the key facilitator for this specific task. Besides, the authors also emailed 15 government officials, agencies and private destination managers regarding their tourist facility design standards; regretfully none of them responded yet. This reflects inadequate policy support of the Bangladesh government as well as apathy of the private level destination managers in this particular area.

However, some work plans, strategies or policies related to tourism facilities are found on different state owned websites (i.e. <https://mocat.gov.bd/>; <http://www.parjatan.gov.bd/>; <http://www.tourismboard.gov.bd/>). With a view to providing contemporary and standard tourism facilities to tourists, Bangladesh government has planned to strengthen its different runways and airports through better safety and security measures, expansion of runways, and constructions of new airports. Construction projects for new hotels, motels, youth inns in Rangamati, Kuakata, and Dinajpur; upgradation, reform and development of different existing hotels and motels in Chattogram, Cox's Bazar, and Sylhet; and introduction of many other tourists facilities (i.e. formation of tourist police for the safety of tourists) adjacent to many tourist spots are going on. Along with Chinese, Thai, Arabian, Spanish and Western menus, our traditional organic and safe foods are now made available in almost all state owned hotels and motels and private luxurious hotels and restaurants. Drinking facilities for foreign tourists are also made available in selected hotels, motels, and restaurants. Conventions, conference, trade fair, and exhibitions facilities are also ensured for domestic and foreign delegates in different

destinations (i.e. Dhaka, Chattogram, and Cox's Bazar). Besides, national hotel and tourism training institute (NHTI) is working hard to produce professional and skilled manpower to handle such events. Moreover, to provide the tourist mind refreshing recreation and entertainment, government has introduced and encouraged community based folk cultural programs, local foods, primal handicraft and cottage industries, and eco-guide training for safety on concerned destinations.

Evaluation of Tourism Facility Design in Bangladesh

As the authors do not find sufficient documents related to tourism facility design standards and development in Bangladesh over the internet, therefore personal face to face interview with destination policy planners and managers are arranged. The authors initially invited fifteen (15) top officials from different government tourism related agencies and private tourism service providers over telephone calls and email for depth interview. But unfortunately, all of them neither show interest nor responded. Therefore, the authors then choose 10 mid-level government tourism officials, destination managers and international tourists for conducting semi-structured interview. Besides, opinion of tourists regarding the standard of tourism facilities offered in Bangladesh are also collected from 50 domestic and foreign tourists selected randomly from Dhaka, Cox's Bazar, and Saint Martin's Island.

About the tourism facility design standard and development in different destinations in Bangladesh, some of the interviewee stated that:

"We are working vigorously to develop the facilities of our different tourist destinations. Although we have no formal standards for developing different facilities in our destinations, but we have already adopted a national tourism policy which acts as guidelines for developing our tourism industry, as well as its different facilities. Besides, based on our experiences gathered from many top-tier destination countries, we are trying to improve our transportation, accommodation, catering, recreation and other facilities at different tourist spots". (Interviewee # 7)

"...certainly, our tourism industry has huge potentials. But, work process of our government is very slow. Government has failed to set any standard or provision for design and development of different tourist facilities. Therefore, we have to set standards for different tourist facilities based on our personal experiences and explanation of quality. Rather, government is engaging themselves with establishing new agencies. Moreover, they don't have incentives/motivational programs for well performing service providers at different destinations". (Interviewee # 4)

"I have travelled many tourist spots in Bangladesh and experienced poor transportation, accommodation, entertainment and recreational facilities, and tourist management. Besides, due to absence of government monitoring, many service providers charge unnecessary and excessive service charges. Evening life and drinking facilities are completely absent here. Besides, professionalism in providing services and managing destinations are also missing". (Interviewee # 9)

However, the findings on the present state of tourist facility design and development in Bangladesh collected through structured questionnaires from 50 tourists are summarized below Table 5.1.

The study results shows that, the standard of transportation facilities is perceived as bad by most of the tourists (58%) whereas 30% of them consider it as very bad. While evaluating the standard of accommodation facilities in Bangladesh, 48% of the tourists treat it as bad and 24% of them grade it as average. Besides, majority of the tourists' evaluate the standard of our convention, conference, meeting, exhibition, and event facilities as either very bad (38%) or bad (32%). Moreover, a major portion of the tourists (38%) also evaluate our recreation and entertainment

Table 5.1 Tourists' evaluation on standard of tourism facilities in Bangladesh

Statement on Tourism Facilities	Options	Frequency	Percent	Valid Percent
Tourists' evaluation on Standard of transportation Facilities in Bangladesh	Very bad	15	30.0	30.0
	Bad	29	58.0	58.0
	Average	4	8.0	8.0
	Good	1	2.0	2.0
	Excellent	1	2.0	2.0
	Total	50	100.0	100.0
Tourists' evaluation on Standard of accommodation Facilities in Bangladesh	Very bad	2	4.0	4.0
	Bad	24	48.0	48.0
	Average	12	24.0	24.0
	Good	11	22.0	22.0
	Excellent	1	2.0	2.0
	Total	50	100.0	100.0
Tourists' evaluation on Standard of food service Facilities in Bangladesh	Very bad	5	10.0	10.0
	Bad	4	8.0	8.0
	Average	17	34.0	34.0
	Good	14	28.0	28.0
	Excellent	10	20.0	20.0
	Total	50	100.0	100.0
Tourists' evaluation on Standard of convention, conference, meeting, exhibition, event etc. Facilities in Bangladesh	Very bad	19	38.0	38.0
	Bad	16	32.0	32.0
	Average	11	22.0	22.0
	Good	3	6.0	6.0
	Excellent	1	2.0	2.0
	Total	50	100.0	100.0
Tourists' evaluation on Standard of recreation and entertainment Facilities in Bangladesh	Very bad	6	12.0	12.0
	Bad	19	38.0	38.0
	Average	10	20.0	20.0
	Good	12	24.0	24.0
	Excellent	3	6.0	6.0
	Total	50	100.0	100.0

Source: Field Survey (2020)

facilities as bad. However, 34% of the tourists evaluate the standard of our food service facilities as average, while 24% of them treated it as good. The findings of this study on transportation and accommodation facilities agree with the findings of Bhuiyan (2015), although for food service facilities, it differs.

Recommendations and Conclusions

Bangladesh, having amazing natural, god-gifted and manmade attractions, can be a prime destination for both the domestic and foreign tourists. Despite having huge potential, low tourists penetration to different destinations still remains as a great challenge for Bangladesh tourism industry (Ahmed et al. 2010; Haider 2015; Rahman et al. 2010). Offering quality facilities to tourists can be a solution to this great challenge (Warnken 2002). As the demand for quality tourist facilities in Bangladesh are raising significantly, government policy framework for setting standard on every tourism facilities design and development therefore become essential right at this moment. But, establishing standard for different tourist facilities is not an easy task for a country like Bangladesh where proper coordination among the tourism policy planners, private level service providers and other stakeholders is almost absent. Besides, Bangladesh has its National Tourism Policy-2010 as only document to start the development of standards for facility design. Therefore, taking help from the tourism standards of leading countries and regions like ASEAN, USA, Singapore, Malaysia, Thailand, India etc. can help greatly in this regard.

However, for developing tourism facility standards, government and other policy planners should consider a wide range of facility related issues in mind. Tourists always want comfortable journeys to maximum tourist spots at minimum possible time and cost. Therefore, hassle free better communication and transportation facilities for the tourists should be ensured in order to facilitate improved access through superior transport mechanism like high speed, secured, low-carbon, environment friendly road and railway connectivity, introduction of short distance air connectivity, and comfortable waterbus or cruise ship connectivity. Besides, more classy accommodation and lodging facilities like hotels, motels, resorts and home stays should be developed near the tourist attractions equipped with possible modern amenities i.e. spacious rooms, safe and traditional food and water, clean washroom, parking, and duty free shopping facilities. Better recreation and entertainment facilities like live music, theme parks, night clubs, bars, casinos, kayaking, surfing, fishing, golf courses should also be developed adjacent to different tourist destinations. Capacities for arranging conventions, meetings, conferences, short term events, sports competitions, trade or traditional fairs, festivals, exhibitions, folk or cultural evening etc. in different tourists spots should also be strengthened. A comprehensive policy indicating the different tourist spots and a clear direction about where, when and how to start and where, when and how to end the tour should be made available to different prime destinations for providing quality travel experience to tourist. Besides, government should make proper plan to obtain support and active

participation of the international tourism agencies, private level destination managers and service providers, and community based stakeholders before setting any standard for different tourism facilities in Bangladesh. And, lastly, the entire tourism related facility standard should be set by considering the standards of leading countries and perceptions of tourists, rather than the personal experiences and quality perceptions of the policy planners.

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Md. Rakibul Hafiz Khan Rakib is a Lecturer at Department of Marketing, Begum Rokeya University, Rangpur, Bangladesh. Rakib completed MBA and BBA in Marketing from University of Rajshahi, Bangladesh and obtained 1st position in both the examinations. He has almost four years of teaching experience at the University level. His areas of interest for teaching and research include Marketing, Consumer Behaviour, Entrepreneurship Development, Tourism and Hospitality Marketing, and Customer Relationship Marketing (CRM). His three articles and two book chapters are published in peer reviewed international and national journals/book. His one refereed conference proceedings and five articles are accepted in different journals for publication. He has expertise in SPSS, Structural Equation Modelling (SEM), PLS-SEM, and AMOS. Currently he is trying to develop a framework for sustainable tourism development in Bangladesh.

Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society. Hassan holds PhD from the United Kingdom. Hassan's areas of research interest are: technology-supported marketing for tourism and hospitality, immersive technology application in the tourism and hospitality industry, technology influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Hassan authored over 100 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 15 book projects from Routledge, Springer, CAB International and Emerald Group Publishing Limited. Hassan is a regular reviewer of Tourism Management, Journal of Hospitality and Tourism Management, Tourism Analysis, the International Journal of Human Resource Management, Journal of Ecotourism, Journal of Business Research, eReview of Tourism Research (eRTR), International Interdisciplinary Business-Economics Advancement Journal, Heliyon and International Journal of Tourism Cities.

Part IV
Tour Routes in Bangladesh and Their
Regional Connections

Chapter 6

“Staying Connected”: Policies for Tour Routes in Bangladesh and the Regional and International Connectivity



Md. Rakibul Hafiz Khan Rakib and Azizul Hassan

Abstract Tourism in the world is more connected these days than ever before mainly due to the realisation of the policy planners. In the present global perspective, connectivity stays as one of the most sought after features of tourism. In tourism, both regional and international connections play crucial role for tourism development. Tourists in the current world are almost aware about staying connected. Still, this area of tourism has not been widely popular for research. In this research, connectivity is featured as tourism policy connections. This is true that at least in the last decade, social media platform has enabled and opened communication opportunities in-between travellers and the regional and international tourism policy planners. Thus, this research also partly analyses the unprecedented role of the social media as a tool of tourist connectivity. This conceptual paper is designed to highlight the policies related to major tour routes followed by both the regional and international connectivity. This research relied on secondary resources for data and information. Both published and unpublished data, reports and information were considered. Findings show that the effective utilization of tourism promotion triad, tourism promotion-connectivity-tour route planning, plays vital roles for tourism development in Bangladesh. However, there is a lack of useful policy supports both for regional and international connectivity even on the social media. This study asserts on formulating and implementing policy that can benefit connectivity of the tourists in Bangladesh.

Keywords Tourism · Policy · Connectivity · Tour route planning · Social media · Bangladesh

Md. R. H. K. Rakib (✉)

Department of Marketing, Begum Rokeya University, Rangpur, Bangladesh

A. Hassan

Tourism Consultants Network, The Tourism Society, London, UK

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M. S.-U.- Rahman, A. Hassan (eds.), *Tourism Policy and Planning in Bangladesh*,
https://doi.org/10.1007/978-981-15-7014-8_6

Introduction

Nowadays tourism is considered as a growing industry across the globe having considerable economic benefit not only to the developed and developing countries but also to the underdeveloped countries (Ahmed et al. 2010; Tasci and Knutson 2004). In this modern era, tourism becomes one of the most wanted service industry. Tourism refers to the collection of activities, services and related industries which deliver travel experiences including transportation, accommodation, eating and drinking facilities, shopping, entertainment and other hospitality services to individuals or groups travelling away from their usual residence (Goeldner and Ritchie 2011). This industry contributes about 10.4% of the world's gross domestic product (GDP) and generates a similar share of employment (World Economic Forum 2019). For many developing countries like Bangladesh, tourism acts as a catalyst for employment generation, increasing household income, and poverty reduction (Howlader 2017; Levy and Lerch 1991).

Bangladesh has many attractive and spectacular places including world's longest sea beach at Cox's Bazar, largest mangrove forests (Sundarban), historical mosque of Bagerhat, the ruins of Buddhist vihara at Paharpur etc. and some of them are world heritage sites. Beautiful Bangladesh and school of nature are the taglines of Bangladesh. Despite having numerous natural (i.e. sea beaches, rivers, coasts, mangrove forests, hills, valleys, waterfalls), archaeological, historical and religious attractions, this industry could not flourish as expected for some problems such as poor interests and priority by government and other policy planners to formulate and implement timely tourism policies, lack of infrastructural development, scarcity of standard facilities for tourists, poor connectivity between regional and international countries, lack of modern and sufficient recreation facilities in the tourist places, absence of specific tour route plan, paucity of trained and professional tour operators and insufficient promotional programs etc. (Ahmed et al. 2010; Islam 2006).

We are now living in the globalization era. The tourists as well as tourism service providers are connected to one another not only through air, road or water ways of transportation but also through cyber space and internet. Hence, in the present global perspective, connectivity stays as one of the most sought after features of tourism. Connectivity measures directed towards both regional and international tourists play crucial role for tourism development. Although tourism in the present world is more connected than ever before, this area of tourism has not been addressed properly in the national tourism policy of Bangladesh. Besides, a large number of tourists want to find out the shortest possible way to reach the desired destination and come back to their home at minimum time, cost and hazard. This leads to the determination of optimal tour route (Abbaspour and Samadzadegan 2011; Han et al. 2014). But, surprisingly this area is fully ignored in our country's tourism policy resulting low international tourist's penetration. Whereas our bordering countries like India, Bhutan, Nepal, Maldives and Sri Lanka successfully attracts huge

number of tourists and earns significant amount of foreign currencies every year (Ahmed et al. 2010) because of their prioritization of tourism by the policy planners.

Today’s tech-savvy tourists gather necessary information, pros and cons related to their destination by using internet and other online media (Amersdorffer et al. 2012). They know their desired location very well even before visiting the destination. They share their good moments and experiences in social media and others are influenced by them. Therefore, this research also partly analyses the unprecedented role of the social media as a tool of tourist connectivity and tour route planning. Besides, there are evidences of success through collectively promoting tourism by many regions and sub-regions with common culture and heritages (Howlader 2017). A contributory collaboration among the south Asian countries (i.e. Bangladesh, India, Bhutan, Nepal, Maldives and Sri Lanka) surely boost up this region’s tourism. Thus, this conceptual paper also tries to highlight the policies related to major tour routes followed by both the regional and international connectivity.

Connectivity and Tourism

Connectivity, in simple terms, is the state of being linked or connected. International Civil Aviation Organization [ICAO] (2019) defines connectivity as the passengers’ movement with minimum time and cost with maximum satisfaction. This definition narrow down the concept of connectivity as it covers only physical movement of tourists. But Erkuş-Öztürk and Eraydin (2011) broadened the concept of connectivity by viewing it as networking. Nowadays integration of technology in our everyday life becomes imperative. Connectivity has significant impacts in our life as it establishes direct contact with the virtual world (Cohen and Cohen 2012). By recognizing this impact, Kotler, Kartajaya and Setiawan (2017) anticipated a new model of marketing 4.0 to focus consumer connectivity in this digital age. Connectivity includes channel as well as social connectivity to cover online and offline communication with family members; friends or strangers to whom people become connected (Hwang and Kim 2019).

However, all these views of connectivity help us to understand the role of connectivity in tourism development. Physical view of connectivity is directly related with regional or international connectivity among the destination countries. Regional cooperation among the countries connected with each other can boost tourism (Asian Development Bank 2019). Neighbouring countries which ensure uninterrupted movement of tourists like Japan and Korea or Myanmar and Thailand actually are the gainer. This model of sharing tourists can also be followed by “Bangladesh and India” or “Bhutan, India and Bangladesh“. But to ensure growth of tourism in this region, multi-modal connectivity must be increased through air, road, rail or waterway connectivity (Howlader 2017). Virtual view of connectivity is directly related with the networking, cyberspace, and internet connectivity through using different tools. Better connectivity among the tourism service providers and tourists can be established by using websites, social media, or online marketing,

which can help in better bonding and sharing of information and ideas (Lampe et al. 2013). Better connected destination marketers can easily disseminate their promotional messages to their target tourists with minimum costs, whereas the tourists can get updated information regarding their desired destination with minimum of search efforts, hence resulting in better tour route planning.

Tour Route Planning and Role of Connectivity in Tour Route Planning

The idea of travel tour route comes from the concept of trading route or pilgrimage route (Flognfeldt 2005). The Grand Tour route leading to Rome is considered as the first real tourism route (Towner 1996). A tour route becomes essential part of the tourism products even before the destination is promoted. Tour route planning could be a plan to visit a number of interested places within a limited time with minimum cost and hassle with maximum satisfaction having clear information (i.e. place description, cost, duration etc.) at hand of the tourist (Han et al. 2014; Sylejmani et al. 2017). Tour route planning helps to save time and money. A large number of tourists want to find out the shortest possible way to reach the desired destination and to come back in their home with maximum travel experiences.

For promoting tourism, connectivity is playing a major role as regional and international tour route plans are spreading through it. These processes are initiated by the destination marketers, tourism enterprises, government, and other policy planners related to tourism industry. Usually, tour route plans are designed by tourism organizations in many countries (Sirirak and Pitakaso 2018). Besides, Governments of different countries are making broad pacts which also result in positive connections for tourism. How does connectivity help destination marketers to develop and spread tour route plans and assist the tourists in choosing best possible tour route can be explained by the tourism system of Mill and Morrison (1985) (Fig. 6.1).

Tourism service providers (e.g. tour operators, travel agencies, hotels, restaurants etc.) basically publish tour route plans for tourist places to provide information to the potential tourists. Through their connectivity links like personal websites,

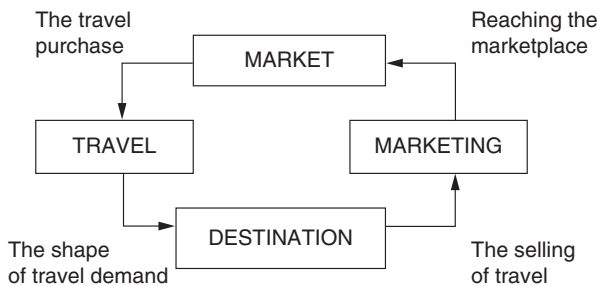


Fig. 6.1 The tourism system. (Source: Mill and Morrison 1985)

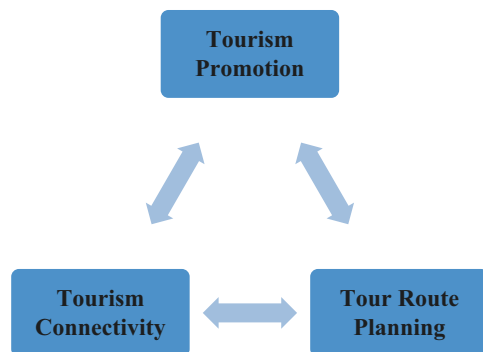
social media (i.e. Facebook pages or YouTube channels, tourism package comparing websites, govt. official websites etc.) destination marketers market or promote their attractions and offers to their market (present and potential tourists). The tourists get to know about the offers and reasonable routes consisting of air, road, rail or waterways and then compare with the offers of other destination marketers. Tourists can choose from the offered route or they can plan their customized route and travel to their desired destination. Therefore, tourism enterprises must provide rational or best possible tour route with attractive scenic spots to attract more domestic and foreign tourists and augment the destination’s appeal and popularity (Han et al. 2014).

Role of Promotion in Connectivity and Tour Route Planning

We have already discussed about how connectivity through personal websites, social media, tourism package comparing websites, govt. official websites etc. helps destination marketers to promote their tourism products to prospective tourists market and therefore help the tourists on deciding the best available tour route. As virtual connectivity mostly relies on numerous tools of tourism promotion, authors strongly believe, tourism promotion also has significant impact on ensuring better connectivity and tour route planning. Hence, the relationship among tourism promotion, connectivity and tour route planning is somewhat triadic. This tourism promotion triad is shown in below Fig. 6.2:

Connecting with others is the main motto of promotion. As promotion and connectivity are interchangeable in some aspects, the role of promotion in tourism and connectivity could be considered same. Bangladesh is participating in various local and international tourism fairs, road shows, seminars and conferences along with public and private stakeholders regularly for the promotion of Bangladesh tourism (Tuhin 2019) leading to better connectivity with domestic as well as international tourists. Besides, promotion could be viewed as an initiative for a new tour route planning. Through proper promotion, an unknown route could be built up as a

Fig. 6.2 Tourism promotion triad. (Source: authors’ own compilation)



popular and familiar route. Sajek Valley is an ideal case of successful tourism promotion. Before 2013, Sajek union of Rangamati district was not familiar even to domestic tourists. But mainly through social media promotion, Sajek gets huge attention & become famous for its natural beauty. Now, thousands of domestic as well as foreign tourists are visiting Sajek 365 days a year!

Present State of Tourism Promotion in Bangladesh

After independence, to develop and promote country's unique scenic beauties and attractions, the government of Bangladesh established Bangladesh Parjatan Corporation (BPC) in 1972 (Bangladesh Parjatan Corporation 2019a) and Ministry of Civil Aviation and Tourism in 1975. BPC started its journey as the national tourism organization (NTO) with responsibilities of running state's tourism business and installing necessary infrastructures along with taking promotional activities for this industry. But BPC failed to play the role of NTO due to burden of responsibilities (Hossain 2015). Hence, in order to strengthen the promotion of this country's tourism products and services, the government later shifted the responsibility of promotion to a separate National tourism organization (NTO) through establishing Bangladesh Tourism Board (BTB) as the NTO in 2010 (Bangladesh Tourism Board 2019a). However, BPC is now acted as the country's only public sector tour operator. Within the tourism industry, the tourism organizations use advertising, sales promotion, personal selling, direct marketing, public relations, trade shows, Internet marketing, sponsorships, point of purchase displays, word of mouth marketing, events and experiences, and social media marketing etc. to promote their tourism products (Aronsson and Tengling 1995; Goeldner and Ritchie 2011; Smith et al. 1999). BTB as NTO, along with BPC, Department of Archaeology, and Ministry of Civil Aviation and Tourism try to promote Bangladesh as a "destination of choice" and stimulate the demand of tourism products and services among the prospective tourism markets. These governmental agencies use almost all forms of traditional promotional tools to promote our tourism industry. BPC, BTB, private level tour operators, and other destination service providers produce and distribute printed brochures, souvenirs, tourist maps, booklets, view cards, picture post cards, leaflets, posters, folders etc. besides advertising in local media for spreading information among the tourists markets. But mainly due to financial crisis, they do not use international advertising to promote Bangladesh as a tourist destination in international arena (Hasan 1988).

As personal selling, they also train their contact personnel for maintaining effective relations with domestic and international tour operators and agencies. As publicity for our tourism industry, complementary tours are also arranged for some selected domestic and foreign tour agencies and operators. They also utilise sales promotion techniques like quantity discount, children discount, reduced price and better quality package tour services, off-season price refunds, and river cruise programs to attract both the local and international tourists (Hossain 2015). In addition,

they also launched campaigns like “Visit Bangladesh 2016 – Life Happens Here” on digital media and social platforms including websites, Facebook pages, YouTube channels etc.; produced TVC on “Beautiful Bangladesh (School of Life)”; arranged “Bangladesh Folk Festival 2011”, “Asian Tourism Fair 2011”, “11th SAARC Trade Fair & Tourism Mart 2012” etc.; participated in number of domestic and international tourism exhibitions, fairs, shows and festivals; co-sponsored BPL 2011; illustrated informational kiosks, billboards, pictorial ads, souvenirs etc. during ICC Cricket World Cup 2011 etc. (Bangladesh Tourism Board 2019b).

Social Media as a Tool of Tourism Promotion and Connectivity

The development of newer technologies, particularly the social media has changed the communication landscape worldwide. Businesses are increasingly using social media to promote their market offerings. For promoting tourism products, destination marketers and service providers are now considering social media as one of the most impacting ways of promotion. Social media is internet based user generated media (Goeldner and Ritchie 2011) developed on the technological foundations and applications of web 2.0 (Kaplan and Haenlein 2010) that facilitates social interactions and information sharing among the users (Liburd 2012). Social media allow its user to create, upload, alter, and share their views, thoughts, feelings, and experiences in the form of web-based contents. These views and experiences largely influence the thought process and decision making of other users of this platform.

Social media platforms like Facebook, MySpace, Google+, Youtube, LinkedIn etc. provide faster ways to reach thousands, or even millions of people just within a second. Destination marketers use Facebook pages, YouTube channels, or community blogging sites to post attractive photos, videos, descriptions of a destination and best tour route to the destination. Millions of tourists connected through social media view these photos, videos, descriptions and tour routes of attractions; and discuss regarding all the information such as general facilities, pricing terms, supporting services, contact information, and other tourism related issues shared by the destination marketer among themselves on the social media. Tourists can then get a clear idea about their desired destination and best possible tour route. Tourists can also contact with the destination marketers (Sweeney 2008) through online platforms. As the advices from family members, relatives or social media friends are considered as most credible for the tourists in making travel decision (Hossain 2015), therefore the role of social media in promoting a tourist destination and connecting the destination with millions of tourists is of fundamental value to destination marketers, policy planners, or even to tourists.

Evaluation of Bangladesh's Tourism Policy with Respect to Promotion, Connectivity and Tour Route Planning

Development of a country's tourism industry largely depends on the adoption of a clear tourism policy. Tourism policy directs the country's tourism development initiatives (Goeldner and Ritchie 2011). It includes the goals and objectives, rules, regulations, strategies and related action plans within which the tourism development decisions and everyday activities of destinations are undertaken (Ritchie and Crouch 2003). UNDP prepared the strategic master plan for tourism development in 1990 which acts as the foundations of Bangladesh tourism policy. The government of Bangladesh formulated its first national tourism policy in February, 1992 with 8 objectives (Hassan and Kokranikal 2018; Prime Minister's Office Library 2019). By realising the increased global demand of tourism products, the country adopted an updated tourism policy in 2009 with 31 objectives. The government further updated and published the national tourism policy in 2010 with the prime objective of sustainable tourism development in Bangladesh through employment generation; socio-economic development by involving local government institutions and local communities; maintaining environmental balance and preserving biodiversities; along with 30 well defined objectives and goals (Hassan and Burns 2014; Hassan and Kokranikal 2018). Although this policy specifies many areas for the development of Bangladesh tourism industry, but there are inadequate directions regarding tourism promotion, connectivity and tour route planning.

Objectives 5, 6, 12, 14, 18 and 23 of national tourism policy 2010 has some directives regarding tourism promotion like identification, classification and promotion of different tourist destinations to domestic as well as foreign tourists; preservation and promotion of local cultures, customs and traditions as tourism attractions; formulation of research and marketing master plan etc. Besides these, objectives 24, 29 and 30 provide little guidelines regarding connectivity such as ensuring the availability and dissemination of tourism information over internet; initiation of regional and international connectivity for tourism development among the SAARC and BIMSTEC countries; extending connectivity and assistance with UNWTO and other international tourism organizations etc. But, surprisingly this tourism policy ignored the issue of tour route planning as policy necessities (Bangladesh Parjatan Corporation 2019b). Besides, this policy is not updated in the last 9 years to cope with the changing nature and trends of global tourism markets. Therefore the authors argue that, the national tourism policy 2010 should be extended and updated to cover growing trends and issues like online promotion, faster and better regional and international connectivity, and most comfortable and reasonable tour routes offered to domestic and foreign tourists.

Comparative Study on the Tourism Policy Between Bangladesh and India

Promoting tourism is quite different from what Bangladesh is actually performing in this regard. For promoting a country's tourism, knowledge based conscious and prudence efforts are mandatory basically from the end of tourism policy planners. Bangladesh's neighbouring country India has taken number of fascinating steps to promote their tourism. India's 11 states have taken their own inbound tourist attraction policies based on their own natural, cultural, historical, archaeological and traditional themes and it has resulted India to become the eighth largest GDP contributing country in terms of travel & tourism in 2018 (Strategic Government Advisory (SGA) and Yes Bank 2019). Recent tourism competitiveness report also ranked India 34th among the 140 countries under consideration, whereas Bangladesh ranked 120th (World Economic Forum 2019). Compared to previous year, the competitive position of Bangladesh improved from 125th to 120th rank. In this progressing journey, Bangladesh has made the most progress in security and protection in the Asia-Pacific region. Besides, due to its rich natural beauties, cultural and archaeological heritages, and religious diversities, number of tourists visiting Bangladesh is expected to be increased in future. But Bangladesh tourism industry is still underperforming compared to the neighbouring countries mainly because of its poor policy connections.

India Tourism Development Corporation (ITDC) was established in 1966 with the aim of developing tourism in India. India adopted its national tourism policy in 2002 centered on the six points, such as, Swagat, Suchana, Suvidha, Suraksa, Sahyog and Samrachana that means Welcome, Information, Facilitation, Safety, Cooperation and Infrastructure development. India's national tourism policy treats the guest or tourist as like god. How India did emerged as one of the tourism powerhouses in recent years and why people will travel to India- is explained by Indian tourism policy. Indian tourism policy treats a tourist's journey to India as a journey of mind and soul; a journey of five senses; a journey of self-discovery; and a journey of self-fulfillment (Ministry of Tourism 2019). India has formulated various committees involving knowledgeable industry experts and policy planners to move the tourism industry forward through continuously developing and promoting their destinations, attractions and related tourism products.

India set up their tourist offices abroad like London, Paris, Melbourne and Colombo. But Bangladesh has no tourist office abroad. Indian tourism authority divided their work plan in 5 years work plan and defined their work plan with some motto or slogan. But, surprisingly there is no such real action plan for tourism development exists on the policies of Bangladesh. Besides, promotion of country's tourism on international TV channels and newspapers are totally absent from Bangladesh's end. Whereas, besides international promotion from ITDC, the honourable prime minister of India Mr. Narendra Modi performed in an episode of 'Man VS Wild with Bear Grylls' on August 12th, 2019 which was shoot on India's Jim Corbett national park and watched across 180 countries. Indian movies also

show their natural beauties, heritage and archaeological sites, flora, fauna to their audiences therefore attracting themselves to these attractions. On the other hand, Bangladesh never takes such action to represent her beauties and heritages. Besides these, digital visibility and online presence of BPC and BTB is also very poor compared to ITDC, leading to poor international tourists' penetration to Bangladesh.

Tourism Development Through Regional and International Connectivity

Tourism is a borderless activity which can spread over multiple countries. Pace of tourism development could be booming if it can connect the people from neighbouring, regional and international arena in a right way. Connectivity plays the key role in tourism development in this modern era. Everyone is connected with each other either online or offline. Connectivity, whether as transportation ways (i.e. air, road and water) or online world (social networking sites, websites etc.) make people come closer to each other. Transport connects tourists from tourism generating countries to destinations through facilitating their movement among the destination, attractions, accommodation, and other recreational services (Organisation for Economic Co-operation and Development 2016) whereas online world connects tourists from all over the world to the destinations through virtual platforms (Karim 2018). Improved connectivity leads to better tour route planning which further leads to increased tourists arrival, hence contribute a lot for tourism development. Basically, tour route planning is designed by either the tourism service providers or the tourist themselves. Tour route planning in Bangladesh significantly influenced by social media connectivity. TOB (Travelers of Bangladesh), a Facebook travel group- could be a great example as it provide exciting and authentic travel information to both Bangladeshi and foreign travellers. Tourists from domestic, regional or international arena use social media connectivity to collect and share necessary travel information about tourist attractions, hotels, transportations etc. for better travel decision making. Hence the travel decisions of thrill seeking young generations are shaped largely by the reviews, comments and shared personal experiences of others on the social media (Karim 2018; Sahin and Sengün 2015). Nijhoom tours, a member of TOAB (Tour Operators Association of Bangladesh), could be another interesting example who is trying to expand and develop the tourism scenario in Bangladesh through improved online connectivity, and better tour route planning. Table 6.1 shows a tour route for domestic and foreign tourists travelling to Cox's Bazar and Saint Martin Island offered by Nijhoom Tours.

This tour route plan not only improves easy travel for domestic and international tourists, but also helps in developing country's tourism through fostering better physical connectivity. However, a contributing regional cooperation among the countries connected with each other or sharing borders can boost overall regional tourism (Asian Development Bank 2019). Hassle free movement of tourists among

Table 6.1 Tour Plan for Cox’s Bazar and Saint Martin Island

Tour Package Name	Duration	Price	Route
Cox’s Bazar & St. Martin’s Island tour	5 days/4 nights	\$650(4 person)	Dhaka-Cox’s bazar-Saint Martin Island-Cox’s bazar-Dhaka.

Source: Nijhoom Tours (2019)

Table 6.2 Regional tour routes for travelling India to Bangladesh by road

Entry	Visit	Exit
Petrapole-Benapole border (on arrival visa)	Southern part of Bangladesh	Same/other border
Dawki-Tamabil border	Sylhet region-Dhaka-southern part of Bangladesh	Petrapole-Benapole border
Agarthala-Akhaura border	West-southern part-Dhaka-any part of Bangladesh	Dawki-Tamabil border, same/other border
Burimari border	Northern part-Dhaka-any part of Bangladesh	Same/other border

Source: Mytriphack (2018)

neighbouring countries like “Bangladesh and India”, “Bhutan, India and Bangladesh” or “Nepal, India and Bangladesh” can ensure stable growth of tourism in this region (Howlader 2017). A multi-modal connectivity must be increased to do so through air, road, rail or waterway connectivity. But, Bangladesh still has to develop a lot more in connecting the regional and international tourists and tourism destinations. A foreigner who visited India to Nepal by road should have the knowledge of visiting Bangladesh from India by road. But surprisingly, BPC or BTB failed to provide any information about visiting India to Bangladesh by road for attracting the Indian or international tourists. Table 6.2 shows such regional tour routes for travelling India to Bangladesh:

Challenges of Developing and Implementing Tourism Policy in Bangladesh

Balanced development and stable growth of any sector largely depends on the formulation of a realistic and timely policy framework. Tourism, a profit generating industry of Bangladesh, badly in need of a sound policy that address the real need of our local communities, private sector entrepreneurs, national policy planners, and international supporting organizations. Although Bangladesh has national tourism policy 2010 in effect, but this outdated policy failed to provide clear directions and action plan for developing its tourism sector. Hence, formulation of an updated tourism policy and implement it in real sense is always a great challenge for Bangladesh.

Bangladesh is a country with an embryonic economy largely dependent on international donor agencies. Therefore any policy initiative here is badly influenced by

the agenda of donor agencies (Hassan and Burns 2014). Policies formulated as per the agenda of such agencies hardly meet the real development needs and interests of the nation and the formulation and implementation of tourism policy is not out of these vested interests (Brohman 1996; Cater 1993). Besides, policy formulated in pursuit of profit, very often failed to preserve our traditional values, cultures, people and environment and its commoditization (Higgins-Desbiolles 2009) hence leading to problems rather than benefits generated by tourism industry (Goeldner and Ritchie 2011). Moreover, negligence of governmental policy planners, political indifference, and multi-level corruptions impede the formulation of a sound tourism policy (Hassan and Kokkranikal 2018) in Bangladesh. In addition, the realization of tourism as a priority in national economy and devising an updated, all inclusive policy depends on knowledge and practical research capabilities of the policy planners (Graci 2009; La Lopa and Day 2011). But unfortunately, Bangladesh lacks such capabilities. Further, tourism policies and action plans without political commitment and government support usually creates perplexity and complications (Fayos-Solá 1996), which is evident in the present tourism policy of Bangladesh. Besides, ensuring improved online presence of the destination service providers along with the government tourism institutions is always a challenging task for Bangladesh. Lastly, a major drawback in updating and implementing tourism policy in Bangladesh is the initiation of some realistic mechanism to change the attitude of domestic people towards the foreigners and foreign tourists.

Recommendations and Conclusion

Tourism is one of the fastest growing industries of Bangladesh with huge potentials for job generation, poverty reduction, inclusion of youth and women in mainstream economic activities, earning of valuable foreign currencies, and contributing large amount of money to state exchequer. Despite having numerous natural, archaeological, historical, religious and manmade attractions, Bangladesh failed to attract sufficient number of tourists mainly because of its poor promotion, underdeveloped connectivity, absence of tour route planning, and apathy of the policy planners. This chapter therefore discussed the overall linkages within the tourism promotion in Bangladesh, connectivity with regional & international arena along with the need for proper tour route planning. After the technological revolutions in the past few decades, the whole world connects more effectively. Although tourism is an ancient activity, but the modern competitive business trends turned it an earning sector. For adopting a timely tourism policy for sustainable tourism development, carefully targeted promotion for tourism generating regions, regional and international connectivity and tourists sharing with organized tour route planning could be very effective.

Findings show that the effective utilization of tourism promotion triad, tourism promotion-connectivity-tour route planning, plays vital roles for tourism development in Bangladesh. However, there is a lack of useful policy supports both for

regional and international connectivity even on the social media. This study asserts on formulating and implementing policy that can benefit connectivity of the tourists in Bangladesh. Besides, the people concerned with the formulation of tourism policy should also carefully explain the strategies and action plans. The policy should also encourage: private-public partnership and investment on tourism; maintenance of updated and informative tourism related websites, social media sites like Facebook pages or Youtube channels by the destination marketers; tourism promotion in abroad through the foreign missions, embassies, or tourism offices; contract and collaboration among domestic and international tourism operators and agencies for engaging Bangladesh on their tour route planning; arrangement and participation of more international events like cultural fair, educational fair, sports, business conference, trade fair, meetings etc.; regional and international connectivity through lessening the formalities for cross-border tourists movement with neighbouring and friendly countries; pact formulation or treaty signing for tourists sharing among the border sharing countries etc. Besides addressing promotion, connectivity, and tour route planning aspects, future studies can cover national tourism policy of Bangladesh should also provide clear directions regarding developing urban tourism, community based tourism, nature tourism, eco-tourism, rural tourism, religious tourism etc. for ensuring sustainability in tourism industry.

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Md. Rakibul Hafiz Khan Rakib is a Lecturer at Department of Marketing, Begum Rokeya University, Rangpur, Bangladesh. Rakib completed MBA and BBA in Marketing from University of Rajshahi, Bangladesh and obtained 1st position in both the examinations. He has almost four years of teaching experience at the University level. His areas of interest for teaching and research include Marketing, Consumer Behaviour, Entrepreneurship Development, Tourism and Hospitality Marketing, and Customer Relationship Marketing (CRM). His three articles and two book chapters are published in peer reviewed international and national journals/book. His one refereed conference proceedings and five articles are accepted in different journals for publication. He has expertise in SPSS, Structural Equation Modelling (SEM), PLS-SEM, and AMOS. Currently he is trying to develop a framework for sustainable tourism development in Bangladesh.

Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society. Hassan holds PhD from the United Kingdom. Hassan's areas of research interest are: technology-supported marketing for tourism and hospitality, immersive technology application in the tourism and hospitality industry, technology influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Hassan authored over 100 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 15 book projects from Routledge, Springer, CAB International and Emerald Group Publishing Limited. Hassan is a regular reviewer of *Tourism Management*, *Journal of Hospitality and Tourism Management*, *Tourism Analysis*, the *International Journal of Human Resource Management*, *Journal of Ecotourism*, *Journal of Business Research*, *eReview of Tourism Research (eRTR)*, *International Interdisciplinary Business-Economics Advancement Journal*, *Heliyon* and *International Journal of Tourism Cities*.

Part V
Legislative Framework, Organisational
Entitles and Investment Policies in Tourism

Chapter 7

Visa and Immigration for Tourists in Bangladesh



Nazmoon Akhter, Azizul Hassan, and Md. Alauddin

Abstract Visa and immigration are essential formalities for foreign nationals to enter or stay in any country of the world. Tourists as foreigners to a country also need visas and to respect the host country immigration. The importance of visas and immigration get importance. Still, few tourism literature studies have explored diverse aspects of visas and immigration for tourists. Especially, research works on visas and immigration of a South Asian country as Bangladesh have a severe lacking. Hence, this chapter understands the global trends of visa and immigration in tourism. In doing so, the research presents relevant conceptual explanations and examples. This explanations and examples are then related to the context of Bangladesh. The chapter then analytically presents the existing visa and immigration procedures of the country while considering the earlier literal discussions. The research finds that although number of foreign tourist arrival is decreased, the government of Bangladesh tries to follow standard visa and immigration policy to attract international tourists and align the global standard. However, both the availability and accessibility of the most updated facilities and services are yet to be ensured. The chapter stresses on carrying out learning tourist demands regularly and efficiently. This can allow the relevant policy planners and officials to formulate effective, timely and beneficial visa and immigration system networks for tourists in Bangladesh.

Keywords Visa · Immigration · Tourism · Tourist flow · Bangladesh

N. Akhter

Faculty of Business Administration, BGC Trust University Bangladesh,
Chattogram, Bangladesh

A. Hassan (✉)

Tourism Consultants Network, The Tourism Society, London, UK

Md. Alauddin

Department of Marketing, City University of Hong Kong, Kowloon, Hong Kong

Department of Business Administration, International Islamic University,
Chittagong, Bangladesh

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M. S.-U-. Rahman, A. Hassan (eds.), *Tourism Policy and Planning in Bangladesh*,
https://doi.org/10.1007/978-981-15-7014-8_7

Introduction

The presence and growth of immigrant triggers an increase of tourists' flow (Dwyer et al. 2010) that is perceived as permanent by the tourism market agents and policy makers. As a result, the supply of both tourism services (e.g. accommodations, restaurants) and tourism infrastructures (e.g. transportations), will be increased which rise the destination competitiveness. Besides, immigration promote the host country's cultural life and increase consumption possibilities, such as ethnic restaurants, cultural events, etc. which attract the tourists toward destination. Additionally, entrepreneurs as immigrants stimulate business trips between the host country and other countries (Seetaram 2012). Williams and Hall (2002) stated that tourism-migration nexus through four phases. The first phase represents tourists' flow to a destination creating tourism industry. Second phase shows labor as migrants required to fill in vacancies in the destination where tourism industry leads to grow. The third phase explains temporary migrants such as labor and tourists are like to stay at the destination permanently, increasing their friends and relatives travel and provide their services to the tourism industry. In fourth phase, tourists' friends and relatives travel reinforces the tourism migration link where permanent migrants from the third phase are likely to return to their host country.

Immigration is crucial issue for a nation's security where the private sector considers immigration policy restricts free movement of people and the government thinks more steps need to be taken to secure borders by controlling movement of people in and out of the country. Hence, government has a direct control over who comes into the country and this control is exercised through the Department of Immigration Control of a country.

Tourists as foreigners to a country also need visas and to respect the host country immigration. For this reason, the importance of visas and immigration get attention. Still, few tourism literature studies have explored diverse aspects of visas and immigration for tourists. Especially, research works on visas and immigration policy of a South Asian country as Bangladesh have a severe lacking. Hence, this chapter tries to understand the global trends of visa and immigration in tourism. In doing so, the research considers relevant conceptual explanations and examples. This explanations and examples are then tried to connect with the context of Bangladesh.

Visa and Immigration: Some Conceptual Debates

The Background

Seth and Sethbhat (2012) believed that visa and immigration barriers were the development of post-World War II. The reason was that there was no passport system in the world before this world war when people could visit any foreign lands without visas or passports and settled there if they liked. According to Neumayer

(2005: p.3), “Travellers nowadays need passports or other documents, which only nation-states have the right to issue, in order to enter foreign spaces, together with a valid visa depending on which passport they hold and where they want to travel to”. The argument of Neumayer (2005) is somehow contradictory to Seth and Sethbhat (2012). Neumayer (2005) argued that believes that in any form, passports with visa and immigration actually existed from the medieval times but the comprehensive system as known was inextricably linked to the modern nation-state’s evolution. Anderson (2000: p.18) thus added that “the almost inevitable outcome of the Westphalian state”. Torpey (2000, 1998) stated that nation-states have over the years managed for taking over the authority for determining who may enter or may exit their borders, supported by the principle of national sovereignty. Torpey (2000, 1998) also added that in few countries, this is even problematic for getting a passport that is a pre-requisite for international travel while some countries even restrict intra-border movement. The visa and immigration system has become an inseparable part of the tourism industry and thus the Immigration department in a country needs to play a critical role in the failure or success of a country’s tourism industry.

Why Are Visa Restrictions Imposed by Nation-States?

In the present world, each country can possibly like peoples’ free movement across borders for its own political, economic, and social benefit. However, at the same time for security reasons, these countries can limit that same free movement. In general, countries predetermine which country’s visitors are not threats to the security and thus can be welcomes to visit without any hindrance. Nationals with perceived security risks can be discouraged or refused to visit a specific country and these are performed by visa restrictions. Neumayer (2005: p.7) in this regard identifies one of the prime reasons for keeping out foreigners from state-nations as “concern that visitors might turn into immigrants by staying on illegally in the country instead of going back home”. Thus, the most useful way for keeping the foreigners out in the first instance is to imply visa restrictions. This outlines that potential visitors are screened prior their travel so that merely the bona fide visitors those are proven can go back home and are allowed to travel. The other reason for imposing visa and immigration restrictions by the nation-states is that the would-be immigrants are intentionally discouraged from making visa applications. In a simple meaning, visa and immigration restriction is thus a way to raise a considerable amount of foreign currency in terms of tourism. However, countries can also impose visa and immigration restrictions for reciprocal reasons.

Why Countries Are Refrained from Visa Restriction Imposition?

Countries can refrain from visa and immigration restriction imposition on passport holders from specific countries from which they do not fear entrance of unwanted criminals, terrorists, drug traffickers or illegal immigration (Neumayer 2005). In the case of actual incentives for facilitating international travel, visa and immigration restrictions are not imposed. Less developed countries normally do not impose visa and immigration restrictions on passport holders from developed countries with the hope to get knowledge spill-over and direct foreign investments into their country. In this regard, Neumayer (2005: p.14) pointed out that “Major tourist destinations have an incentive not to impose visa restrictions on sending countries in order to remain attractive in the increasingly competitive market for mass tourism“. Easing off visa and immigration restriction can be the outcome of many different reasons. According to O’Byrne (2001: p. 399) believed that the visa and immigration restriction relaxation in many countries can be outlined as a direct response to the tourism industry demands to whom “freedom of travel is freedom to trade”. Political reasons can also be responsible for a country’s visa restriction imposition. Wang (2004: p.359) noted that visa and immigration “restrictions are likely to be regarded as an unfriendly act, as a sign of suspicion against the citizens of the affected country, thereby impacting negatively on the relations between the two states. Countries are therefore likely not to impose visa restrictions on other countries, with which they share the same geographical region or civilization”.

The Global Tourism Industry’s Link with Visa and Immigration Policies

Researchers assume that the elimination or lifting of travel restrictions can lead to increased demand for travel freedom where Asia Pacific countries can be examples. Siskin (2004) highlighted that the outbound travel surged when countries like Taiwan and South Korea and Taiwan lifted travel restrictions during the 1980s. Siskin (2004) also mentioned some global examples as: Indonesia’s unilateral visa-free entry, Malaysia’s 3-day visa-free stay or even Taiwan’s 5-day visa-free entry to nationals of some 15 countries that actually were notable measures that can increase inbound travel. Wieman (1996) at this stage stressed that the common trend is towards a reduction of travel barriers for promoting tourism. The link between the travel industry and visa restriction can work. For example, visa restriction removal in the East Africa where tourism ministers were contemplating a uni-visa and immigration system for the region for allowing the tourists to travel within the region on a single visa. Theoretically, tourists prefer the region where at least one visa allows traveling the whole region (Amrik 2000).

By using an extended gravity model, Liou et al. (2020) analysed the competitiveness or complementarity relationship of the inbound tourist number and equivalent tourism revenue between China and 19 other nations on the basis of China’s

Open-door Tourism Policy to Taiwan in 2008. The research found that the number of tourists from China to Taiwan reached the highest at 41% in 2015 and tend to be decreased by 2021 to 9%. Also, the relevant tourism revenue will decrease to 11% from 49% in the same time period. The findings of the research also present that in case the tourist number from China stays above 836,772, the tourist number from Europe, Australasia, Japan, Hong Kong, North America and will still keep increasing. In reality, the tourist number from the Southeast Asia and South Korea will keep on increasing uninterruptedly regardless of Chinese tourists even far below 836,772.

In their research Balli et al. (2014) found that immigrants have a positive advertising effect for their home country that induces tourism flows. Trade flows as influenced by the immigrants between countries plays a stable and crucial role on tourism flows and repeat visits.

Berg-Nordlie (2017) examined immigration and immigrants discourse in local media with the analysis of newspaper texts in three rural districts of Norway. The article found that immigrants (i.e. *refugees/asylum-seekers* and *Muslims*), were found more prone to become connected rhetorically security threats, economic burdens and irreconcilable cultural differences.

Visa and immigration can evidently affect any business entity as initiated by tourists. In the research, Umana-Dajud (2019) exploited a natural experiment offered by the Schengen Agreement for documenting a huge causal negative effect of visa on trading the goods. The research explored that the negative effects of visas are more for differentiated than for homogeneous products. The research clearly suggests that the visa removal would increase welfare by 5% or more for few Sub-Saharan countries and at least 1.1% on average for developing countries.

Visa and Immigration Restrictions: Advantages and Disadvantages

The perceived advantage and disadvantage of visa and immigration restrictions rely on the tourist's position and circumstances. Countries those face both short term and long term tourist influx, the restriction of visa can be the easiest and best way for limiting immigration. Visa restriction can be the mean for controlling movement of undesirable immigrants before they even make travel. This can save both efforts and costs for receiving countries to detain or take care of inadmissible and deportee travelers. For a tourist destination, visa can be an easy way for raising foreign currencies through fees and taxes to be spent for the destination's development. Visa and immigration restriction can bring some advantages when a country suffers from international terrorism and political instability. Limiting the number of people with criminal identity moving from one country to the other can thus be useful and an advantage of visa restriction.

The greatest disadvantages of visa and immigration restrictions is that the specific country is judged as a “hidden place” from the rest of the world. Neumayer (2005: p.13) in this situation comments that, “long before September 11, autocratic regimes have always been suspicious that foreign influence might undermine the regime’s foundations and have therefore been eager to keep an eye on who enters the country”. Anderson (2000) states that the more repressive and autocratic a regime is, the more it is likely to be threatened by the open borders. As a result, when a country imposes visa and immigration restrictions, this is seen as an autocratic state that hides human rights abuses from the rest of the world. Outsiders view some specific countries having the Communist ideologies like Cuba, Russia and some Asian countries like North Korea with suspicion due to their visa restriction and closed borders policies. Thus, for both monitoring and controlling entry, visa and immigration restrictions can become an important mechanism. This is why, Neumayer (2005: p.13) states that “One would therefore expect democracies, all other things equal, are more liberal with their system of visa restrictions than autocracies are”. Researchers like Froelich (2004) and Bhattacharjee (2004) highlight that in the eyes of those having concerns of national security, democracies are way too liberal. This is one of the main reasons for which, the United States of America has restricted issuing of visas since the 11th September attack on the Twin Towers. Such strict visa and immigration restrictions have resulted to concerns among the universities, research centres and business groups of unnecessary delay to grant visas and keeping out scientists, students, businessman and tourists whose entry can be useful and rewarding to the USA interests. Citizens of a specific country normally visit foreign countries that have good relationships with their governments. At the time when a government labels the other government as undemocratic or dictator, the movement of people between these countries are seriously strained. The restrictions of visa thus can have potentials for straining relationships between the governments that can lead to undemocratic practices and accusations outside interference. Once these strained relationships take the effect, citizens of these countries normally tend to stop visiting each other due to personal security and in many cases, their visas are denied. The other disadvantage of visa restrictions is the loss of enormous efforts and costs as spent for making visa applications. Security and relevant checks are done for each visa application that is covered from the visa processing fees charged from the applicant. On top, visa application processing can take excessive time in terms of complex cases and where further investigations and checks are involved. This can also be costly for those applicants those have to travel to the embassy or consulate frequently for making applications.

Tourism Industry in Bangladesh

Tourists such as domestic and international tourist in Bangladesh contribute to its economic sector at a large. Travel & Tourism sectors’ contribution is imperative to the Bangladesh economy as its’ direct contribution is 2.2% of total GDP in 2017

and is expected to rise by 6.1% in 2018 and its' total contribution to GDP is 4.3% of GDP in 2017, and is expected to rise by 6.4% in 2018. Additionally, Travel & Tourism directly generated 1,178,500 jobs (1.8% of total employment) during 2017 which is expected to increase by 3.0% in 2018 and the total contribution of Travel & Tourism to employment, including jobs indirectly generated by the industry was 3.8% of total employment (2,432,000 jobs) in 2017 that is expected to grow by 2.5% in 2018. The study reports that although tourists increase our GDP, the number of migrant population of total population is decreased gradually from 1960 to 2015. Besides, the growth rate of number of arrival of international tourists has decreased to 23.614% in 2017 as compared to previous year 2016 which is 29.082% and Bangladesh receipts from international tourists as percentage of Bangladesh total exports has increased to 0.888% in 2017 as compared to previous year 2016 which is 0.569% (CEIC data 2018).

The above data justifies the necessity for researching visa and immigration for tourists in Bangladesh. At the same time, Bangladesh is experiencing risks associated with the aging and shrinking population, and the promotion of policy measures to accept more immigrants. However, the immigrants stock is one of the main determinants of total tourist arrivals as all tourists/visitors need to pass through immigration first when they come into the country and pass through immigration last when they leave the country. For this reason, visa and immigration are gaining increasing attention from policy makers.

Bangladesh's International Tourism: Number of Arrivals

The growth rate of number of arrival of international tourists has decreased to 23.614% in 2017 as compared to previous year 2016 which is 29.082% and year 2007 which is 44.500% (CEIC data 2018) (Fig. 7.1).

International Tourism: Receipts as % of Total Exports

Bangladesh receipts from international tourists as percentage of Bangladesh total exports has increased to 0.888% in 2017 as compared to previous year 2016 which is 0.569% and year 2007 which is 0.539% (CEIC data 2018) (Fig. 7.2).

Visa Policies of Bangladesh

Bangladesh is a sovereign state and requires all foreigner visitors to the country for obtaining permission for entering her geographical land area. Bangladesh has visa policies (Bangladesh Police 2020a). Visas are generally issued by the Bangladesh



Fig. 7.1 International Tourism: Number of Arrival (Growth Rate in %). (Source: CEIC data 2018)



Fig. 7.2 International tourism: receipts as % of total exports. (Source: CEIC data 2018)

diplomatic missions located around the world and in cases, if required on arrival in Bangladesh. The validity of visa is generally granted up to the length of the visitor’s stay. However, this is subject to some conditions and sometimes varies from embassy to embassy. Still, the visitor is issued with a visa that is valid for three months from the issuing date and stays as good to stay for one to two months. The fees of visa vary on the basis of nationality, single or multiple entries, as well as in which embassy the visitor applies through.

Visa Exemption

Following the data provided by the iVisa (2020), to entry Bangladesh, citizens of 23 countries are exempt from visa requirement. These countries are: Barbados, Bhutan, Botswana, Burkina Faso, Fiji, Gabon, Gambia, Ghana, Grenada, Guinea, Guinea-Bissau, Jamaica, Lesotho, Malawi, Maldives, Papua New Guinea, Sierra Leone,

Saint Kitts and Nevis, Samoa, Seychelles, Tanzania, Tonga and Zambia. The Consulate General of Bangladesh in New York informs that the citizens of Ireland are also exempted from visa requirement.

There are some passports with non-ordinary status. The holders of official and diplomatic passports of some selected countries. Additionally, only holders of diplomatic and official passports of the following countries do not require visas for 30 days unless otherwise noted. These countries are: Belarus, China, Estonia (diplomatic only), Eswatini, India (45 days, diplomatic only), Indonesia, Japan (90 days, diplomatic only), Malaysia, Myanmar, North Korea, Philippines, Russia, South Korea, Sri Lanka, Thailand (diplomatic only), Turkey (diplomatic only), Ukraine, United Arab Emirates and Vietnam. Bangladesh signed a visa waiver agreement with Brunei for holders of official and diplomatic passports in April, 2019.

Visa on Arrival (VoA)

According to the Bangladesh High Commission in London (2020), in theory, the immigration authority located at the International Airports and Land ports of Bangladesh issue Visa on Arrival (VoA) after examining all relevant travel documents and thus being satisfied. VoA is generally issued for a maximum of 30 days to the citizens of the countries on the conditions as: first, there is no Bangladeshi diplomatic mission in the applicant's country that can grant a visa on arrival after their visits' genuinely examination. Second, the foreign businessmen/ investors can be allowed for issuing visa on arrival based on the invitation letters of required/ interested body being attested by the BEPZA/ Board of Investment. In such case, inviting/interested organization mandatorily needs to inform in advance the arrival of the foreign visitor(s) to the immigration and passport authority. Third, citizen arriving from specific countries (Australia, China, South Korea, USA, Canada, New Zealand, Russian Federation, Japan, Singapore, Malaysia, UAE, Saudi Arabia (KSA), Qatar, Kuwait, Oman, Bahrain and countries of the Europe) with the purpose of business, investment, tourism, official duty can be issued VoA after examining and being satisfied by the Immigration authority at the International Airports and Land Ports. Fourth, in case a foreign national arrives in Bangladesh from another country that is not his/her own country where there is no Bangladesh Mission for issuing VoA. Fifth, foreign citizens of Bangladeshi origin, their spouses and offspring can be issued VoA confirming their proof of Bangladeshi origin. Sixth, the officials/staffs of the United Nations, foreign Missions or their affiliated organizations situated in Bangladesh can be issued VoA after examining their appointment letters or relevant documents. The UN passport holders only get such facilities gratis (free of charge).

There are some specific procedures to follow for VoA as: first, visa fees have to be paid in Foreign Currencies (i.e. US\$/GB Pound, Sterling/Euro etc.); second, visitor has to mandatorily possess a minimum US\$500 or equivalent of Foreign Currency in Credit Card or Cash; third, visitor must have a valid return ticket;

fourth, visitor mandatorily has relevant documents for justifying his/her visit; fifth, no visa fee will be applicable for the visitors from the visa fee exempted countries; sixth, VoA fee will merely be applicable on the basis of reciprocity (Embassy of Bangladesh in Thailand [2020](#)).

Transit Visa

Passengers awaiting for connecting flights can be issued transit visa for the period of a maximum of 72 hours or till the next available flight time on request of the concerned carrier. There is fee of US\$ 20.00 for this transit visa application that needs to be deposited in the concerned Bank Account. The change of route permits can be a concern sometimes. Officially, if the visitor exists Bangladesh by the means other than by which he/she entered, the visitor needs a change of route permit that also sometimes referred to as a road permit. This change of route permits can be acquired at the Immigration & Passport Office in Dhaka. This is a free service and normally takes 24 hours for processing (Embassy of Bangladesh in Thailand [2020](#)).

Visa Extension

On the basis of the existing visa policy of Bangladesh, the Department of Immigration and Passports Authority can extend the visa of the foreign visitor. In general, for applying for a visa extension, the Immigration & Passport Office in Dhaka needs to be contacted. There is also office to contact for long-term visitor registration. The extension of a visa can be hassle free and follows some steps as: filing the relevant form, paying the fee that is normally the same for a one month visa fee, picking up the receipt that informs the date to collect the passport with the extended visa (Embassy of Bangladesh in Thailand [2020](#)).

No Visa Required (NVR) Seal or Vignette

NVR is a special type visa that the Government of Bangladesh issue to Bangladeshi origin foreign nationals allowing them multiple entries into Bangladesh with unlimited stay duration within the passport validity. Bangladesh origin foreign country citizens (i.e. Australia, Canada, the European Union countries, the United States of America, the United Kingdom, and New Zealand (except SAARC countries) and their family members (Spouse and Children) are eligible for NVR. This visa is classified into three broad categories as: NVR for Bangladesh Origin, NVR for Child(ren) of Bangladeshi Origin, and NVR for Foreign Spouse of Bangladeshi

Origin. The Bangladesh missions abroad issue a No Visa Required (NVR) seal or vignette (sticker) to be offered to those Bangladeshis holding foreign nationality and as well as to non-Bangladeshis who are the spouse or descendants of the Bangladeshis. The guidelines as prepared by the Ministry of Home Affairs are not explicit to indicate whether the spousal NVR entitlement merely applies to the couples of opposite-sex. On the visitors' foreign passport's blank page, the NVR is placed. This can be either the form of a vignette (sticker) or a seal even though the vignette (sticker) phased out the traditional seal form. Such NVR permits the visitors for travelling to Bangladesh for unlimited times without any type of restrictions on their staying duration, or entry limitation, throughout the passport validity having the NVR. The NVR remains valid until the passport expires and can be transferred to the same visitor's new passport when and as required (Assistant High Commissioner of Bangladesh in Manchester [2020](#)).

Refusal of Entry

Due to the lack of any diplomatic relationship between Israel and Bangladesh, the Israeli passport holders are refused both transit and entry to Bangladesh. However, there are exceptions for the Palestinians having an Israeli passport. Entry and transit are permitted to passport holders of other countries even these contain Israeli stamps or visas (International Air Transport Association [IATA] [2020](#)).

Immigration Rules

Bangladesh has immigration rules that are detailed and cover relevant areas. Bangladesh Immigration Rules include: i. The Bangladesh Citizenship (Temporary) Order 1972; ii. Bangladesh Citizenship (Temporary) Rules 1978; iii. The Bangladesh Passport Order, 1973; iv. Bangladesh Passport Rules, 1974; v. the Passport Act, 1920; vi. Passport Rules, 1955; vii. The Passport (Offence) Act, 1952; viii. The Emigration Ordinance, 1982; ix. The Foreigners Act, 1946; x. The Foreigners Order, 1951; xi. The Registration of Foreigners Act, 1939; xii. The Registration of Foreigners Rules, 1966; xiii. The Bangladesh Control of Entry Act, 1952; xiv. Registration of Foreigners (Exemption) Order, 1966; xv. The Emigration Rules 2002; xvi. Recruiting Agent's Conduct and License Rules 2002; and xvii. Women and Children Repression Prevention Act, 2000 (Act no. 8 of 2000) (Bangladesh Police [2020b](#)).

Formalities for Entry and Exit

According to Lonely planet (2020), for entering Bangladesh, the visitor needs to have a passport with validity for at least six months beyond the duration of the visitor's stay. In this regard, an onward and or return travel ticket is preferred but not necessarily essential. The existing procedures and rules to enter Bangladesh are rather in a constant state of flux. From 2011, Bangladesh has been offering on arrival visas to citizens of major European countries, Australia, Canada and USA. However, this is always suggested to check with the visitor's local Bangladesh consulate or embassy whether the visitor still remains on the list before the arrival.

Regulations for Customs

Bangladesh follows the traditional rule of "1L of alcohol and 200 cigarettes" that is rather a casual approach employed at the border crossing. Before foreigners were allowed to bring US\$5000 without making declaration. However, this ceiling of foreign currency is increased to US\$10000 for foreigners in 2020. Tourists are allowed to reconvert a specific amount of foreign currency encashed in the country. However, this becomes possible mainly in the international airports in Dhaka, Chattogram and Sylhet and the tourist needs to retain the slips of encashment as proof (Lonely Planet et al. 2016).

Passports

The Bangladesh Passport Order, 1973 (President's Orders No. 9 of 1973) [8th February, 1973] restricts that, no person is permitted to depart or attempt to depart from Bangladesh without holding a valid passport or travel document. Passport administration in Bangladesh has been following a series of rules over the decades (i.e. Bangladesh Passport Rules, 1974, [August 21, 1974], The Passport (Offences) Act, 1952 Act No. LVI of 1952 [14th December, 1952], the Passport Act, 1920 Act no. XXXIV of 1920 [9th September, 1920], Passport Rules, 1955) (Bangladesh Police 2020b).

Bangladesh Immigration Statistics

International migrant is the people born in one country but live in another country both temporarily or permanently. Besides, when foreign tourists visit countries, they also required migration. The following table shows Bangladesh immigration statistics for each five year from 1960 to 2015.

Table 7.1 Bangladesh Immigration Statistics

Year	Migrant Population	% of Total Population
1960	661,411	0.83
1965	685,166	0.83
1970	726,989	0.83
1975	768,579	0.83
1980	804,526	0.83
1985	842,155	0.83
1990	881,617	0.83
1995	934,735	0.79
2000	987,853	0.75
2005	1,166,700	0.82
2010	1,345,546	0.89
2015	1,422,805	0.88

Source: World Bank (2020)

The above Table 7.1 shows that the migrant population of total population in Bangladesh is gradually decreased from year 1960 to year 2000 then increased at a decreasing rate which explains that during years 2005, 2010 and 2015 migrant population of total population is .82%, 0.89%, and 0.88% respectively.

Visa and Immigration: Issues and Ways to Overcome

It is essential to have adequate knowledge on the background, visa restrictions imposed by nation-states, refraining from visa restriction imposition as well as the global tourism industry's link with visa and immigration policies in Bangladesh.

Due to political situations and bilateral and trade agreements of the present time, the visa policy of a country can change. The above discussion shows that at present, the visa policy of Bangladesh actually categorises the countries of the world into three broad categories. First, visas are not required for some specific country's citizens for visiting Bangladesh. Second, nationals of some specific countries require visas for visiting Bangladesh and for the purpose, visas can be issued at the port of entry after paying necessary fees, taxes and meeting formalities. Third, citizens of specific countries require visas that they need to apply for and obtain prior to visiting Bangladesh. First, actual benefits that such categorisation can generate are questionable when Information and Communication Technology has narrowed down the entire world. Such categorisation has to be well justified. Second, the legal framework within which the visa and immigration in Bangladesh work need to be updated. Existing rules are mostly decades old that need to encompass the changing trends of the present world. Third, human resources employed for visa and immigration in Bangladesh are required to be well-knowledgeable and well-trained. The depth of

knowledge on visa and immigration is essential to work independently and efficiently. Fourth, innovative technological intervention need to be ensured. Technology can bring changes with better service offers for the tourists. Technology application can save both time and efforts of the employees and can offer good service experience to the tourists.

Conclusion

This research understands the theoretical aspects of visa and immigration through offering relevant explanations (i.e. background, visa restrictions, refraining from visa restriction, global tourism industry's attachment). Visa and immigration turned the tourism industry into a system to follow. The research then relates them to the Bangladesh context. Findings of this study explores that visa and immigration policy of Bangladesh for international tourists. Bangladesh issues visa for foreign visitors, some passports such as official and diplomatic with non-ordinary status for some selected countries, Visa on Arrival (VoA) after examining all relevant travel documents, transit visa, and No Visa Required (NVR) seal or vignette (sticker) in order to attract foreigners and align with the global standard. Bangladesh has a detailed visa and immigration policy framework for tourists that is rather beneficial. However, there are some challenges to overcome and this research offers some suggestions in this regard. Findings of this research are relevant both for researchers and policy makers. The present study focuses only on the existing visa and immigration policy for international tourism in Bangladesh. As immigration of foreign tourists triggers country's economic growth, detailed population-representative data on tourism expenditure, which is by country of origin and purpose of visit, should be considered for future research to measure the impact of immigration on tourism expenditure as well. The basic limitation of this research is the lack of empirical data that can bring out more in-depth information. Thus, future research can concentrate on ensuring both valid and reliable data to present a comprehensive research output.

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Nazmoon Akhter is a Lecturer of Faculty of Business Administration in BGC Trust University Bangladesh for five years. She has completed her BBA and MBA in Finance from University of Chittagong. Her interested areas in research world are Corporate Finance, Economics, Marketing, Branding, Tourism, and Human Resource Management. She can operate various software, especially SPSS and STATA. She published a good number of her research papers in national and international journals.

Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society. Hassan holds PhD from the United Kingdom. Hassan's areas of research interest are: technology-supported marketing for tourism and hospitality, immersive technology application in the tourism and hospitality industry, technology influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Hassan authored over 100 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 15 book projects from Routledge, Springer, CAB International and Emerald Group Publishing Limited. Hassan is a regular reviewer of Tourism Management, Journal of Hospitality and Tourism Management, Tourism Analysis, the International Journal of Human Resource Management, Journal of Ecotourism, Journal of Business Research, eReview of Tourism Research (eRTR), International Interdisciplinary Business-Economics Advancement Journal, Heliyon and International Journal of Tourism Cities.

Md. Alauddin has been working as an Assistant Professor of Marketing in International Islamic University Chittagong, Bangladesh. He has completed his BBA, MBA and MPhil degree on Marketing from the University of Chittagong, Bangladesh. He is now doing PhD in marketing from City University of Hong Kong, Hong Kong. His research contribution and interest are in the field of Service Quality, Tourism Marketing, Branding and Customer Engagement.

Part VI
Investment and Capital in Tourism

Chapter 8

The Involvement of Private Sector in Tourism in Bangladesh



Shafir Zaman, Mallika Roy, and Md. Mohiuddin Chowdhury

Abstract Bangladesh is a land of natural beauty with hilly mountains, rivers, lakes. The beauties of Bangladesh have attracted both local and foreign people. To make proper utilization of the scenic beauty tourism industry has been established in Government and Private sector. The objective of the study is to find out the involvement of Private sector in tourism industry in Bangladesh. Questionnaire has been constructed based on several parameters to take feedback from respondents. A conceptual model has been developed to judge the satisfaction level of the tourists. Likert scale test, Alpha test for reliability, descriptive statistics, correlation analysis, regression analysis have been conducted. Likert test result shows higher reliability of questionnaire constructed. Correlation showed positive relationship between independent and dependent variables and regression result showed significant satisfaction level of respondents on the involvement of private sector in tourism industry. Null hypothesis is rejected which means respondents opinion is positive in terms of involvement of private sector in tourism industry. Overall it can be said that involvement of both Private and Public sector can ensure smooth operation of tourism industry and provide the needed support to tourists, which will also ensure economic growth and stability.

Keywords Tourism · Private sector · Development · Promotion · Bangladesh

S. Zaman

Department of Accounts and Finance, East Delta University, Chattogram, Bangladesh

M. Roy (✉)

Department of Economics and Finance, City University of Hong Kong,
Kowloon Tong, Hong Kong

Department of Economics, University of Chittagong, Chittagong, Bangladesh

e-mail: mallikroy2-c@my.cityu.edu.hk

Md. M. Chowdhury

Department of Finance, University of Chittagong, Chittagong, Bangladesh

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M. S.-U-. Rahman, A. Hassan (eds.), *Tourism Policy and Planning in Bangladesh*,
https://doi.org/10.1007/978-981-15-7014-8_8

Introduction

People want recreation from leaving their day to day activities in one side. For this they want places which can give them pleasure. Tourism is the science, art and business of establishing attraction of visitors, ensuring proper accommodation of them, accommodating graciously catering for their needs and wants Egbaji (2007). Tourism industry involvement is vital in accelerating expansion of this sector. Tourism industries duty is to ensure proper transport, accommodation facilities, recreational and services for tourists by collaborating with concerned departments. (Akpan 1995). There needs proper coordination between public and private sector. For this private public partnership in this sector has now become necessary. Although the paper mainly focuses on role of private sector in tourism the necessity of PPP (Private Public Partnership) cannot be disregarded.

The problem statement of this research is “the role of private sector in tourism is vital. But does private sector play the role it should be? The research aims to find out the role private sector should play in tourism industry along with problems the sector is facing as well as recommendations”.

The objectives of this chapter are: first, to analyse the role of Private sector in tourism industry in Bangladesh; second, to analyse problems that are associated with private sector in facing in tourism industry; and finally, to offer recommendations to solve the problems faced by private sector in tourism industry.

The research questions are: first, does the involvement of private sector in tourism along with government sector is necessary in this sector? Second, is the tourism industry ensuring economic growth in Bangladesh? Finally, do facilities that are being provided to private sector is adequate?

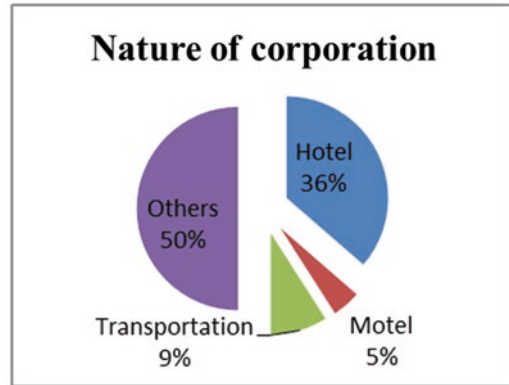
Methodology

The researchers applied purposive survey method for collecting primary data and information and analyzing them to get inferences. Observation method and descriptive method used to depict accurately and systematically facts, and behavior of samples in the field of tourism in Bangladesh. Likert method has been used to measure the attitudes of respondents and to analyze their response. 44 private tourism industry experts were asked separately regarding private sector development and tourists' satisfaction. And they have identified several common variables which directly influence tourists' satisfaction. Further the identified variables were reconfirmed by some dependable literatures like different newspaper articles, academic journals and research report.

44 respondents from various corporations were distributed in percentage in following way (Fig. 8.1):

For tourists' satisfaction survey, the respondents were selected by using non-probability sampling technique. Based on occupation, 50% were students, 30%

Fig. 8.1 Nature of corporation. (Source: authors' survey, 2020)



were employees, 10% were businessmen and the rest 10% were housewives who were visited at least one tourist destinations of Bangladesh with one night stay in previous 6 months before the survey time.

Personal interviewing method was used to collect data from the respondents. The questionnaire contains two major parts-1) General information and 2) Private sector related opinion. General information part includes their socio-economic and demographic profile and private sector related opinion part include 37 questions. Out of 37 questions, 31 questions were based on 7 point Likert scale and the rest 6 questions were open ended questions. We formulate open ended questions so that respondents do not answer with absent mind. For collecting primary data, study was conducted during the period from October, 2019 to January, 2020.

Literature Review

There is a relationship between Tourism and Economic development. Several studies found this relationship. Ali and Parvin (2010) stated tourism is a macroeconomic variable that accelerates Gross domestic product. Khondker and Ahsan (2015) cited in their study that tourism plays a positive role in economy of a country ensuring employment generation, poverty reduction. Balaguer and Cantavella (2002), Kim et al. (2006), and Katircioglu (2009) found positive relationship between economic growth and tourism in Spain, Taiwan and Turkey. Their studies found that tourism led countries experiencing high economic growth and development.

For the development of tourism industry participation of both private and public is required. Several research found that. Research by Eja et al. (2011) on the role that private sector played in ensuring the sustainable development in Nigeria used questionnaire in collecting response from the concerned authorities. The study used multiple regression analysis. The study revealed private sector need to work more in ensuring sustainability in tourism industry.

A study conducted by Chowdhury et al. (2013) on promotion of Private Public Partnership (PPP) in tourism industry in Bangladesh found that proper implementation of PPP can ensure proper development of tourism industry. Nipa et al. (2015) conducted research for finding out the prospects private public partnership on tourism industry of Bangladesh. The study used secondary data. Granger Causality test, Dickey Fuller test, KPSS test, Mann-Kendall trend test were undertaken. The study found that private public partnership can open the door for development of tourism industry by cost reduction, providing supporting facilities, maintenance as well as ensure economic development. Udumo et al. (2013) in their research regarding the role of private and public sector in tourism in Nigeria found the contribution of both private and public sector is essential for smooth development of tourism industry. Oladiji (2000) opined that private public partnership can work best if government give the needed facilities to the tourism industry and private sector utilize the facilities to their strength.

Falade (2001) opined that both private and public sector involvement is required in order to ensure the growth of tourism industry. Aremu (2001) stated that the development of private sector will accelerate the development of public sector. Akteruzzaman and Ishtiaque (2001) stated that involvement of public and private sector in tourism industry will ensure business and marketing development.

For tourism marketing, measuring tourists' satisfaction is very important (Meng et al. 2008). Researchers depicted that destination attribute has a significant impact on tourism satisfaction (Menezes et al. 2009; Prideaux et al. 2006; Kozak and Rimmington 1999). Researchers also focused on the relationship between transportation service and tourists' satisfaction (Meng et al. 2008; Danaher and Arweiler 1996). As tourist's satisfaction is related to various services provided by travel and tourism authority (Neal and Gursoy 2008; Prideaux et al. 2006), tourists satisfaction can be increased by providing desired service.

Role of Private Sector in the Tourism Industry

Private organizations can play a vital role in development of tourism industry. The role that private organizations in tourism industry are discussed below:

Providing Support Activities

Private organizations can provide supportive activities in tourism industry. For example, private organizations can provide: marketing support, financial service, guidance service to the tourists, and travel insurance. This make the foreign and native tourists feel more comfortable to travel.

Economic Growth

Involvement of private sector can ensure economic growth in the tourism industry. As more and more people from both home and abroad travel private agencies can earn money which will ensure employment and economic growth.

Developing Business Opportunity

Private sector can create business opportunities by providing newer and innovative ideas. This will ensure more and more firm to invest in tourism industry which will make the sector a big one.

Sponsor Events

Private organizations can organize special events with the help of public sector to ensure they provide an overall overview of tourism sites of Bangladesh so that foreigners can know more. This will attract foreigners come to our country frequently.

Co-ordinate with Local Government

Private organizations can co -ordinate with local government in ensuring prosperity of the tourism industry. They can provide suggestions to the government so that government can take actions for the establishment of tourism industry.

Provide Quality Service Through Manpower Development

Tourists from home and abroad want service while visiting any place. Private sector through training and development of human capital can ensure proper service to tourists.

Involve Local Communities

Private sector besides government sector can also seek help from local communities so that they can smoothly provide their service.

Ensuring Safety of Tourists

Along with public sector private sector can also provide their safety through ensuring proper security that are available within their range.

Conceptual Model and Hypothesis

The conceptual model of this study is shown below (Fig. 8.2):

Hypotheses

H1: Private sector involvement for the sake of General Development of the Country and tourist's satisfaction is positively related.

H2: Private sector involvement for the Investment and Economic gains and tourist's satisfaction is positively related.

H3: Private sector involvement to maintain the Moral and Ethical Standards and tourist's satisfaction is positively related.

H4: Private sector involvement for the Human Resources Development and tourists' satisfaction is positively related.

H5: Private sector involvement for the sake of Providing Support Services and tourists' satisfaction is positively related.

H6: Solution of problem associated with Private Sector Involvement in Tourism and tourists' satisfaction is positively related.

The general equation of the model was as follows:

$$TS = \alpha + \beta_1 GDC + \beta_2 IEG + \beta_3 MES + \beta_4 HRD + \beta_5 PSS + \beta_6 PIT + e$$

Where, TS = Tourists Satisfaction, GDC = General Development of Country, IEG = Investment and Economic Gain, MES = Moral and Ethical standard, HRD = Human Resource Development, PSS = providing support service, PIT = Problem associated with private sectors.

Findings and Analysis

Data were analysed with the following statistical techniques:

- Cronbach's alpha test for reliability
- Likert scale analysis chart

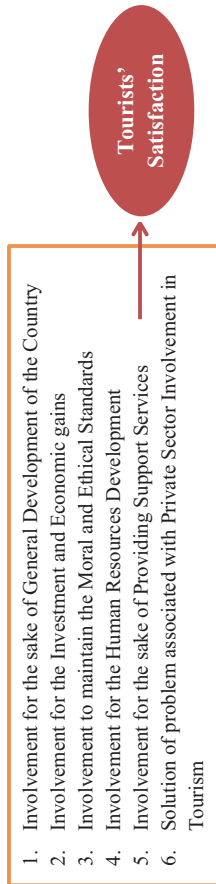


Fig. 8.2 Conceptual model for private sector's involvement on tourism. (Source: developed by the authors, 2020)

- Descriptive statistics
- Correlation
- Regression analysis
- Line fit plot for regression

Cronbach's alpha

Cronbach's alpha, " α " (or *coefficient alpha*), developed by Lee Cronbach in 1951, measures reliability, or internal consistency. "Reliability" is how well a test measures what it should. Cronbach's alpha tests to see if multiple-question Likert scale surveys are reliable. These questions measure latent variables — hidden or unobservable variables like: a person's conscientiousness, neurosis or openness. These are very difficult to measure in real life. Cronbach's alpha will tell you if the test you have designed is accurately measuring the variable of interest.

$$\alpha = \left(\frac{K}{K-1} \right) \times \left(1 - \frac{\sum_i^k S_i^2}{St^2} \right)$$

Cronbach's alpha test formula is given below:

Rule of Thumb for Results (Fig. 8.3)

By using the Cronbach's' alpha internal reliability of the questionnaire was tested. According to Nunnally (1978) Cronbach's α with larger α values (greater than 0.70) indicates higher internal consistency in the measured dimension and hence greater reliability. As the Cronbach's alpha = 0.91828, our multiple-question Likert scale survey is reliable (Table 8.1).

Fig. 8.3 Rule of Thumb.
(Source: Statistics How to 2020)

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 8.1 Reliability test

Components of the formula	Value
Items or questions/components	38
Sum of the item variances	77.66
Variance of total scores	733.4396
Cronbach’s alpha	0.91828

Source: Calculated by the authors, 2020

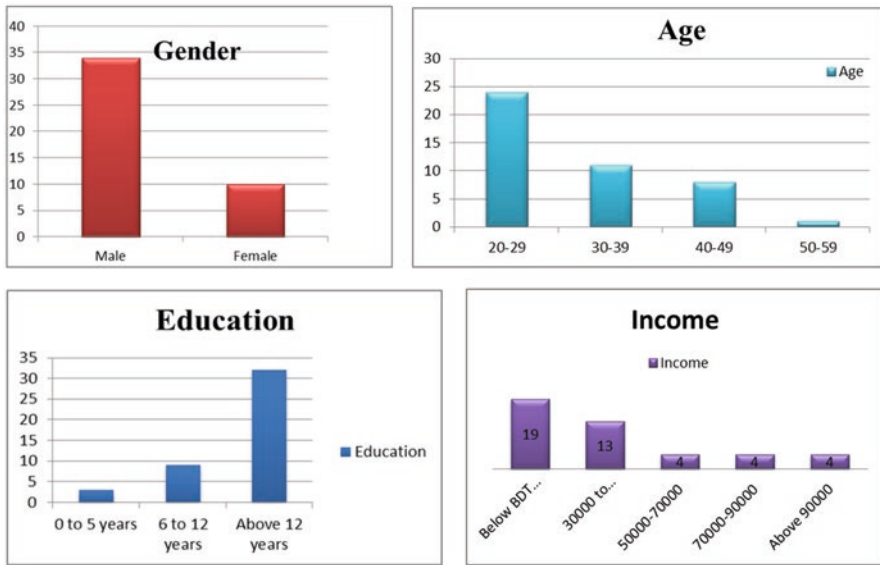


Fig. 8.4 Demographic and socio economic figure. (Source: authors’ survey, 2020)

Demographic and Socioeconomic Profile (Fig. 8.4)

For general development of country, the participants were asked the following questions (Fig. 8.5):

- GDC 1: ‘A company should be engaged in tourism to complement government efforts’.
- GDC 2: ‘One of the motives for involving in tourism industry is to developing the tourism sites of the country’.
- GDC 3: ‘Our objective is to provide better services to the tourists’.
- GDC 4: ‘Company’s aim is to establish some world class hospitals and diagnostic centers to get more foreign patients’.
- GDC 5: ‘We try to keep rural residents from moving to overcrowded cities’.

Out of 44 participants, 25 people were agreed and 1 person was agreed strongly with GDC 1 question, whereas only 2 people were disagreed and 4 people were strongly disagreed with this question. 21 people were agreed and 14 people were

General Development of Country (No. of people)

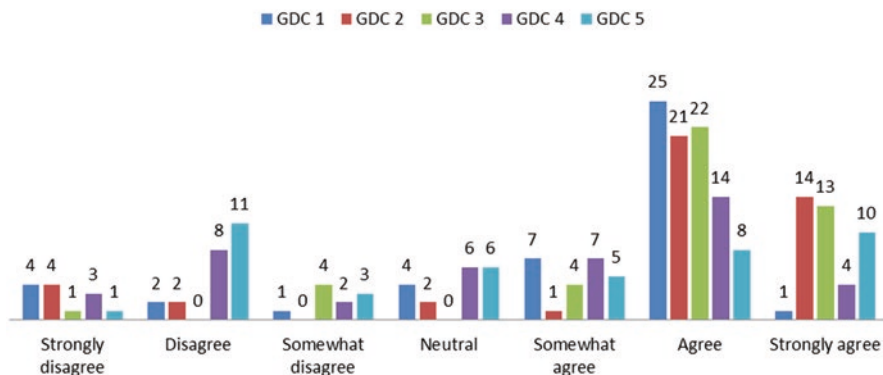


Fig. 8.5 Opinions on general development of the country. (Source: authors’ survey, 2020)

agreed strongly with GDC 2 statement. On the other hand, only 2 people were disagreed and 4 people were disagreed strongly with GDC 3 statement. Most noticeable fact is that no person was somewhat disagreed with GDC 2 statement and no person were disagreed with GDC 3 statement. The statement that stated in GDC 4 is quite ambiguous as the opinions vary person to person. Same situation was confronted by GDC 5.

For moral and ethical standards analysis, the participants were asked the following questions:

- MES 1: ‘We are trying to help in developing the tourism potentials of the state’.
- MES 2: ‘Our feelings are to keep our presence felt in towards the realization of the tourism vision of the country’.
- MES 3: ‘We try to provide scholarship for tourism studies’.
- MES 4: ‘Our focus is to increase the financial standing and developmental activities of the public sector (government)’.
- MES 5: ‘The Company tries to prevent child sex tourism’.
- MES 6: ‘We believe the promotion and funding of the tourism industry is the responsibility of the private sector’.

In case of MES 1, the percentage of strongly disagree, disagree, somewhat disagree, neutral, somewhat agree, agree and strongly agree are 0%, 11.36%, 2.27%, 13.64%, 13.64%, 50%, 9.09% respectively. Again, 4.55%, 2.27%, 13.64%, 18.18%, 18.18%, 34.09% and 9.09% participants were strongly disagreed, disagreed, somewhat disagreed, neutral, somewhat agreed, agreed and strongly agreed respectively in statement MES 2 (Fig. 8.6).

Percentage of agree with MES 3 is highest (31.8182%), whereas percentage of somewhat disagree is lowest (0%). More than half participants (52.27%) agreed with MES 4. 27.27% and 36.36% participants were agreed with MES 5 and MES 6

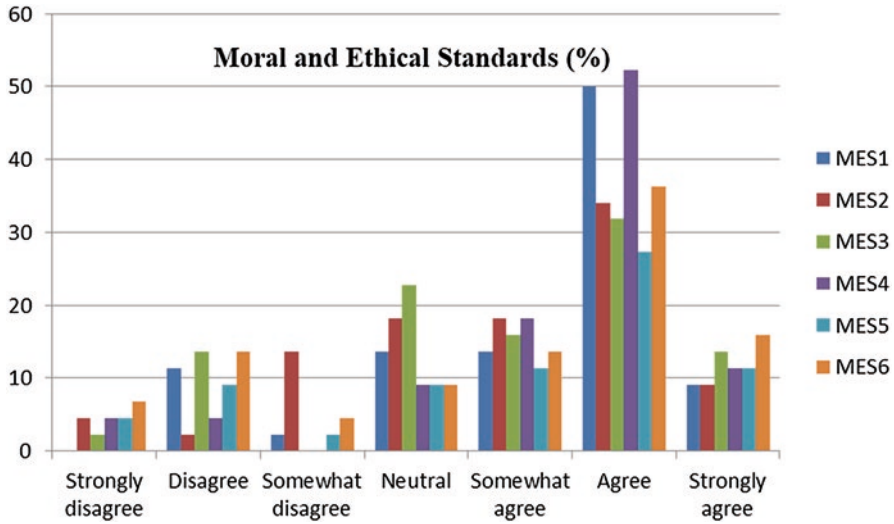


Fig. 8.6 Opinions on moral and ethical standards. (Source: authors’ survey, 2020)

respectively, whereas only 2.27% and 4.55% participants were somewhat disagreed with MES 5 and MES 6 respectively.

For investment and economic gain analysis, the participants were asked the following questions:

- IEG 1: ‘One of the main reasons in engaging in tourism building and running of hotels is economic gain’.
- IEG 2: ‘We can increase the foreign exchange earnings by attracting the foreign tourists’.
- IEG 3: ‘The Company tries to get tax exemption on the interest of the loans, especially on foreign loans’.
- IEG 4: ‘Avoidance of double taxation in case of foreign investors should focus on the basis of bilateral agreements’.
- IEG 5: ‘For maximizing the profit company is doing capital Investment in Tourism’.
- IEG 6: ‘We try to achieve increased dividend and boost revenue level of the government’ (Fig. 8.7).

Out of 44 participants, most of the participants were agreed with the statements IEG 1, IEG 2, IEG 3, IEG 4, IEG 5 and IEG 6. A good number of participants were strongly agreed with all the statements and a few numbers were somewhat agreed. On the other hand, a few participants were disagreed, strongly disagreed and somewhat disagreed.

For analyzing private sector involvement in human resource development, the participants were asked the following questions (Fig. 8.8):

- HRD 1: ‘The Company tries to increase employment opportunities’.

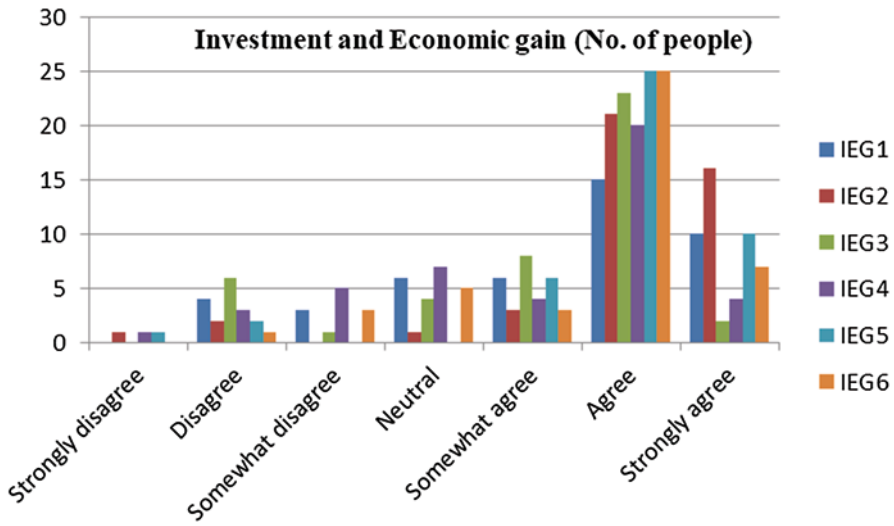


Fig. 8.7 Opinions on investment and economic gain. (Source: authors' survey, 2020)

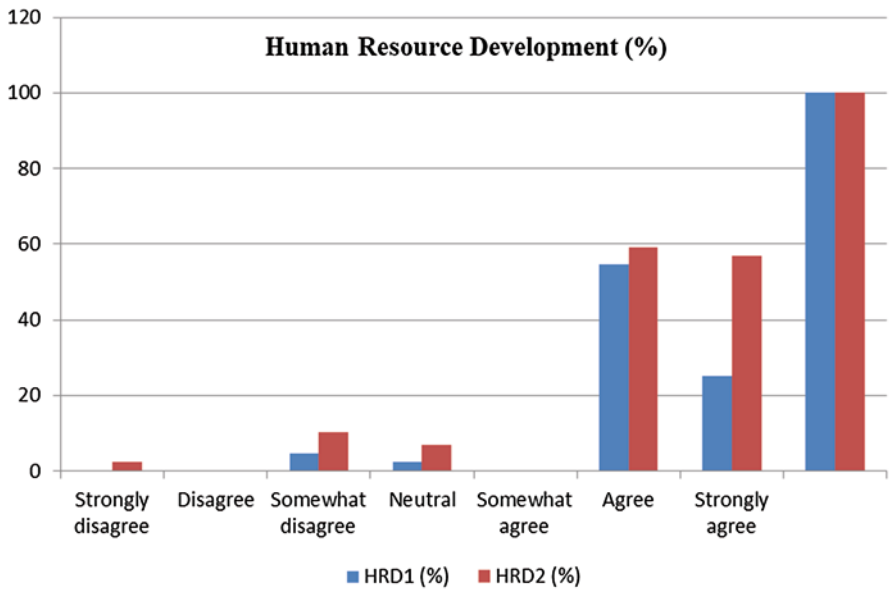


Fig. 8.8 Opinions on human resource development. (Source: authors' survey, 2020)

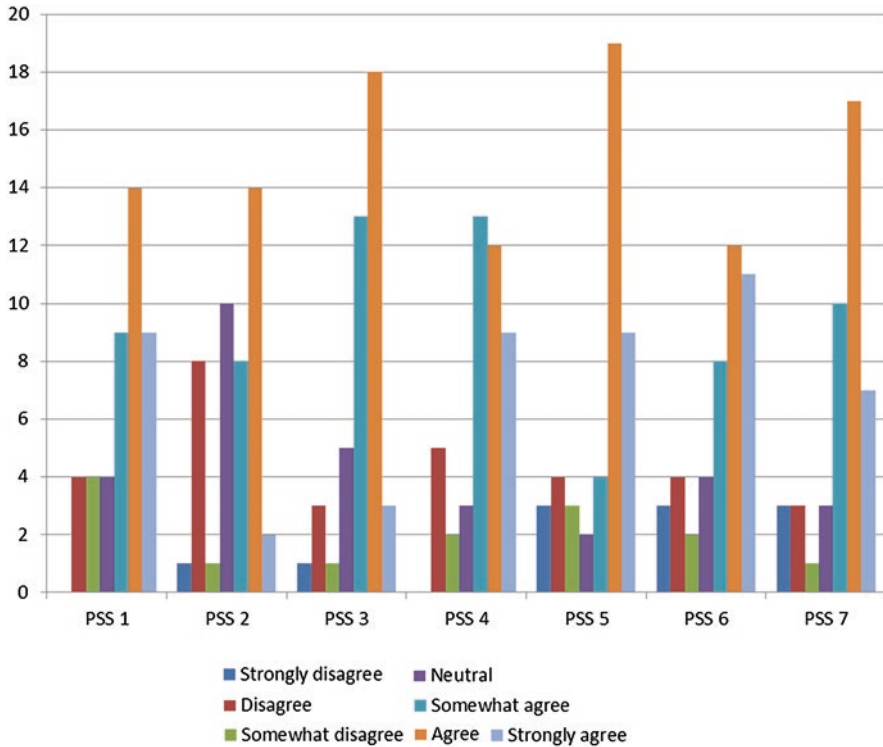


Fig. 8.9 Opinions on providing support service. (Source: authors’ survey, 2020)

- HRD 2: ‘We have special concentration for producing work for natives and showing some creativity.’

More than half participants were agreed with both HRD 1 and HRD 2 statements. On the other hand, no one was somewhat agreed or disagreed with these statements. Very few participants were neutral.

To test private sector involvement with support service, the participants were mentioned the following statements (Fig. 8.9):

- PSS 1: ‘We always provide the guidance to the tourists’.
- PSS 2: ‘Our Company helps in providing travel insurance and finance services to the tourists’.
- PSS 3: ‘We also provide marketing support services for the development of the tourism industry’.
- PSS 4: ‘We always foster greater commitment towards quality product or service delivery, for tourists’ satisfaction’.
- PSS 5: ‘To promote transportation services in the country is also our work’.
- PSS 6: ‘We are supporting to build good roads’.

No. of people that give opinion about involvement for the sake of support service.

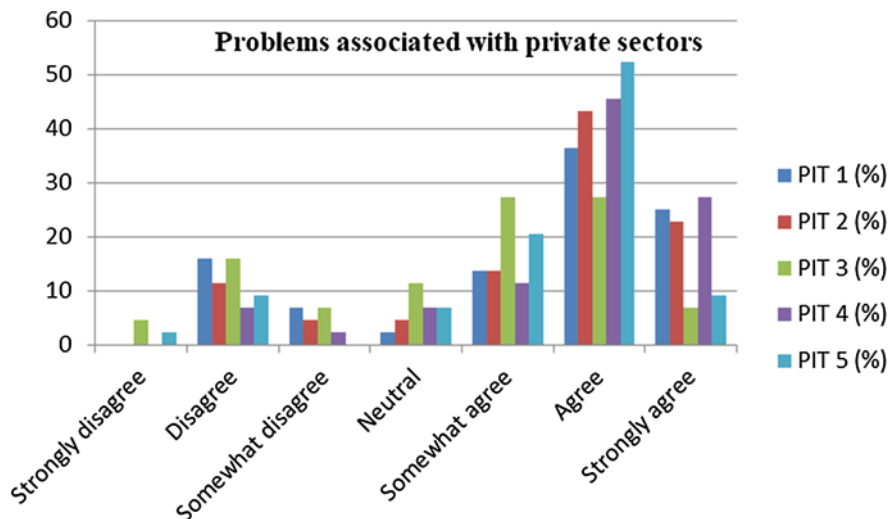


Fig. 8.10 Opinions on problems associated with private sectors. (Source: authors' survey, 2020)

Out of 44 participants, 14 agreed, 9 agreed strongly, and 9 somewhat agreed with PSS 1 statement, whereas no one strongly disagreed, 4 people were disagreed and 4 people were somewhat disagreed with this question. 14 people were agreed and 2 people agreed strongly with PSS 2 statement. On the other hand, only 3 people disagreed and 1 person disagreed strongly with PSS 3 statement. Most noticeable fact is that no person strongly disagreed with PSS 4 statement and Only 3 people were strongly disagreed with PSS 5 statement. 12 and 17 people were agreed with PSS 6 and PSS 7 respectively.

To analyze problems associated with private sector, the participants were mentioned the following statements (Fig. 8.10):

- PIT 1: 'Private firms concentrate only on profit making.'
- PIT 2: 'Private firms render more expensive services.'
- PIT 3: 'Because of private firm's engagement the opportunity of public workforces has been decreased.'
- PIT 4: 'Another limitation of private organization is that they are interested in short term benefits'
- PIT 5: 'Due to activities of private sector, public accountability and benefits has been reduced.'
- Percentage of agree with all PITs were highest. More than half participants (52.27%) were agreed with PIT 5. 43.18% and 45.45% participants were agreed with PIT 2 and PIT 4 respectively, whereas no persons were strongly disagreed with PIT 2 and PIT 4.

Table 8.2 Descriptive statistics of the research

General development		Investment and economic gains		Moral and ethical standards		Human resource development	
Mean	5.068181818	Mean	5.431818182	Mean	5.056818182	Mean	5.727272727
Standard error	0.161643669	Standard error	0.129181094	Standard error	0.14067432	Standard error	0.15115355
Median	5.4	Median	5.666666667	Median	5	Median	6
Mode	5.4	Mode	6	Mode	4.5	Mode	6
Standard deviation	1.0722228	Standard deviation	0.856890435	Standard deviation	0.933127872	Standard deviation	1.002639223
Sample variance	1.149661734	Sample variance	0.734261217	Sample variance	0.870727625	Sample variance	1.005285412
Kurtosis	2.580422757	Kurtosis	2.406145275	Kurtosis	0.929802299	Kurtosis	3.605622669
Skewness	-1.228974052	Skewness	-1.464991046	Skewness	-0.405257426	Skewness	-1.552759364
Range	5.6	Range	4.166666667	Range	4.666666667	Range	5
Minimum	1.2	Minimum	2.5	Minimum	2.166666667	Minimum	2
Maximum	6.8	Maximum	6.666666667	Maximum	6.833333333	Maximum	7
Sum	223	Sum	239	Sum	222.5	Sum	252
Count	44	Count	44	Count	44	Count	44
Confidence level(95.0%)	0.325985527	Confidence level(95.0%)	0.260518504	Confidence level(95.0%)	0.283696803	Confidence level(95.0%)	0.304830186
Providing support service		Problem associated with private sector investment		Tourist satisfaction			
Mean	5.03247	Mean	5.215909091	Mean	5.27652		
Standard error	0.18502	Standard error	0.149123343	Standard error	0.148		
Median	5.28571	Median	5.5	Median	5.44444		

(continued)

Table 8.2 (continued)

Providing support service	Problem associated with private sector investment		Tourist satisfaction	
	Mean	Mode	Mean	Mode
Mean	5.03247	5.215909091	5.27652	5.44444
Mode	5.28571	6	5.44444	5.44444
Standard deviation	1.22731	0.989172354	0.98169	0.98169
Sample variance	1.50628	0.978461945	0.96372	0.96372
Kurtosis	0.17094	2.031594107	0.231	0.231
Skewness	-0.7781	-1.425563792	-0.5683	-0.5683
Range	4.85714	4.25	4.4	4.4
Minimum	2	2.25	2.51111	2.51111
Maximum	6.85714	6.5	6.91111	6.91111
Sum	221.429	229.5	232.167	232.167
Count	44	44	Count	44
Confidence level (95.0%)	0.37313	0.300735883	Confidence level (95.0%)	0.29846

Source: Authors' calculation, 2020

Descriptive Statistics

We can see the descriptive statistics in Table 8.2. The mean score for general development of country, investment and economic gains, moral and ethical standards, human resource development, providing support service, problem associated with private sector investment and tourist satisfaction are 5.07, 5.43, 5.72, 5.03, 5.22 and 5.28 respectively. The mean score 5.28 of tourist's satisfaction indicates that tourists are satisfied with private sector's involvement.

Correlation

The range of correlation is 0.15 to 0.77. Therefore, all the variables are positively related to each other (Table 8.3).

Regression

In order to know the effect of each independent variable on dependent variables and regression analysis was applied to test the hypotheses developed. Results of regression analysis are shown in Table 8.4.

Hypothesis 1 expresses the general development of country has significant impact on tourists' satisfaction. 33.33% variance in tourists' satisfaction is explained by general development of country, which is evident by R and P-value explains the goodness of fit of the model.

Hypothesis 2 indicates that investment and economic gain has a significant effect on tourists' satisfaction. 13.33% variance in tourists' satisfaction is explained by investment and economic gain.

Table 8.3 Correlation among the factors of private sector involvement

	1	2	3	4	5	6	7
General development	1						
Investment and economic gains	0.61266	1					
Moral and ethical standards	0.53917	0.46223	1				
Human resource development	0.38112	0.56433	0.38566	1			
Providing support service	0.48553	0.38808	0.50553	0.47173	1		
Problem associated with private sec	0.24453	0.4579	0.18796	0.33041	0.2397	1	
Tourist satisfaction	0.15013	0.37757	0.33952	0.58953	0.68302	0.77117	1

Source: Authors' calculation, 2020

Table 8.4 Regression analysis among the factors of private sector involvement

<i>Regression Statistics</i>										
	1									
Multiple R	1									
R Square	1									
Adjusted R Square	1									
Standard error	3.04153E-15									
Observations	44									
ANOVA										
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>					
Regression	6	41.44005331	6.906675552	7.46596E+29	0					
Residual	37	3.42283E-28	9.25089E-30							
Total	43	41.44005331								
	<i>Coefficients</i>	<i>Standard error</i>	<i>t stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>		
Intercept	1.33227E-15	3.59635E-15	0.370450291	0.713159389	-5.95E-15	8.62E-15	-5.9546E-15	8.6192E-15		
General development	-0.333333333	6.06939E-16	-5.49204E+14	0	-0.333333	-0.333333	-0.333333333	-0.333333333		
Investment and economic gain	-0.133333333	8.21636E-16	-1.62278E+14	0	-0.133333	-0.133333	-0.133333333	-0.133333333		
Moral and ethical standards	0.066666667	6.36332E-16	1.04767E+14	0	0.066667	0.066667	0.066666667	0.066666667		
Human resource development	0.266666667	5.98343E-16	4.45675E+14	0	0.266667	0.266667	0.266666667	0.266666667		
Providing support service	0.466666667	4.83423E-16	9.65338E+14	0	0.466667	0.466667	0.466666667	0.466666667		
Problem associated with private sector	0.666666667	5.32849E-16	1.25114E+15	0	0.666667	0.666667	0.666666667	0.666666667		

Source: Authors' calculation, 2020

Hypothesis 3 postulates that moral and ethical standard has a positive impact on tourists’ satisfaction. 6.67% variance in tourists’ satisfaction is explained by this variable.

Hypothesis 4 represents that human resource development as a positive impact on tourists’ satisfaction. 26.67% variance in tourists’ satisfaction is explained by human resource development.

Hypothesis 5 demonstrates that support service and tourists’ satisfaction is positively related to each other. 46.67% variance in tourists’ satisfaction is explained by support service of private sectors.

Hypothesis 6 explains that problem associated with private sector has a significant effect on tourists’ satisfaction. 66.67% variance in tourists’ satisfaction is explained by problems associated with private sector involvement.

Line Fit Plot

Figure 8.11 represents the line fit plot of regression analysis for each variable. It is clear that all variables have significant impacts on tourists’ satisfaction.

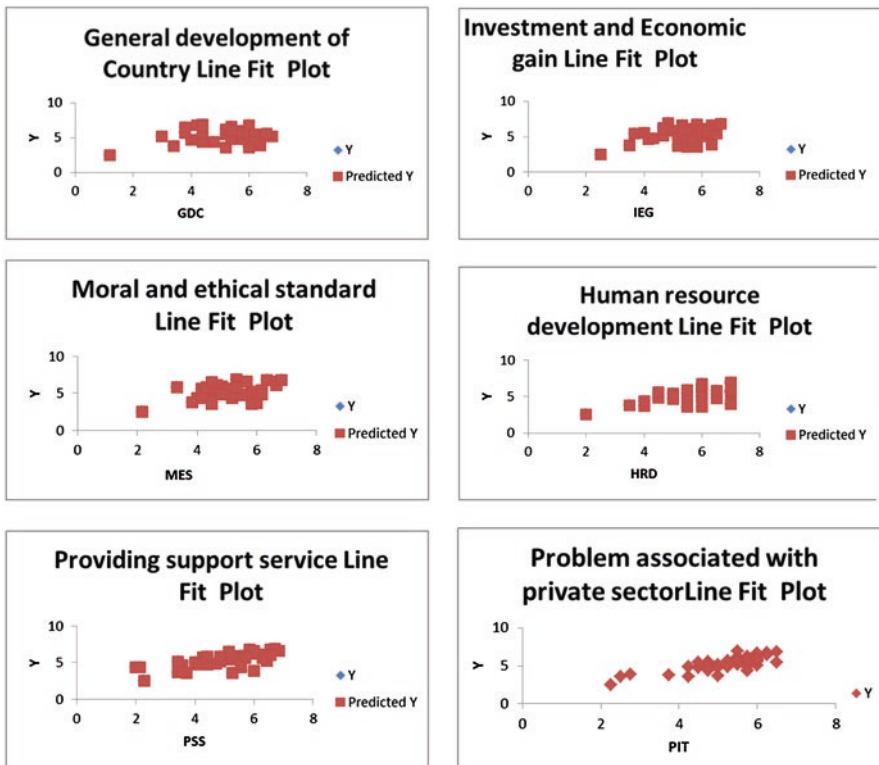


Fig. 8.11 Line fit plot of regression analysis among the factors of private sector involvement. (Source: Authors’ calculation, 2020)

Issues Associated with Private Sector in Tourism Industry

Business Motive

Private sector takes tourism as a business and tries to make excessive profit. Private sector profit making motive makes tourism as a business wholly.

Excessive Charge

Some Private travel agencies render excessive charge on the service they provide. Some travelers cannot afford the charges provided by private sector.

Lack of Cooperation from Public Sector

Public sector can provide the needed help to private sector so that private sector can flourish in tourism. Sometimes lack of cooperation from public sector hinders the progress of Private sector.

Strict Rules, Regulations from Government

Government rules, regulations in tourism industry makes difficult for the private sector to properly run the business. For example, if Government imposes high tax on private sector then it becomes difficult for them to sustain.

Infrastructural problem:

If the road and highways of tourist attraction are not up to the standard of traveling then it becomes impossible for the private agencies to attract tourists.

Analysis of Open Ended Questions and Recommendations

Responses were taken from respondents about the following open end questions:

Part I Involvement for the Sake of General Development of the Country

GDC6

Do you think private public sector or alone private sector can contribute to the development of tourism industry? State the logic behind this.

In part 1 stating the role of private sector along with public sector most of the respondent felt the involvement of private sector along with public sector. They gave opinion that if private sector does not get the required assistant from Government sector, then It's impossible to function. Public sector is the central of all decision making. So without the public sector private sector couldn't function properly.

Part II Involvement for the Investment and Economic Gains

IEG-7

Do you think involvement of private sectors for investment and economic gains are sufficient? Why or why not?

In part 2 In case of involvement of private sector in tourism for the sake of investment and economic gains, mixed reactions are found from respondents. Some opine that in the context of Bangladesh Private sector with is limited scope are contributing to their level best. But some opine those private sectors are not contributing to their greatest level.

Part III Involvement to Maintain the Moral and Ethical Standards

MES 7

Which sectors should be preferred regarding moral and ethical issues? Give your arguments behind this.

It is a crucial issue that needed to be discussed, said by a tourism client. "The most important things regarding moral and ethical issue are that there is a lack of consistency between the words and works" he added that, the not only the private sectors, some company in public sectors took the shelter of fraudulent activities. They sold the same product to the different customers for the same time, i.e., they provided the services to that customer who can give the maximum money.

Part IV Involvement for the Human Resources Development

HRD 3

Do HRD maintain moral and ethical issues in recruitment? If no, tell us about consequences, threats and weakness in this sector? Where can we develop?

From the study it is found that near about 95% of the jobs in tourism industry are vulnerable. That means, due to the seasonal demand the authorities appointed different people, in maximum cases the local people, to serve the customers. Basically, the seasonal employees are not professional and they don't have the job training, and they also have no wish to develop their career in the tourism industry. In consequences they didn't show the respect and good behavior to the customers as needed. That thing poses a great challenge to this sector in Bangladesh. On regular employee of a reputed institution in this sector said that, "due to the misbehavior of the seasonal employee we also have to face lots of problem. Yes, from the other side of the coin you think, he added, you see that some regular employee also didn't follow and completed their job responsibility, the prime reason is the career path and salary package.

Part V Involvement for the Sake of Providing Support Services

PSS 8

Tell some problems and prospects that you think about support service?

Maximum respondents opine that the main problem in support services is syndicate behavior. Syndicate behavior means there is an invisible circle among some selected stakeholders of a service. They tried to keep the customer in the circle. This is the duty of the government authorities to control the circle for the sake of the development of this sector.

Most of respondents are satisfied with the involvement of private sector in tourism industry. The reasons are private sector maintain professionalism, quality of service is satisfactory, skilled manpower is being involved by them.

Conclusion

After reviewing the finding, it can be stated that private sector involvement is not sufficient for providing tourists a better service and get highly satisfied tourists. As this study just highlighting the opinions from both private sectors' employees related to tourist related company and tourists, therefore some studies are needed to focus on Govt. opinions and participations.

Some propositions can be considered to improve the tourism industry:

- Of course, all business should have profit. But excess profit is not the best way. Profit and quality service are complementary thing for tourism industry.
- Usually travellers expect reasonable charge. But due to high service charge, sometimes travellers are not interested to make a tour plan. Private sector should set up a reasonable charge.
- Intervention of Govt. in private sector can play a significant role to boost up tourism growth.
- Govt. can establish flexibility in rules and regulations to eradicate the complicity.
- Infrastructures should be well established.
- Though private sector has limited scope yet now, contributions of private sector should be increased more.
- Everybody should avoid fraudulent activities for the sake of tourism growth.
- Recruitment authority in private sector should appoint the employees based on their expertise and performance. They should follow some ethics to accelerate tourism growth and development.
- Government should intervene to control the behavior of syndicate stakeholders of this sector to maintain a balanced growth path.

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Shafir Zaman is working as an executive in East Delta University. He has completed BBA, MBA from University of Chittagong, Department of Finance. He has worked in several research articles. Four of his research articles have been published in reputed journals of Indonesian and Malaysian University. His interest area is Islamic Banking, Stock Market, and Tourism. He has worked in several research projects as Project Coordinator which required taking feedback from consumers. He is involved in Rotaracting as a Professional Service director of Rotaract Club of Chittagong South and organized several social events.

Mallika Roy is a PhD candidate and teaching assistant at the Department of Economics and Finance of City University of Hong Kong. She achieved Prestigious Prime Minister Gold Medal Award Bangladesh for her scholastic academic result. She is working as an assistant professor (on study leave) at the Department of Economics, University of Chittagong, Bangladesh. Her research interests include Macroeconomics, Economic Growth and Development. She has a teaching experience of 8 years. She worked in Islamia University College and BGC Trust University Bangladesh as a lecturer. After joining University of Chittagong, she worked at Bangladesh University of Professional (BUP) Bangladesh, Premier University and BGC Trust University Bangladesh as an adjunct faculty. She published a good number of her research papers in national and international journals. She also published several newspaper articles.

Md. Mohiuddin Chowdhury is an Assistant Professor in the Department of Finance, University of Chittagong, Bangladesh. He also acts as an assistant director of ICT CELL, University of Chittagong. His works mostly focus on commercial banking, risk management and tourism. He arranged several study tours for the students in different historical places of Bangladesh. He always tries to motivate his students in different social activities along with their academic studies. As a social worker, he distributed relief items to the refugees and other social victims. He is a poet and is an author of a poetry book.

Part VII
Strategies of Tourism Marketing and
Promotion

Chapter 9

The Role of Institutions for Marketing and Promoting the Tourism Industry of Bangladesh



Zakia Sharmin, Bapon Chandra Kuri, and Azizul Hassan

Abstract The purpose of this literature review based study is to emphasize the role of various public and private institutions towards the tourism development in Bangladesh. This chapter analyses how tourism institutions like the Ministry of Civil Aviation and Tourism (MOCAT), Bangladesh Parjatan Corporation (BPC), like Bangladesh are Bangladesh Tourism Board (BTB), Association of Travel Agents of Bangladesh (ATAB), Tour Operators Association of Bangladesh (TOAB), Pacific Asia Travel Association (PATA) and so on perform in Bangladesh. Relevant data for this paper were collected primarily by direct investigations of institutions mentioned above. Data were also collected from various secondary sources like brochure, websites and different manuals. This research implies both qualitative in general and quantitative approaches. This chapter argues that to form guidelines for the new entrepreneur and other stakeholders of the tourism industry. The primary objective of these institutions are to spread Bangladesh's tourism through its nature, history, heritage and culture so that tourism can gain global recognition and international standard. BTB, BPC, BTF, ATAB, TOAB, MOCAT along with stakeholders design the existing and future tourism demands that covers the tourist attraction, accommodation, transportation, food and beverages sector. This paper understands how these institutions offer tourism and hospitality knowledge to create competent manpower for the tourism industry by providing both theoretical and practical experiences. Focusing on Bangladesh, this study concludes the importance of the institutionalisation of tourism for its development and promotion in the country.

Keywords Tourism · Institutions · Policy · Development · Promotion · Bangladesh

Z. Sharmin (✉)

Department of Sociology, University of Chittagong, Chittagong, Bangladesh

B. C. Kuri

Tourism and Hospitality Management Department, Bangabandhu Sheikh Mujibur Rahman Science and Technology University, Gopalganj, Bangladesh

A. Hassan

Tourism Consultants Network, The Tourism Society, London, UK

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M. S.-U-. Rahman, A. Hassan (eds.), *Tourism Policy and Planning in Bangladesh*, https://doi.org/10.1007/978-981-15-7014-8_9

Introduction

There are many tourist attractions in Bangladesh. The travelers were fascinated by the natural beauty of the ages. The archaeological sites, historical mosques and monuments, longest natural beach in the world, the mountains, and the forests are most attractions in Bangladesh. The natural beauty of the country fascinates tourists. The People's Republic of Bangladesh, Article 18(A) affirmed that the government and the entire society be obliged to protect and conserve the natural resources of Bangladesh (Laws of Bangladesh 2019). For Bangladesh, tourism institutions play great roles in development by making new and more investments, providing tourists with international stand and services. Therefore, the main objectives of this study are to find out the function of the main tourism institution of Bangladesh towards the development and promoting tourism industry. On the other hand, tourism industry of Bangladesh is a broad area, with in short time it is very hard to cover all function of tourism industry of Bangladesh, Relevant data for this study has been collected primarily by direct visit of some tourism institution as well as some information and data of this study have been collected from secondary sources like data and information published in various journals, brochure, websites, magazine, articles (Malhotra 2010). The restriction of this study is, it is very hard to collect data from the tourism institutions, policy not allow to disclose some information for palpable reasons, besides this a very limited study has been done in this regards. This chapter explains the function of the main tourism institutions for marketing and promoting the tourism industry of Bangladesh.

Ministry of Civil Aviation and Tourism (MOCAT)

As stated by Ministry of Civil Aviation and Tourism (2019), this is a ministry of the government of the People's Republic of Bangladesh. This Ministry works for the development and regulations of Civil Aviation, as well as for the betterment of Bangladesh tourism industry and to promote Bangladesh as a tourist destination. In 1972, Civil Aviation Division was created and brought under Ministry of Shipping, Inland Water Transport & Tourism but in 1976, this Ministry was transformed as a Division under the Communication Ministry. In 1977, a separate Ministry of Civil Aviation and Tourism was again formed. On the 24th March of 1982, this Ministry was abolished and was transformed as a Division of Defence Ministry. In 1986, Ministry of Civil Aviation and Tourism was re-established as a Ministry.

The vision of MOCAT is to promote Bangladesh as one of the major aviation hub and attractive tourist destination. On the other side, the mission of this ministry is to provide safe, efficient and reliable aviation facilities to attract domestic and foreign tourists by providing multi-dimensional and enhanced services to the tourist attractions of Bangladesh.

The goal and objectives of MOCAT are: first, to enrich the country economically through the tourism sector based on the nature and beauty of traditional Bengal. Second, to modernise the airline. Third, to promote customer service delivery. Fourth, to highlight the nature, history, heritage, agriculture and culture of Bangladesh through the tourism industry. Fifth, to develop suitable and efficient human resources to promote the tourism sector in an international sense. Sixth, to make the tourism industry the most foreign exchange earning sector. Seventh, to promote Bangladesh's tourist attractions worldwide and establish it as a "tourist destination" in the global platform. Eighth, air country branding abroad through Bangladesh Airlines (Biman Bangladesh Airlines 2019). Ninth, to develop aviation as an efficient, dynamic and commercial organization to survive competitive aviation commerce. Tenth, to ensure the participation of this ministry in order to build a better and prosperous country, above all a peaceful world.

Apart from the above, the key functions and responsibilities of MOCAT are: first, to formulate and implement civil aviation laws and policies. Second, to modernization of the national airlines and airports. Third, to coordinate airports and airline services both inside and outside of the country. Fourth, to control of the airspace and ensure the security of aviation. Fifth, to aeronautical inspection and licensing of aircraft and aviation. Sixth, to formulate and implement the rules and regulations regarding the registration of travel agencies. Seventh, to formulate, update and implement timely laws and policies related to tourism, considering the global context. Eighth, to do research, modernise management and create skilled manpower to develop the tourism industry. Ninth, to establish, manage and control of tourism auxiliary institutions for the overall development of the tourism industry of the country. Tenth, to contact both local and international organisations on civil aviation and tourism and all functions related to coordination. Eleventh, to acquire and control the administrative activities of the offices under the Ministry. Twelve, to formulation and implementation of laws and regulations regarding registration of hotels and motels.

Bangladesh Parjatan Corporation

According to Bangladesh Parjatan Corporation (BPC) (2019), this is a statutory board under the Ministry of Civil Aviation and Tourism of Bangladesh, tasked to promote the tourism industry of the country. It is the National Tourism Organization of the country. Bangladesh Tourism Corporation is a unique institution for guest service. Bangabandhu Sheikh Mujibur Rahman, the father of the greatest Bengali nation of all time, established the company in the 12th Constitution by ordering the No.3. The Republic of Bangladesh has launched an online booking system in all the commercial hotels and motels under the Bangladesh Parjatan Corporation for the construction of digital Bangladesh to implement the "Vision 2020" announced by the Government of Bangladesh. The Board of Directors is made up of a chairman and three directors. Chairman of the board, directors. The board member and the

general manager (administration) perform the secretarial duties of the board. National Hotel and Tourism Training Institute (NHTTI) under the control of Bangladesh Tourism Corporation, Duty Free Hotels, motels, cottages, restaurants, picnic spots, rent-a-car and travel units, including Operations (DFO), all over the country Providing tourist services. Bangladesh is also trying to attain the vision of “Bangladesh Tourism 2020”, the program developed by BPC. As a part of this vision, the NTO aims to utilise the potentials of tourism as a contributor to overall development of the country (i.e. job creation, poverty reduction, accelerated GDP, overall development and conservation of nature) (Sarkar and Begum 2013; Ishtiaque 2013).

The goal of BPC is to make Bangladesh an attractive tourist destination. The objectives of BPC are: first, to establish BPC as a better competent authority which will regulate and facilitate the development of the tourism industry of Bangladesh. Second, to develop and protecting international quality tourism and other facilities. Third, to involve the government in the construction of real infrastructure such as roads, railways, airports and waterways for easy access and encourage private enterprises. Fourth, to ensure the safety of tourists. Fifth, to take initiative to facilitate visas and immigration system for tourists. Sixth, to ensure effective community participation is to promote poverty-friendly tourism. Seventh, to involve women population for financial transparency and empowerment. Eighth, to understand the nature and ethnographic eco-tourism. Ninth, to create new workplaces, eliminating poverty and enhancing social wealth through tourism activities. Tenth, to increase the marketing of tourism products at home and abroad. Eleventh, to develop human resources in the tourism industry. Twelfth, to create strong public-private joint management in the tourism industry. Thirteenth, to strengthen and maintain close ties with regional and international competing organizations through tourism. Fourteenth and final, to ensure the privatisation of commercial units to encourage private investment in the tourism sector.

The power and authority of BPC are manifold. First, to promote tourist’s undertakings. Second, to control and regulate tourist installations and services. Third, to project the image of Bangladesh abroad for the purpose of attracting tourists by publicising the history and the culture of the country. Fourth, to organize information facilities in or outside Bangladesh. Fifth, to encourage and develop domestic tourism. Sixth, to conduct and carry out research on various aspects of tourism. Seventh, to publish literature on tourism. Eighth, to make arrangements for instruction and trainings persons engaged or likely to be engaged, in any activity connected with, or ancillary to tourism. Ninth, to carry out any other functions as may be prescribed. Tenth and final, to implement the rules and regulations for achieving vision, mission and goal.

The present policy of BPC is supported by the Government of Bangladesh. The principal policy objectives and perceived benefits of tourism for Bangladesh are: first, to diversify the attractive tourism products. Second, to capitalise on the investment already made in airports, the national airlines, in transport and accommodation. Third, to develop strong base of domestic tourism. Fourth, to conserve and protect the environment. Fifth, to enhance the international image of the country.

Sixth, to reinforce and protect the culture of the country. Seventh and final, to incorporate information on tourist attractions in textbooks and curriculum.

Responsibilities and roles of BPC are in conjunction with regional and local offices and other relevant participants in tourism (i.e. accommodation units, transportation and other supporting services BPC performs different activities). The responsibilities of BPC mainly cover four wider areas. The “Management Functions and Planning” responsibilities and roles include: first, product-market research and agreement on tourism products and target markets; second, agreeing on infrastructure and superstructure needs and their provision; third, agreeing personnel needs, training requirements and actions required of cooperating enterprises; fourth, agreeing advertising and other promotional needs, resultant plans and timing and how the necessary funds will be raised; fifth, coordinating the national promotional plan with the individual ones of the various participants (e.g. hotels, transport companies etc.); sixth and final, selecting the attractions, entertainments, etc. to be offered at the resorts and helping to select appropriate organisations. The “Marketing Functions and Planning” responsibilities and roles include: first, accepting responsibility for the implementation of the agreed international advertising and promotional campaigns concerned with promoting the nation as a tourist destination and its attraction (historic, cultural, social, etc.); second, producing distributing appropriate literature; third, commissioning the agreed, necessary marketing research studies and undertaking the necessary demand forecast; fourth, undertaking any approved public relations activities; fifth and final, provide information centres at agreed sites. The “Financial Functions and Planning” responsibilities and roles include: first, contributing funds from governments’ sources as agreed in planning; second, advising the private sector of the industry on capital development; and third, approving, directing and controlling government aid programmers for tourism projects. The “Control Functions and Planning” responsibilities and roles include: first, licensing and controlling of tourism activities in the industry; second, coordinating and implementing agreed regulations on pricing; third, coordinating the marketing activities of the private and public sectors of the tourism industry; fourth, arranging conferences and meetings on tourism matters; fifth and final, acting as the link and adviser for trade and professional, regional and local tourism boards and related enterprises (Mian 2014).

The “Manpower Development and Training” responsibilities and roles of BPC are crucial. It has been recognised by the BPC that the Corporation is short of professional staff in its hotel operations division particularly and that the development of tourism in Bangladesh will require training of management cadres. These cadres would be in a position to carry forward vocational training programs for hotel and other sector workers once the basic needs have been met through a number of specially structured programs designed to remedy the current lack of trained workers for many work positions. According to the National Hotel and Tourism Training Institute (NHTTI) (2019), in order to establish and develop a professional training programmed within the tourism industry in Bangladesh, the BPC established NHTTI which was jointly funded in 1978 by the Government of Bangladesh and the United Nations Development Programme (UNDP) with the International Labour

Organization (ILO) as executing agency. The first phase of the project finished in 1983 and the second phase commenced in February 1986. The Tourism Training Institute is operated under the auspices of the BPC in Mohakhali, Dhaka. In the same building is an operational of the BPC Hotel. The Institute and the hotel are housed in purpose-built facilities having, in addition to 20 bedrooms and usual hotel facilities, classroom areas, a training restaurant, training and demonstration kitchens, a front office reception area, a conference room, offices and administrative areas. It is intended during the second phase programmed to expand and up-grade HTTI to provide, inter alia, a language laboratory, a travel agency, a library/documentation unit, a demonstration laundry, a bakery/patisserie training unit with a retail outlet and a small video studio. There will also be a mobile catering van for outside catering and a 26-seater coaster for the transport of trainees on study visits. The ILO, besides helping the Government to develop the hospitality industry, is also helping to develop human resources by providing in-depth training programs. The full-time courses, supervised by international experts and consultants, cover the specialisations of hotel and restaurant kitchen training; restaurant service; front office and secretarial; bakery, pastry and confectionery; housekeeping operations; tourist guides; tour operation and travel agencies. There will also be part-time of day-release courses in various aspects of the industry, according to identified needs, such as: hygiene and sanitation for food handlers; short on-the-job instructor training courses; communications and social skills; short courses in different aspects of catering for non-professionals (Akter 2018). Eventually, there will be developed a diploma course in Hotel and Catering Operations for management trainees. The current program is technical and vocational in nature and is designed to meet the immediate needs for tourism development. A serious difficulty is the low level of foreign language skills of ordinary people employees that make the inclusion of the proposed language laboratory a desirable priority. Other UNDP projects for tourism sector training will also be of assistance to Bangladesh in meeting its training needs. One project for training in tourism planning for South Asia has resulted in conclusions and recommendations that include: One-year scholarships, to be given for overseas training at university graduate level; and the development of a series of three six-week regional training courses. The courses would cover a variety of topics including statistical data collection, techniques and principles of detailed planning of resorts, and standards of control of Environmental and social impact.

Bangladesh Tourism Board (BTB)

As mentioned by BTB (2019), 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 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. It was felt imperative to have a National

Tourism Organization (NTO) in the country over the years which will steward all promotional and development activities for tourism industry. But for a full-fledged NTO, the responsibility was not properly aligned and identified. Even though Bangladesh Parjatan Corporation was established in 1973, it could not play the role of an NTO as this organization was given the dual responsibility to pioneer and run tourism business installations and services as well as promotional activities since its inception. Currently the organization is running its activities with the revenue it can generate running its hotels, motels and duty-free operations. From early 80s a comprehensive change happened in the public management of tourism industry. The governments started to release their control and regulation on tourism and encouraged private sector to come in policy planning, development and promotion of tourism. The Government Regulatory Authority of Tourism transformed into promotional agency having considerable participation of the private sectors. This change in the management framework of tourism spurred the inward investment to destination development and management (Mamun 2014). The NTO on the basis of public and private partnership has become the best practice of tourism management by the government. Even Nepal, having public-private partnership NTO, has been successful in development and promotion of tourism industry. United Nation World Tourism Organization (UNWTO) strongly recommends the public-private partnership in tourism management (UNWTO 2007).

The functions and responsibilities of BTB are manifold as: first, 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. Second, to develop Tourism Industries through various planning related activities and side by side give advice as well as directions. Third, to create general awareness regarding tourism protection, development and exploration. Fourth, 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. Fifth, to create better communication channel for the International Tourists Organizations in Bangladesh with both government and private tourism related organizations. Sixth, to create a strong and safe foothold for the Bangladeshi Tourist by coordinating with respective government organisations. Seventh, to create a tourism friendly environment in Bangladesh and to market its tourism potential in both domestic and foreign nations. Eighth, to develop human resource for tourism sector by creating training facilities and to provide them with the right directions. Ninth, 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. Tenth, to ensure the participation of physically challenged people. Eleventh, to protect women rights and ensure their participation in the tourism sector. Twelfth, to research on tourism industry, to survey international markets and to analyse the data. Thirteenth, to support the small tourism-based industries and to provide them the right direction. Fourteenth, to organise tourism related fairs and to encourage tourism through various promotional techniques. Fifteenth, to create a database regarding tourism prospects. Sixteenth, to comply with whichever duty imposed by the Government.

Seventeenth, “Research & Development” is the key objective of BTB. In Bangladesh, the infra-structural arrangement for tourism services is developing, as well as the role of government on developing tourism aspects is becoming extensively positive, along with private and public organizations having come forward side by side to attract the local and foreign tourists; Bangladesh has a bright prospect for its tourism industry. The tourism industry of Bangladesh can now expand adequately having matched all the minimum requirements for its development. However, there is quite a heavy requirement for research in order to pin point the unique selling proposition for our tourism industry along with the need to research various topics on the scope of nature-based tourism, research-based tourism, culture-based tourism and eco-tourism. The Bangladesh Tourism Board strives to creatively portray our motherland Bangladesh, to the global community; and in a manner which would garner both attention and attraction from our target base. Therefore, it is imperative for us to learn about the mind-set of a tourist, which can only be achievable through hard work and rigorous research. The Bangladesh Tourism Board is conducting research work through its enlisted agency MEL-CEMS Joint Venture. They have been handed the task to create research reports on: market analysis of Bangladesh tourism; and product analysis of Bangladesh tourism.

Eighteenth, “Tourism Development” is the other major objectives of BTB. In today’s world of globalization, tourism is considered as one of the world’s major and rapidly developing industry of the modern world. For any country, tourism is capable of having a significant influence on economic development. Tourism can add extra value for the Bangladeshi economy, however such influx of tourists can only be achieved amidst proper usage of effective marketing plans and to have a long term oriented growth strategy. While most of the neighbouring countries in South Asia and South East Asia have already been successfully operating their tourism industry for quite some time now; Bangladesh is still quite a fresh tourism destination. Bangladesh has an enormous potential to develop tourism primarily because of its attractive unadulterated natural beauty, which can be experienced all throughout the land. A healthy tourism sector can be constructed if such plans are implemented for this purpose. Bangladesh needs all its stakeholders for the sake of tourism industry, encompassing our entire population to rise up and get noted on a global level to show how far the country is developed as a nation. Investments from both public and private level are required into the tourism sector along regional cooperation amongst relevant stakeholders can bring extraordinary benefits for the Bangladeshi Tourism Industry. There are several points of interests spread all over Bangladesh that have received little or no attention, places which are still unknown and waiting to be launched for the global community. But these points of interests still require various touch ups of different scales in order for being able to attract tourists. The goal is to make these locations more tourism friendly; namely to create adequate amount of accommodation, better quality eateries, to develop capable and knowledgeable human resources fit enough to communicate with the tourists at these sites.

Nineteenth, “Promotion & Marketing” is the objective on which BTB emphasises. Since its inception in July 2010, the Bangladesh Tourism Board has been

resolutely promoting a positive image of Bangladesh to the world. Among many others, few examples of promotion & marketing were: first, “School of Life” where on the occasion of the ICC Cricket World Cup 2011; and second, for the first time in the history of Bangladesh a Television Commercial titled “Beautiful Bangladesh (School of Life)” was produced in order to be transmitted during the opening ceremony.

Some agendas and activities of BTB are already planned and executed. BTB has chalked out the following program to make the aggressive tourism Campaign “Visit Bangladesh Campaign in 2015”. First, “Adopting a suitable brand strategy” where BTB is trying to find a suitable branding strategy required for creating a positive image and competitive identity for the promotion of our tourism. Second, “Product development and offering” where BTB is engaged in product development and offering various types of our tourism products like people & life style, culture, arts & crafts, fairs & festivals, Nature & wildlife, Archaeological sites & heritage, beaches & Islands, Forests etc. For the promotion of these product locally and internationally BTB will organized different fairs & festivals, familiarization tour, cultural events and food festivals. Third, “Awareness Campaign for the service providers” where BTB has taken initiative to launch awareness campaign to improve and maintain the quality services (QTS) of the tourism & hospitality sector in Bangladesh. Fourth, “Establishing Tourist Information Centre” that is to fulfil tourism information demand of the tourist BTB will set up Tourist Information centre at three International airports and tourist capital Cox’s Bazar. Fifth, “Audio-Visual Production” where BTB will produce and broadcast TVC, Documentary for Local/ International promotion & marketing of our tourism in local or overseas media. Sixth, “Documentaries” when BTB will make 10-minitues Documentary on the Sundarbans, historic and archaeological sites, People & Lifestyle, Beaches & off-shore Islands, Rivers and Haors, urban and rural Bangladesh to broadcast in different TV Channels. Seventh, “TV Campaign” where BTB has chalked out a TV campaign for the worldwide marketing of Bangladesh tourism. Eighth, “Print Advertising Campaign” to cover story, special features, and Sub-editorial and Attractive advertisement on Bangladesh will be published in International newspapers, travel Magazines. Ninth, “Production of Publicity and promotional materials” where the Board will prepare posters, product brochures, Flyers, Travel Guide, Tourist Hand Book, posters etc. and promotional materials. Tenth, “Participation in different international Travel and Tourism fair” when BTB intends to participate in different international Tourism Fair and BTB will also organize some pre-fair & post-fair activities like country presentation, cultural presentation, seminars, Meeting with different stakeholders, Dinner, Bangladesh Night.

In reality, some of the agendas of the “Visit Bangladesh Campaign in 2015” are implemented but major portion of the agenda did not come in action because of effective human resources and proper planning. But, their plan of action will be continued until or unless to gain their ultimate goal and objectives. Bangladesh Tourism Board initiated this campaign to turn Bangladesh as a major tourism-based country in the world platform (Mamun 2014).

Pacific Asia Travel Association (PATA) Bangladesh Chapter

According to PATA (2019) is the largest travel promotional organization in the world. It promotes travel and tourism to and within the Pacific region. It was incorporated to develop, promote and facilitate travel to areas within the Pacific RIM in 1951 as a non-profit, voluntary and non-political corporation. PATA was established in 1951 in Hawaii. In 1953 its headquarters were moved from Hawaii to San Francisco. PATA first conference was held on January 1952 in Honolulu and its first Asian office was established in Manila, the Philippines in 1976. Bangladesh is a member of PATA, as well as a Bangladeshi was elected as the vice chairman of government and destination committee of PATA in 2019. PATA works for tourism promotion in Bangladesh as well.

The aim and objectives of PATA are very clear and straightforward as the largest non-profit, non-political organization in the field of travel and tourism. The objective of the PATA is the promotion and development of tourism, advancement of the interest of members. PATA is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. The main objectives of PATA are: first, to promote and develop tourism in the Pacific region. Second, to organize seminars/conferences for the members. Third, to build the business of members. Fourth, to organize training and development programmes for members. Fifth, to promote ethical practices. Sixth, to focus on destination development. Seventh, to take the lead position on travel and tourism industry issues that need to be addressed. Eighth, to stimulate and develop public-private sector partnership. Ninth, to improve international understanding and International Corporation. Tenth, to provide a common forum. Eleventh, to publish material relating tourism industry. Twelfth, HR development. Thirteenth, to conduct marketing research and statics. Thirteenth, to provide valuable insights, forecasts, and analysis help members to make better business decisions. Fourteenth, to provide timely up-to-date and informed.

The roles and functions of PATA are also diverse. Generally, PATA's main aim is the progressive development and promotion of tourism to its member countries. The contribution, role, and functions of PATA towards its members can be studied under the following points: first, PATA conducts research studies on tourism. Second, PATA organises marketing programs. Third, PATA provides detailed and up-to-date information. Fourth, PATA organises events in the Pacific region. Fifth, PATA helps in economic development. Sixth, PATA helps in the improvement of tourist plants and service facilities. Seventh, PATA helps the member countries to introduce a corrective measure to increase tourist traffic. Eighth, PATA improves "Tourism Competitiveness" (i.e. Improving UNWTO Members' competitiveness through knowledge creation and exchange, human resources development and the promotion of excellence in areas such as policy planning, statistics and market trends, sustainable tourism development, marketing and promotion, product development and risk and crisis management). Ninth, PATA "Promotes sustainable tourism development" (i.e. supporting sustainable tourism policies and practices which

make optimal use of environmental resources, respect the socio-cultural authenticity of host communities and provide socio-economic benefits for all). Tenth, PATA “Advances tourism’s contribution to poverty reduction and development” (i.e. maximising the contribution of tourism to poverty reduction and achieving the SDGs by making tourism work as a tool for development and promoting the inclusion of tourism in the development agenda). Eleventh, PATA “Fosters knowledge, education and capacity building” (i.e. supporting countries to assess and address their needs in education and training, as well as providing networks for knowledge creation and exchange). Twelfth, “Building partnerships” (i.e. engaging with the private sector, regional and local tourism organisations, academia and research institutions, civil society and the UN system to build a more sustainable, responsible and competitive tourism sector).

Association of Travel Agents of Bangladesh (ATAB)

Following ATAB (2019), this is Government of Bangladesh registered Association of travel agents of Bangladesh. Immediate after the liberation of the country the owners of the activated Travel Agencies in the country from Pakistan period felt necessity to be united under one umbrella to protect their business interests as well to secure the healthy growth of travel and tourism industry of the newly born Bangladesh. The Association of Travel Agents of Bangladesh (ATAB) has joined in global information technology(IT) and introduced website in the global network of travel & tourism world which is the great leap forward of the Travel Agent’s community in Bangladesh Association of Travel Agents of Bangladesh (ATAB) is a renowned travel agency in Bangladesh. It is one of the leading travel agency in our country. ATAB’s travel packages are Dhaka to Chittagong, Dhaka to Sylhet, Dhaka to Cox’s Bazar, Dhaka to the Sundarbans, Dhaka to St. Martin, Dhaka to Bandarban, Dhaka to Kuakata, Dhaka to Kaptai, Dhaka to Rangamati and so on. ATAB arranges some beautiful trips on some extraordinary places in Bangladesh. In the demand of the time, this association has increased inbound tours to any place of the country. ATAB established ATAB Tourism Training Institute (ATTI) in 2007 to provide skill working hands for the travel and tourism industries. In the meantime, near about 2500 trainees have certified by ATTI who are already employed at different organizations and thus ATAB is playing a vital role to create productive employment in the country.

The goal of ATAB becomes important when the first-generation Travel Agents of Bangladesh started feeling the necessity of a broad-based association of the travel agents of the country to protect their rights and privileges and to ensure the healthy growth of the travel trade in addition to creating a platform for developing fellowship and friendship amongst the travel agents of the country.

The objectives and functions of ATAB are varied as: first, to promote inbound tourism. Second, creating an important link between the clients and principal suppliers. Third, act as an image-builder. Fourth, to provide authentic and reliable travel

information, itinerary preparation, airline ticketing and reservation, tour packaging and costing, providing advice about passport or visa, travel insurance, currency services, organise of conference/conventions. Fifth, to pull knowledge about tourism product/services/destinations, modes of travel, climate, accommodation and other areas of the service sector. Sixth, through ATAB Tourism Training Institute (ATTI), this organisation provides skill working hands for the travel and tourism industries. Near about 2500 trainees have certified by ATTI to create productive employment in the country, to solve different issues related with air travelling. This institute was initially equipped with IT laboratory having Galileo & Amadeus system.

Today ATAB is one of the most well-organized and well-known associations of the country with 3500 members. All government and non-government organs duly evaluate ATAB and use to call its officials to solve different issues related with air travelling, Hajj-Umrah etc. Airlines, operative in Bangladesh, are also giving due importance to ATAB members effective for fruitful suggestion in aviation business. By this time ATAB has become a strong stakeholder in the aviation & tourism sector in Bangladesh (www.atab.org.bd).

Tour Operators Association of Bangladesh (TOAB)

According to TOAB (2019), this was formed in the year of 1992. This was the time when a handful of agencies operating tours inside Bangladesh, felt the need of such an association or trade body to overcome immense problems and difficulties being faced by them regularly.

The aim and goal of TOAB is to develop and nourish tourism in Bangladesh and to promote tourism products of Bangladesh in the international arena. TOAB in its publication has named “Smiling Bangladesh” with an aim to attract domestic and foreign tourists (Ali and Parvin 2010).

The functions and objectives of TOAB are: first, to make tour package; second, to plan, arrange and manage tours; third, to offer travel information; fourth, to evaluate the option available of sales, marketing and promotion; fifth, to decide how many holidays to sell each season and the resorts/countries to use; sixth, to visit resorts to ascertain accommodation quality and suitability; seventh, to liaise with coach operators, airlines, hoteliers and resort representatives; eighth, to agree service levels, contracts and costs; ninth, to confirm customer names with airlines/hotels; tenth, to collect, evaluate and respond (as appropriate) to customer feedback; eleventh, to use market research information to guide decisions; twelfth, to produce brochures and Internet-based information; thirteenth, to provide pricing information; fourteenth, to market holidays to clients via travel agents, websites, brochures and television advertising; fifteenth, to handle bookings, invoicing and issuing of tickets; sixteenth, to predict profits or number of bookings; seventeenth, to work with travel consultants from different travel agencies to put holiday packages together; eighteenth, to combine travel, accommodation and services such as sight-seeing arrangements to create holiday packages.

In tourism, all over the world tourist's expectations are very high for a hazardless traveling, secured food and lodging, efficient spot-visits, economically cost-effective transaction in every step whether it is a business or a personal recreational tour (Park et al. 2016; Sultana 2016). To fulfil these demands of an individual or group of tourists the tour operators come into picture and provide all the services they need. They are like one-stop service provider starting from their arrival to departure in case of the overseas tourists and from your house back to your house in case of local tourist either it is inside the country or to a foreign land. In Bangladesh where the infrastructure of this industry is not well developed it is always recommended that a tourist should arrange his travel here through a member of TOAB, which will be safer and more authentic. It is a fact that due to different limitations prevailing in the field, TOAB failed to perform to its full capacity in the past years. However, they still hold meeting to exchange views with the Aviation and Tourism Journalist Forum, observed World Tourism day and organized seminar in collaboration with Bangladesh Parjatan Corporation. It also organized seminar in association with Federation of Bangladesh Chamber of Commerce and Industries (FBCCI). It is expected that, with the change in the whole atmosphere in Bangladesh including the executive body of TOAB, they will do much more in the coming years. TOAB maintains excellent relationship with Ministry of Civil Aviation and Tourism, Bangladesh Parjatan Corporation, Bangladesh Hotel Owner Association of Travel Agents of Bangladesh, PATA Bangladesh Chapter and other trade bodies.

Public and Private University

The tourism industry today is documented as the world's largest industry. This industry practices a win-win theory that facilities community people to enhance their income and standard of living. Bangladesh is well known for its natural and manmade resources including national pride and hospitality. The ministry of education and UGC feel the necessity to inaugurate and run tourism related courses in secondary, higher secondary and tertiary level stage to create juvenile researcher in the field of the tourism industry. Tourism and Hospitality Management courses have been initiated in several universities both in private and public to minimise the crisis of an efficient workforce. Some public universities (i.e. The University of Dhaka, The University of Rajshahi, Noakhali Science and Technology University, Pabna University of Science and Technology, Bangabandhu Sheikh Mujibur Rahman Science and Technology University, Islamic University, National University and so on as well as private universities (i.e. American International University-Bangladesh (AIUB), Daffodil International University(DIU), The People's University of Bangladesh (PUB), The European University of Bangladesh (EUB), World University of Bangladesh (WUB), Victoria University of Bangladesh, Cox's Bazar International University and so on). This course facilitates the student to learn about tourism resources around the world by achieving theoretical knowledge from the professional teacher and practical experiences from industry experts. The students

are actively involved to identify the tourism resources by designing a tourist map. They are working together in an integrated way to enhance the national images by branding, promoting tourist destination, building awareness, preparing an itinerary, educating the tourist and stakeholders that ensures the sustainability of the tourism industry in Bangladesh (Hassan et al. 2013; Huda et al. 2012).

Conclusion

This paper aimed at outlining the institutional context of tourism in Bangladesh. In order to do so, the paper outlines that, Bangladesh is enriched with natural and cultural values that bear the testimony of our past history, heritage, and tradition. Tourism organisations as analytically explained in this paper, play a crucial role to protect our natural resources and promote cultural values to the citizen of the world. They are planning to design a master plan to identify the prospected sun lust and wanderlust resources that are followed by a tourist map. Several universities in our country are offering tourism and hospitality courses to develop an efficient workforce that leads the tourism industry in the upcoming future. Tourism organisations can possibly arrange regular seminars, workshops, discussion forums, and training programs for the socio-economic development of the community through sustainable tourism thus help to bridge the gap among all the stakeholders of the tourism industry of Bangladesh. These organisations can also commit to fulfilling the goal of SDG, agenda of Digital Bangladesh and Delta Plan-2100 through tourism and hospitality. This conceptual paper does not offer any empirical data or information that is rather a lack. Future research studies can concentrate on this specific area for developing a comprehensive view of tourism institutionalisation of Bangladesh.

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Zakia Sharmin is working as an Assistant Professor of Department of Sociology, Faculty of Social Science at University of Chittagong, Bangladesh. She is also working as a Residential Teacher attached to a girls' hall in the same university. Sharmin's research and teaching interests include Migration, Reproductive Health, Social inequalities, globalisation and social changes in South Asia especially in Bangladesh. Before joining the University of Chittagong, Sharmin worked at the National Ideal School & College in Dhaka, Bangladesh as a Lecturer. She received B.S.S. and M.S.S. Degrees in Sociology from the University of Chittagong, Bangladesh with excellent academic results. She has a good number of research papers published in national and international journals.

Bapon Chandra Kuri is Lecturer in Tourism and Hospitality Management Department of Bangabandhu Sheikh Mujibur Rahman Science and Technology University (BSMRUST), Gopalganj, Bangladesh. He received BBA and MBA Degrees from Department of Tourism and Hospitality Management, University of Dhaka. He has a good number of article published both in the national and international journals. His areas of research interest are Community Based Tourism, Rebranding, and Identifying employee satisfaction level. He worked in the service department of Radisson Blue Water Garden Hotel and in the housekeeping department of the Cox Today in Cox's Bazar, Bangladesh.

Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society. Hassan holds PhD from the United Kingdom. Hassan's areas of research interest are: technology-supported marketing for tourism and hospitality, immersive technology application in the tourism and hospitality industry, technology influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Hassan authored over 100 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 15 book projects from Routledge, Springer, CAB International and Emerald Group Publishing Limited. Hassan is a regular reviewer of *Tourism Management*, *Journal of Hospitality and Tourism Management*, *Tourism Analysis*, the *International Journal of Human Resource Management*, *Journal of Ecotourism*, *Journal of Business Research*, *eReview of Tourism Research (eRTR)*, *International Interdisciplinary Business-Economics Advancement Journal*, *Heliyon* and *International Journal of Tourism Cities*.

Chapter 10

Reaching the Stakeholders: Social Media and the Administration of Tourism in Bangladesh



Md. Ashikur Rahman Avi, Abdullah Al Muneem, and Shelamony Hafsa

Abstract The results and effectivity of technology in tourism administration is unprecedented. Social media as a technology application can play a crucial role in both attracting and managing visitors in destinations in a developing country like Bangladesh. The country has promising tourism destinations that require considerable attention in terms of promotion and administration. Bangladesh Parjatan Corporation (BPC) and Bangladesh Tourism Board (BTB) occupy pioneering positions towards the structural and promotional upkeep of Bangladesh tourism. These organisations behold the national pride and support the entire tourism sector of the country. Both BPC and BTB are said to have adopted social networks as a tool for promotion and administration. However, the effectiveness of social media can be questionable in promoting and administering tourist attractions. This is significant particularly when information sharing and communication between the authorities and beneficiaries remain crucial. This chapter aims to outline the interaction of social media networks in tourism destination promotion and administration. This study also offers some policy recommendations to better guide the use of social networks for tourism development. Results outline that social media network can be purposive not only for tourism promotion and administration but also supports the process of information sharing and keep stakeholders informed about various services and offerings at destinations.

Keywords Tourism · Social media · Tourism promotion · Bangladesh Parjatan Corporation · Bangladesh Tourism Board · Bangladesh

Md. A. R. Avi (✉)
Department of Tourism and Hospitality Management,
Pabna University of Science and Technology, Pabna, Bangladesh
e-mail: ashikur.thm.du@gmail.com

A. A. Muneem
Department of Tourism and Hospitality Management, Faculty of Business Studies,
University of Dhaka, Dhaka, Bangladesh

S. Hafsa
Department of International Tourism and Hospitality Management,
Primeasia University, Dhaka, Bangladesh

Introduction

The usage of social media is increasing worldwide. In 2019, there were 3.2 billion social media users in the world that represents almost 42% population of the world (Emarsys 2019) and 73% of marketers believe that social media including Facebook, Google+, Twitter, etc., are very effective for their business (Buffer 2019). These effects also have an enormous impact on the entire travel and tourism industry (Chung and Koo 2015). People all over the world have access to the Internet, they use some form of social media to read, review or post information. For several industries, the technological revolution has successfully replaced the term “selling” or “searching” to “connecting” and “exchanging”. Thus, Information Technology (IT) enhanced social media in the tourism and service industry (Koo et al. 2011; Choi 2013; Chung et al. 2012). Among the tourism and destination management organizations throughout the world, the use of social media e.g. Facebook, Twitter, Instagram (Leung et al. 2015) is very high. The social platform like TripAdvisor, Airbnb and Booking.com are gaining popularity and influence throughout the world (Munar and Jacobsen 2014; Cabiddu et al. 2014; Filieri et al. 2015). For restructuring the tourism industry, the role of social media has no alternative as it generates significant effects on tourism and tourist destinations in general (Xiang and Gretzel 2010). Despite this phenomenal growth, there is a lack of empirical research that addresses the role of social media in the promotion of tourism in the context of a developing country. Representing the developing world, Bangladesh hosts the world’s longest unbroken sandy sea beach, the largest mangrove forest, diversified cultures, beautiful six seasons, archaeological heritage and so many sites (Khondker and Ahsan 2015; Howladar 2015). Despite having a lot of attractions, this country has not been able to draw the desired level of attention from tourists, especially from foreigners. However, the tourism sector, in general, has not been prospered yet (Alam et al. 2010; Howladar 2015), as a result, an insignificant contribution from this sector to the country’s GDP is found. According to the travel and tourism competitiveness report of World Travel and Tourism Council (2018), this industry directly contributed 4.3% in the GDP of Bangladesh in 2017 which indicates low performance in comparison to the other neighboring countries. Many researchers identified poor marketing and promotional strategy as a major impediment that holds back Bangladesh’s tourism sector (Howladar 2015; Zaman 2017). In such a situation, this paper aims to focus on the application of social media as a cost-effective and high impact generating tool for the promotion of Bangladesh’s tourism.

The main objective of this chapter is to analyze how social media plays role to promote tourism of Bangladesh. Beside the principle objectives, this chapter has focused on the following specific objectives: first, to measure the influence of social media in the tourism and hospitality industry; second, to emphasise on how social media can be used to reach the stakeholders of tourism; third, to outline the suggestions regarding how BTB and BPC can use social media for the promotion of tourism destinations.

Literature Review

Social Media

The use of social media has significantly changed the way of communication and information dissemination (Chu and Kim 2011; Buhalis and Law 2008). It has become an essential part of organization's marketing and communication strategy within the twenty-first century (Felix et al. 2017). Social media can be termed as internet-based social networking sites, software or applications with sharing options with others that post media impression shaped contents created by the customers (Blackshaw 2006). As one of the most influential online networking medium, Social media has been incorporated into social life in the real world (Zeng and Gerritsen 2014). This media links users with a virtual community connected with each other by using cross-platforms. Many researchers have defined social media as a channel of online communication that enables interactive content creation and exchange among individuals, participants and the public (Al-Qaysi et al. 2020; Weng and Huang 2018). It is one of the most influential online networking tools that merged with social aspects throughout the world (Al-Emran and Salloum 2017; Leung et al. 2013; Salloum et al. 2017).

Tourism Destinations

World Tourism Organization (UNWTO) (2020) defines tourism destination as: "a physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the cluster (co-location) of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations. It is also intangible with its image and identity which may influence its market competitiveness".

Destinations are viewed by visitors as a unique geographical location where touristic facilities and services are designed to meet the needs of the tourist (Cooper et al. 2004). Tourism destinations are identified as regions, geographic areas, such as a territory, an island or town (Davidson and Maitland 1997), with a political and legislative structure for promoting and planning of tourism. Destinations are places where people travel and choose to stay for a certain period (Leiper 1995).

Social Media as a Destination Promotional Tool

Social media has contributed to massive changes in the last few years in the context of tourism destination marketing (Buhalis and Law 2008; Xiang and Gretzel 2010). The emergence of information and communication technologies, for example social media platforms, websites, offers a great deal of information on tourist destinations and its relevant services, such as destination locations, accommodation and restaurants nearby etc. (Litvin and Hoffman 2012). Social media enables destinations to reach visitors at relatively low cost and higher efficiency levels (Kaplan and Haenlein 2010). The advantage of social media and its' effectiveness for tourism destination promotion can be seen especially in an increase in brand awareness, visitor engagement, word of mouth, trust and social validation (Pergolino et al. 2012; Kiráľová 2014). Through social media tourists from the different corners of the world share their travel experiences; and their messages, positive reviews contribute to tourism promotion (Trusov et al. 2009; Munar 2012). Social media is also considered as one of the most effective tools used in digital marketing for tourism as it plays a significant role in attracting tourists and it (social media) helps the tourists to determine their travel destination by providing necessary information (Abd Al-Samee 2012). In many aspects of tourism, social media plays an important role, particularly in accommodation/transport bookings, the exchange of knowledge and experiences, and also in the marketing of tourism destinations (Harrigan et al. 2017; Leung et al. 2013; Salloum et al. 2017). Information shared by the tourists on social media platforms is viewed as same as the offline recommendations (Chan and Guillet 2011; Gururaja 2015; Icoz et al. 2018) and thus social media influence travel decision and destination selection as tourists look for others' suggestions or opinions before finalize their purchase decision (Gros 2012). Though social media marketing presents ample opportunities for fostering the supply-demand relationships of tourism (Tussyadiah and Zach 2013), the destination management organizations are still at the preliminary stages of using social media applications as a destination marketing tool (Usakli et al. 2017).

Research Method

This paperwork can be considered as exploratory research because of the absence of similar studies in the context of Bangladesh. To meet the chapter objectives a qualitative approach was employed in conducting this research. The process for collecting data comprises both primary and secondary strategies. For this study, the purposive judgment sampling method was used to sample the research population. Purposive judgment method is best suited for exploratory research settings (Churchill et al. 2010). A semi-structured interview technique is used to collect primary data from the participants. Because of the flexible nature, the qualitative interview method is effective to gain an in-depth understanding of the research issue

Table 10.1 Profiling research participants

Category	Interview code	Quantity
Institutional representative	Interview no. 1, 4, 5, 12, 19	05
Academician	Interview no. 3, 7, 8, 11, 14, 16, 17, 20, 22, 24	10
Tourist	Interview no. 2, 6, 9, 10, 13, 15, 18, 21, 23, 25	10
Total		25

than the conventional survey method (Yin 2014; Rubin and Rubin 2011). In total 25 participants were interviewed as of May 2019 in Dhaka. The research participants cover institutional representatives, academicians, and tourists. The average duration of the interview was about 25 min. The coverage of the research participants' details is shown in Table 10.1.

Before interviewing, the research objectives were shared with the participants. Upon their consent, the whole interview session was recorded. The interviewing was stopped when data saturation observed by the researchers. At the end of each interview, the opinion and key points provided by each interviewee were summarized by the interviewer for the interviewee's confirmation. For the research, the researchers sorted out the audio record files with interview code and carried out selective transcription. The collected data have been analyzed using content analysis. Besides, secondary data sources cover a wide range of published journal articles, research, conference papers, book notes, and newspaper articles which were reviewed for this chapter.

Findings and Discussions

The findings reveal that the use of social media in promoting tourism destinations and managing visitors is still at the nascent level in Bangladesh. Almost all the participants' categories underscored that social media can play an unprecedented role in promoting and managing tourism destinations and visitors respectively. This is what a tourist category participant commented on how social media works for tourism promotion:

When a person posts a beautiful picture of a tourist destination with own travel experience on social media, it works as an advertisement. I have 2197 friends on Facebook and if I share any image on Facebook, generally my all friends and followers will see that post. If they react to my post and share my post to their timeline then their friends will also view it. Moreover, now there is a post boosting system by using which anyone can easily boost their post with a targeted population and its' impact is huge. (**Interview no. 13**)

Since the emergence of social media, it has enabled marketers to communicate with thousands of potential customers about their products and services (Fatanti and Suyadnya 2015). The social media contents such as images, videos, stories, and

word-of-mouth (WoM) motivate tourists to become interested in and interact effectively with the tourism relate experiences with each other and tend to rely on other's information (Chung and Koo 2015).

Another participant from the tourist category mentioned that:

Before traveling to any remote or unknown tourist destination, I try collect travel-related (accommodation, transportation, restaurants, fares, booking system, etc.) information from social media-based travel groups and it eases my travel. (**Interview no. 6**)

In this vein, Sigala et al. (2012) argued that tourists who use different types of social media to search for a tourism destination may go to the website of that destination to locate more information about it and social media influences the travel decision-making process. In many phases of tourism, social media plays extremely important role, particularly in destination information searching and tourism destination promotion and influences decision making behavior of the tourists (Fotis 2012; Bradbury 2011; Lange-Faria and Elliot 2012). Moreover, social media push tourists to consider social media information as their travel reference (Fatanti and Suyadnya 2015).

Most of the academic category participants addressed that the positive WoM and good review of any tourism destination on social media promote tourism and convey a positive image regarding that place (**Interview no. 8, 14, 16, 22, 24**). The WoM is a process of sharing words or information among the individuals specifically relatives and friends regarding any particular product or service (Kaplan and Haenlein 2011). With social media networking, electronic WoM has become more important as it helps to promote products or services (Yoo et al. 2015; Al-Abdallah and Bataineh 2018).

Added to this, one institutional representative from the national tourism organization of Bangladesh commented that:

There exists a strong relationship among tourism, information technology, and social media. Nowadays most of the peoples are connected with different social media and before finalizing any travel decision to a destination, they check the social media reviews and ratings of others who have visited and experienced that destination already. Here the positive reviews motivate to visit and negative one prevents potential tourist from visiting. (**Interview no. 1**)

Another participant from this category prioritized the use of social media than other traditional media by focusing on the point of low cost, time-saving, and maximum reach. **Interview no. 5** said:

It is very easy to reach a huge number of tourists by using social media. If we post a large size advertisement in the Daily Star (one of the daily newspapers of Bangladesh) it will cost around BDT 50000, in the case of the Prothom Alo (another daily newspaper of Bangladesh) the cost will be more. But if we invest BDT 50000 in post boosting on social media then we can reach more than 100000 targeted people within a short time.

Similarly, Fotis et al. (2011) argued that social media is one of the most important digital marketing tools that function very fast and cost-efficient manner for tourism destination promotion and the effective use of social media increases tourists' satisfaction, number of tourists' visitation and length of visits. The use of social

media as marketing tool is rapidly growing. If well-managed, these media are useful for the tourist destinations as social media play a low-cost mechanism role for conveying important messages to the targeted tourists and raise destination awareness to the larger tourism markets (Jennifer et al. 2011).

One of the institutional representative category participants from Bangladesh Tourism Board (BTB) shared that due to busy routine life, people get little time to spend for television programs. The participant also added that:

BTB emphasizes on social media promotion. In the name of 'Beautiful Bangladesh', BTB has accounts on Facebook, YouTube, and Instagram. Besides this, we are going to introduce a completely new website only for tourism promotion within 1 month. On that website, all the social media sites will be linked and all the travel related information will be incorporated, by following this website any foreign/domestic tourist will be able to travel easily in Bangladesh. **(Interview no. 19)**

Lastly, the following comments from the participants of "Tourist" and "Academic" category demonstrates some suggestions that can contribute to social media-based tourism promotion:

... we find a lot of tourism promotional pages and channels in different social media but none of these are officially verified. Though it is very easy to get a wide range of information regarding tourism destination in the different sites or channels, we only can rely on the verified one's information, packages, offers, etc. **(Interview no. 6, 9, 21);**

A common social media platform can be introduced by involving the researchers or academicians of tourism, leaders or pioneers of hospitality sectors, tour operators, guides, tourism and hospitality students, journalists, local community leaders from tourism destinations area, and officials from the government tourism organizations. This community social media group can be used as a social media cell for tourism promotion **(Interview no. 3);**

The administrators of Bangladesh's tourism promotion should give importance to appropriate digital content creation for tourism promotion. If the promotional contents (information and image of the tourism destination) displayed on different social media are not satisfactory, it will generate poor impression about the tourism destinations of our country to the potential tourists. **(Interview no. 8 and 17)**

Jennifer et al. (2011) also claimed that "The destination's social media activity is only as strong as its content". As the destination attempts to achieve acceptance as a fascinating and quality place for the targeted tourism market, it must provide amazing contents as materials to grow interest among potential tourists. The content must be new, unique, interesting, so that it can add value regarding the destination to the existing information that already floats over the different social media.

Conclusion

This chapter has revealed that social media plays a significant impact on tourism promotion, tourist's travel decision making, and destination choice. The findings also show that some important factors that differentiate the social media-based

tourism promotion than using traditional media. These factors include boosting opportunity, low costs, time-saving, and quick return, etc. Visitor's review on social media regarding any destination is another important thing which is considered by the potential tourists. The proper maintenance of tourism destination, touristic facilities, and services need to be ensured very carefully. Otherwise, the dissatisfactory tourists' negative comments and reviews may destroy the destination image and discourage tourists not to visit that place. Besides, this study identifies a lack of verified sources and common social media platforms. As an information-intensive industry, most of the tourists rely on the available information displayed on sites. So the presentation of authentic information is vital for tourism promotion. To establish a communication bridge among the key stakeholders of the tourism and hospitality industry of Bangladesh and to disseminate the tourism promotion-related news, a common social media platform can play a vibrant role here. Moreover social media-based online contests or competition e.g. travel story writing, online photography contest, tourism documentary competition, etc. can supplement the tourism promotion on social media.

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Md. Ashikur Rahman Avi is a Lecturer, Tourism and Hospitality Management department, Pabna University of Science and Technology, Pabna, Bangladesh. He previously worked at Primeasia University, Dhaka. Avi did both Bachelor and Master Degrees in Tourism and Hospitality Management from University of Dhaka. His research interests include Destination Development, Sustainable Tourism Management, Technology and Tourism, Community Based Rural Tourism, Tourism Planning, and Tourism Marketing.

Abdullah Al Muneem is an Assistant Professor, Department of Tourism and Hospitality Management, University of Dhaka, Bangladesh. He did his BBA and MBA in Tourism and Hospitality Management from the University of Dhaka. He is very keen to research on general tourism perspectives as well as various specialised segments of hospitality such as revenue management, front office management, housekeeping etc.

Shelamony Hafsa is a Lecturer of International Tourism and Hospitality Management department in Primeasia University, Bangladesh. She did her Master of Business Administration (MBA) as well as Bachelor of Business Administration (BBA) from University of Dhaka, Major in Tourism and Hospitality Management. Her research interests cover Tourism and Hospitality Marketing, Community Based Tourism, Sustainable Tourism, and Cultural Tourism.

Part VIII
Tourism Education and Training

Chapter 11

General Tourism and Hospitality Education and Research in Bangladesh



Karabi Kabir and Muhammad Shoeb-Ur- Rahman 

Abstract The rapid expansion of tourism and hospitality sector demands more subject-oriented expertise. In order to address the situation, many countries of the world started offering different levels of educational programs. In Bangladesh, tourism education and research remain comparatively a new stream of learning opportunity. This paper instigates an exploratory study to report on the general tourism and hospitality education and research in Bangladesh. Using both primary and secondary methods, this research collects data and analyze following the content analysis technique. The findings reveal that the unique nature and interdisciplinary orientations require tourism education to accommodate both theoretical as well as practical learning modules. However, the practical part has been found largely absent in most of the tertiary level institutions. Finally, a number of issues have been identified for future research opportunities that entail the supply and demand side of tourism education and research in Bangladesh. More specifically, the findings highlighted the nature and status associated with tourism and hospitality jobs, scarcity of qualified academicians and institutes, faulty course curriculum, lack of accessibility to quality and updated materials, and failure of government to play its functional roles. This paper will be helpful for policymakers in tourism and hospitality sectors in Bangladesh.

Keywords Tourism education · Research · Academicians · Course curriculum · Bangladesh

K. Kabir (✉) · M. S.-U-. Rahman
Department of Tourism and Hospitality Management, Faculty of Business Studies, University of Dhaka, Dhaka, Bangladesh
e-mail: karabi.thm@du.ac.bd

Introduction

Perhaps, the first formal college for providing higher education in Tourism and Hospitality sector had been established in Switzerland in 1893, named as Ecole Hoteliere de Lausanne. Later, Cornell University of United States of America (USA) started their undergraduate degree program in 1922 (Barrows and Bosselman 1999). However, tourism and hospitality education and research remain comparatively a recent phenomenon in Bangladesh. The very first institution for tourism learning has been established in 1974 as National Hotel and Tourism Training Institute (NHTTI). NHTTI was established under the authority of Bangladesh Parjatan Corporation (BPC), which is an autonomous body functioning under the Ministry of Civil Aviation and Tourism. This institute offers courses to ensure trained personnel for hotel and tourism industry. NHTTI started a 2-year long diploma course in hotel management in 1994. The institute also provides the job training for BPC employees and arrange special seminar, workshop related to tourism development. Following the footprints of NHTTI, tertiary level educational institutions started offering different programs in Tourism and Hospitality Education in Bangladesh. The tertiary institutions or more specifically Universities adopted tourism education mostly within the purview of 'Business Studies'. Accordingly, departments were opened under the Faculty of Business Studies across a number of Universities. Among the public Universities in Bangladesh, University of Dhaka played the pioneering role and opened 'Tourism and Hospitality Management' department. The Department started offering Bachelor of Business Administration (BBA) as well as Master of Business Administration (MBA) in 2007. The primary objective of the programs was to produce skilled manpower and competent graduates to meet the ever-growing domestic as well as global demand of the tourism and hospitality sector. Since tourism is a labor-intensive sector, there is high demand world-wide for professional degree in this sector.

Using an exploratory research approach, this paper outlines the history and nature of tourism education, current state of tourism education and research in Bangladesh, and the issues of challenges to promote tourism education in Bangladesh.

Nature of Tourism Education and Research

With the rapid growth trend of travel and tourism sector all over the world in the post-modern era (Rahman and Shahid 2012), an increasing demand of human resources becomes obvious. Correspondingly, various institutions across the world came forward to cater tourism and hospitality education. Tourism education started as a development of technical or vocational schools in Europe. These schools emphasised on training in core competencies such as hospitality, hotel management, and different sorts of business management skills (Butler 1999; Morgan 2004). For

this reason, a number of establishments including departments of travel and tourism, institutions of higher education, and technical schools emerged (Butler 1999). While these programs meet actual needs in training and education, there have been discussions on the proper place of such programmes. Debates over tourism programs at universities appear to centre on the balance between vocational and academic focus. Tourism courses in higher education are often referred to as vocational (Busby 2001) with educators focusing on producing skilled and knowledgeable managerial manpower for the industry. This emphasis has somehow limited the broader value or meaning of tourism education.

Much of the debate surrounding the standardization of curricula content has been observed as the influencing forces of “McDonaldization” in which the higher educational institutions continuously adapt similar contents rather than responding to the industry needs (Ritzer 1998). It has been claimed that most of the tourism and hospitality courses have adopted vocational and managerial objectives which reflect business management in curriculum (Cooper and Westlake 1998; Tribe 2002; Evans 1992). If tourism education is to develop and continually meet the needs of an expanding and increasingly differentiated global industry, then program developers have to seek new ways of ensuring that graduates are able to demonstrate a breadth of management skills and have the ability to add value to organizations operating in the tourism environment.

Tourism is not an academic discipline rather it is considered as a field of study by its own right (Tribe 2002). The distinction between tourism, leisure, recreation, and hospitality is blurred and all share a common concern of business in every aspect. With business foci, “holistic competence” is much desired in tourism higher education than academic-professional competence (López-Bonilla and López-Bonilla 2014). Such a view perhaps equally highlights the “humanistic or liberal” approach of Tribe (2002). To integrate these concepts, Dale and Robinson (2001) identified three domains that should emerge within tourism education. The first domain is about “generic degree” that offers interdisciplinary skills required for a broad understanding of the tourism industry. Specialist options might be studied but there is no particular area, which is given specific attention. The second domain focuses “functional degree” that equips students with necessary functional expertise in a particular area of tourism. Due to the service-oriented nature of the tourism industry, often specialist skills are required in the areas of information technology, marketing, planning, and so on. Finally, a “market- or product-based degree” focuses on the nature and development of particular niche products and markets, which require specialist knowledge and expertise for their effective delivery.

Apart from the tourism education, it is important to know how tourism and hospitality advance in terms of their research orientations. Several authors in the hospitality industry have emphasized that more rigorous research is needed for development and credibility of the field (Chon et al. 1989; Crawford-Welch and McCleary 1992; Khan and Olsen 1988; Taylor and Edgar 1996). In general, tourism and hospitality researches have been broadly grouped into six functional segments including marketing, finance, administration, operations, research and

Table 11.1 Research areas for tourism and hospitality management

Functional areas	Specific focuses
Marketing	Customer satisfaction and loyalty, service quality, marketing mix (product, place, price, promotion), segmentation, target marketing, branding, and market research
Finance	Asset management, buyouts, profitability, economic forecasting, financial analysis and management, valuation techniques, financial statements, and cash flows
Administration	Strategic planning, management styles, accounting, organizational structure, crisis management, information, communication, and environmental trends
Operations	Inventory management and purchasing, facility management, management contracts, liabilities and legal issues, safety and security, productivity, sanitation, energy and waste management, menu engineering and planning, food cost management, and quality control
MIS/IT	Technological advancements, information gathering and analysis, development, and innovations
Human resource	Employee selection and training, turnover, job satisfaction, employee attitude, sexual harassment, labour costs, empowerment, employee benefits, organizational behaviour, employer/employee liabilities, and workforce diversity

Source: Adapted from Chon et al. (1989), Crawford-Welch and McCleary (1992), Khan and Olsen (1988), and Taylor and Edgar (1996)

development, and human resources. However, more specific areas can be found as shown in Table 11.1.

Apart from the functional areas as mentioned above, Kim et al. (2018) identify eight more subject areas on which tourism and hospitality researches have been widely concentrated. These areas include teaching and education, environment, methodological focus, region or destination, strategic management, theories and models, specific sectors highlighting alternative forms of tourism such as sustainable tourism, and finally principal research trends and themes. In recent days, tourism crisis and disaster management research also hold a great attention (Jiang et al. 2019). This area gains a significant attention with the increasing impacts of Covid-19, a global pandemic (widely spread-out in February 2020) that literally affects every corner of the world and reinforces to reassess all the statistics in relation to global travel and tourism.

Research Method

A qualitative research approach has been followed to conduct this research. The nature of this research is exploratory in which the fundamental objective is to compile and put forward the general tourism and hospitality education and research progress in Bangladesh. Data have been collected using both primary and secondary techniques. Within the secondary method, a desk-based literature review has been

conducted to assemble a wide range of published documents. The primary source however includes expert opinion in which views of eight experts in total consulted. The experts were selected based on Patton's (2002) 'purposeful stratified sampling'. Out of eight experts, two were selected from the National Tourism Organizations (NTOs), one from industry, two Professors from Private Universities, and the rest three Professors from public Universities. This technique was used in particular to overcome the limitations of availability of relevant data (Sheldon and Var 1985). A "content analysis" technique has been employed to analyze data to derive conclusion (Santos 2005).

Tourism Education and Research: European Perspective

Since the end of the 1970s, rapid growth and development of new destinations have increasingly eroded the market share of the Old Continent, thus bringing concern among tourism operators. Consequently, hoteliers and travel agents have been forced to have a better understanding of the environmental forces that have been shaping the tourism and travel industry and have turned the hospitality market into a highly competitive one. A solid background in hospitality management education has become a critical requisite for managers in order to succeed in the complex and fierce market which exists in hospitality and tourism arenas. In the European scenario, the demand for a multi-functional qualified manager is a necessity in hotels since it is rare to find middle management assisting the general manager in his/her duties. The European universities were unable to respond to this need and to supply hospitality and tourism management programs, a variety of new institutions have initiated higher level courses in this domain. Bonneau (1990) claimed that higher education in hospitality and tourism in Europe was only considered as a fruitful business by those new institutions. They exploited the fact that numerous employment opportunities were offered by the hospitality and tourism market and students were attending the expensive programs hoping to find a good position in the industry.

European universities have gradually become more sensitive to the issue and have begun to offer Associate and Bachelor degrees since the 1980s (Cooper et al. 1990). The growth of academic hospitality and tourism education is not developing at the same speed among the different European countries. Inevitably, the cultural diversity of the European continent has caused its countries to implement a variety of hospitality and tourism programs in relation to course length, curriculum, and administrative organization of courses. Table 11.2 has summarised overall scenario of tourism education in some reputed tourism-focused countries.

Tourism programs incorporate practical vocational experience such as internships (Tribe 2001; Busby 2003), student work experiences (Leslie and Richardson 2000), or a sandwich placement (Busby et al. 1997), and practicums (Ernawati 2003). Such incorporations inherently indicate the interdependency of academic and industry environments. This interdependency of academia and industry typically results in production of employable students. According to Busby (2001), the

Table 11.2 Scenario of tourism education in some prominent countries in Europe

Countries	Overall scenario
Germany	The tourism specialization was developed within the Fachhochschulen, which confers bachelors' degrees after the completion of eight semesters of classes. Within the colleges of geography, political economics, and business administration, hospitality and tourism courses are offered as a specialization for one or two semesters.
Switzerland	It is one of the first European countries to develop tourism courses within business colleges. Bern University has a Department of Tourism Economics in the College of Commerce and Economics.
France	The tourism specialization by French universities offers 2-, 3- and 4-year programs in various locations. French hospitality and tourism programs are more and more geared toward 4-year bachelor degrees that tend to prepare students for managerial jobs in the industry.
Italy	Italy began offering 3-year associate degrees for "Tourism Professional Operators" and in "Economics of Tourism" in 1993. Two bachelors' degrees have been offered since 1994. Within 2 years-1993 to 1994, the hospitality and tourism programs offered by the Italian universities grew from two to twelve. The programs are developed within the colleges of political sciences, commerce and economy, education, and languages.
Poland	Among the European countries of the ex-communist bloc, Poland began offering two Bachelors' Degrees in hotel management in 1992. In addition, the Polish government, supported by the Commission of the European Communities (CEC), has created a 2-year tourism management program entitled "Programme for the Development of Tourism in Poland" and is technically maintained through the consultancy of a Spanish company (Airey 1994).
Bulgaria	It has offered courses in hospitality and tourism since the middle 1960s. Different from what was offered at that time by the majority of the European countries, Bulgaria conceived hospitality and tourism courses as part of academic programs, offering these studies on university sites. The length of the programs is normally 5 years and offered by higher institutes of economics or at Geography-Geology Departments (Rakadjijyska 1990).

Source: Synthesized by the authors

relatively high employment rate of tourism graduates can be attributed to acquisition of useful skills and practical experience in the industry as a result of curriculum. Practitioners may also have influence on courses such as tourism practitioners in the United Kingdom could exert implicit influence on curriculum content to accommodate vocational as well as intellectual skills (Busby 2001).

Hospitality and tourism have been exclusively considered a capital investment issue in Europe. As a result, education in this sector was initiated to prepare students to meet supply needs of the industry. The European educational structure in tourism, hospitality and related fields have highlighted the operational aspects of the industry for more than a century. In past decades, only hands-on vocational programs were offered in the hospitality and tourism field. The curricula were based on skills-oriented training, and students received a short on-class orientation. Fusca (1977) noted that training should not be separated from formal education in tourism schools. This concept is supported by Kaplan (1982) while investigating job

opportunities for hospitality and tourism for former students. A vocational and skill-based program specifies future job opportunities; on the contrary, conceptual programs that confer extended knowledge widens career opportunities.

Tourism Education and Research in Bangladesh: An Operational Viewpoint

Bangladesh is gifted with natural resources and the immense possibilities to develop tourism-based service industry. The country has possessed many natural wonders including few world-heritage sites such as the largest mangrove forest and the longest sea beach in the world. It is a country where hills, rivers and sea meet together to amplify the exquisiteness of the mother earth. To seize this God-gifted opportunity, we must discover creative ways and should try to capitalize it to create a favorable impact in overcoming the current economic downfall caused by unemployment, capital market crises, price hike, trade deficit and so on. According to World Travel and Tourism Council (WTTC 2019), Travel and Tourism will account for 154,060,000 jobs directly and this will be an increase of 2.1% per annum over the next 10 years. So, it could be an economic turning point for the country that may create a prospect to employ the surplus labor which is currently causing unemployment leading to socio-economic imbalance. Tourism is a human intensive service sector where efficient human resource development is the must to provide effective management of hosting services to the tourists and to be effective in this area. Subsequently, education and skill in tourism and hospitality is more than essential. Thus, to develop better country image and to create a tourism brand, the country has to establish a clear link among tourism, unemployment, and education.

In Bangladesh, most of the universities are providing 'generic' and to some extent 'functional' degree. The following subsections exploratively identify and report a general pattern of tourism and hospitality education and research in Bangladesh.

Hierarchy of Programs

Tourism Education in Bangladesh has been provided at three different levels including diploma program, undergraduate program, and postgraduate program. The following diagram schematically represents the hierarchy of these programs as developed by the authors (Fig. 11.1).

This is to be noted that a general criterion for enrolment at Diploma and Undergraduate level requires a college (12th Class) degree. Enrolment at the postgraduate level however requires in total 16 years of education indicating completion of a 4-years bachelor degree. Although, such educational achievements fulfil the

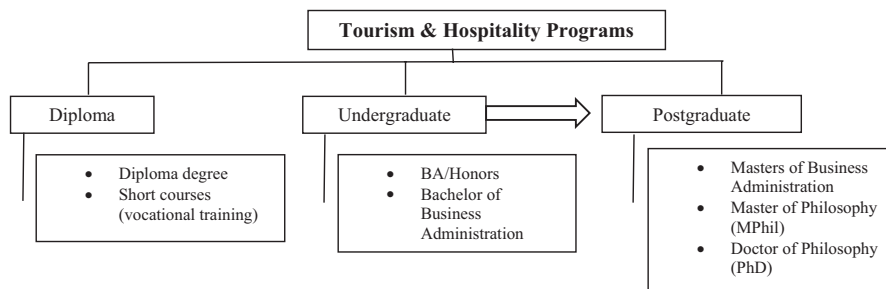


Fig. 11.1 The hierarchy of different tourism and hospitality management programs in Bangladesh. (Source: synthesized by the authors)

criterion for enrolment at MPhil or Doctoral program, it is preferable that a student should have a master degree for such programs. Both the MPhil and Doctoral programs are research-oriented. On a gross estimate, the expert views in this research identify that the distribution of overall enrolment may take up to about 67% for diploma programs, 30% for undergraduate programs, and the rest 3% accounts for postgraduate and doctoral programs. These figures clearly indicate that tourism research is not that much a wider practise in Bangladesh rather a diploma degree along with hands-on training is much preferred. This is particularly due to the fact that such a direction is well-linked to the career paths in hospitality industry.

Institutions Offering Tourism and Hospitality Education and Research

At the tertiary level, currently there are six public and fourteen private universities are offering higher education programs in Tourism and Hospitality. Besides, there are five private and one public institution providing short courses and diploma degrees on Tourism and Hospitality Management. Under National university of Bangladesh, there are eight colleges providing honours degree (4 years) on this subject. The authors compile all the relevant institutions providing tourism and hospitality learning opportunities in Bangladesh and present in the following Table.

Table 11.3 again highlights the limited opportunities of tourism and hospitality research in Bangladesh. Mostly, the public universities offer research degrees in Bangladesh that in turn corresponds to the observations made by the experts.

Table 11.3 Institutions providing tourism and hospitality education and research degrees in Bangladesh

Name	Location	Establishment year	Degree provided
Public institutions offering tourism and hospitality management degree			
University of Dhaka	Dhaka	2007	BBA, MBA, MPhil, PhD
University of Rajshahi	Rajshahi	2019	BBA
Islamic University	Kushtia	2017	BBA, MBA, MPhil, PhD
Pabna University of Science and Technology	Pabna	2018	BBA, MBA, MPhil, PhD
Noakhali Science and Technology University	Noakhali	2018	BBA, MBA, MPhil, PhD
Bangabandhu Sheikh Mujibur Rahman Science and Technology University	Gopalganj	2019	BBA, MBA, MPhil, PhD
Private institutions offering tourism and hospitality management degree			
Primeasia University	Dhaka	2010	BA/BBA, MBA
Daffodil International University	Dhaka	2014	
International University of Business, Agriculture and Technology	Dhaka	2017	
World University of Bangladesh	Dhaka	2015	
Victoria University of Bangladesh	Dhaka	2007	
European University of Bangladesh	Dhaka	2018	
Cox's Bazar International University	Chattogram	2019	
Daffodil Institute of IT	Dhaka	2016	
UPDATE college	Dhaka	2015	
IBAIS University	Dhaka	2016	
People's University of Bangladesh	Dhaka	2017	
Southern University	Dhaka	2016	
Fareast International University	Dhaka	2016	
Leading university	Dhaka	2019	
Institution (Short course/Diploma)			
Institute of Tourism and Hospitality Management	Dhaka	2000	Diploma
National Hotel & Tourism Training Institute	Dhaka	1974	Diploma
Regency Hospitality and Tourism Training Institute	Dhaka	2003	Short course
Tony khan Culinary Institute	Dhaka	2004	Short course
Tourism and Hospitality Training Institute	Dhaka	2002	Diploma
ACE Hospitality Training Institute	Dhaka	2005	Short course
Under National University (Honours/BBA Program)			

(continued)

Table 11.3 (continued)

Name	Location	Establishment year	Degree provided
Mohammadpur Central College	Dhaka	2019	Honours/BBA
New Model Degree college	Dhaka	2018	
Mokbul Hossain College	Dhaka	2018	
Siddeswary College	Dhaka	2019	
Habibullah Bahar College	Dhaka	2017	
Sheikh Borhan Uddin College	Dhaka	2018	
Cox's Bazar City College	Chattogram	2019	
National University, Gazipur	Dhaka	2017	

Source: Synthesized by the authors

Mechanisms of Running Schools and Programs

Tourism education largely becomes a part of vocational training in Bangladesh although a rapid progress on conceptual orientations is being noticed in the recent years since many Universities started offering a variety of programs. In those programs, practical learning vis-à-vis theoretical knowledge has been emphasized through collaboration with the industry as well as in-house lab facility development. However, in most of the establishments, shortages of such in-house lab facilities hinder learning opportunities of the students. In this vein, one expert (Professor from a public University) mentioned that "... despite having immense exponential potential, this industry is facing a big mismatch in supply and demand of skilled manpower and we are continuously failing to produce skilled manpower because of the lack of lab facilities with an especial focus on hospitality courses." Another expert representing another public university added that "we need to reorganize our course-curriculum with a greater focus on industry attachment rather than in-class learning sessions."

In terms of time duration, a 2-year long diploma course in hotel management is divided into four semesters but for BBA programs it takes 4 years of time divided into 8–12 semesters depending on the curriculum design of respective universities. The universities and institutes both prefer industry attachment that covers the practical engagement of their knowledge through industrial attachment, which is usually offered at the end of last semester for 3–4 months period.

Issues and Challenges for Tourism Education and Research in Bangladesh

From the expert views as well as secondary data sources, a number of issues become apparent that potentially create challenges for tourism and hospitality education and research in Bangladesh. The most common problem of tourism education in

Bangladesh is found from the demand side such as the unattractiveness of tourism and hospitality as profession. In this connection, one expert (Professor of a private university) claimed that “common students’ perception about the career in tourism industry is mostly confined within tour guide and hotel boy that come with low packages of wage or incentive”. Another expert (Professor of a public University) added to this observation that “... the typical jobs offered in tourism and hospitality sectors do not carry much social status. It means that from a social stance, we are yet to accept the industry”. This challenge was equally mentioned by the industry expert but the expert also found a slow shift in such mentality in recent years and linked that to the initiation of tourism education at the University level. In addition, the career opportunities from tourism and hospitality background at the domestic level is very limited and the career path is still unclear among the current and future potential professionals. Therefore, the motivation of pursuing tourism education to build a career is comparatively lower than other educational programs in Bangladesh. However, the nature of tourism jobs and social pressures remain common challenges in most of the Asian cultures (Wu 2013).

Apart from the demand side, the supply side of tourism and hospitality education and research in Bangladesh is also experiencing serious problems. The most important one is about the severe deficiency of qualified academicians to impart skill and knowledge on tourism and hospitality, which is again complemented by the limited number of academic institutions offering and developing expertise in this particular field. In those institutions that provide tourism education (mostly private ones), the tuition and certification fees are expensive compared to other academic programs and their respective career opportunities. The expert views added another issue in association with the scarcity of quality academicians, limited accessibilities to the quality resources to update educational and training materials remain a great challenge. Another issue being identified as the absence of academic curriculum on tourism and hospitality education at the primary and secondary level of education in Bangladesh. Such absence along with limited in-house lab opportunities at the tertiary level institutions create the real challenge for “lifelong spiralled approach” of tourism learning (Cuffy et al. 2012).

A typical market economy runs based on the law of demand and supply; the demand of tourism education is low in Bangladesh so as the supply. Although there is immense potential for tourism and hospitality businesses’ opportunities in Bangladesh, the country largely fails to capitalize such opportunities. Most of the experts provided their opinions pointing out the failure of government to perform their due role such as promoting tourism and shaping tourism education and research. On a particular note, absence of national standardization of tourism education is leading the overall systems towards high commercialization and certification business. Moreover, lack of available research fund also discouraging qualified researchers or potential researchers to pursue tourism research that must be facilitated by the government. However, while talking about the goal of producing graduates capable of critical thinking through tourism research orientation in some way contradicts the focus of employability in Bangladesh as discussed above.

Conclusion

This research is only a groundwork for forthcoming studies in the realm of tourism education development in Bangladesh. Tourism is a relatively new field of study that emerged from vocational education in Bangladesh. The nature of tourism education seems to contribute towards tourism pedagogies, driven by business and economic considerations. At the same time, this makes tourism education susceptible to social manipulation by these same forces. However, most discussions by educators and developers of tourism curricula tend to create a balance between a vocational and an academic focus. The discussion is often merely about efficient and effective transferability of school curricula to daily operations, overlooking the value of learning and the intangible impacts of tourism. In order to line up the discussion, this paper has gone through the tourism education and research from European perspective. It is found that there are three major programs offered in Bangladesh aligning tourism and hospitality education namely diploma, undergraduate, and postgraduate. There are numerous schemes offered under these programs. The programs are offered at tertiary level educational institutions as well as at the government agencies. The supply and demand side of tourism education and research become fraught with a number of challenges including low quality nature of jobs, unwelcoming social status, limited qualified academicians and institutes, faulty course curriculum, limited accessibility to the materials, and failure of government to play its functional roles. This is expected that future research will more specifically address these issues along with possible mechanisms to overcome those challenges.

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Karabi Kabir is a Lecturer in Tourism and Hospitality Management at University of Dhaka, Bangladesh. She obtained both of her Bachelor and Master Degrees in Tourism and Hospitality Management from University of Dhaka. Her research interests include sustainable tourism development, tourism policy development, event management and socio- cultural impact of tourism.

Muhammad Shoeb-Ur- Rahman is an Assistant Professor of Tourism and Hospitality Management at University of Dhaka, Bangladesh. He holds a PhD in Tourism Management from Lincoln University, New Zealand and MBA in Tourism and Hospitality Management from University of Dhaka. His research interests include sustainable tourism, tourism management, tourism planning and policies, tourism governance, crisis and resilience in tourism systems, and destination development. Dr Rahman has presented his papers in reputed international tourism conferences and published 13 refereed papers and four book chapters. He is a regular reviewer of a few academic journals including *Tourism Review International*, which is an ABDC ranked journal.

Chapter 12

Evaluating Social Engagement Through Talent Management Practices



Fatema Johara, Sofri Yahya, and Siti Rohaida Mohamed Zainal

Abstract This chapter aims to assess the social engagement of hospitality & tourism employees through Talent Management Practices (TMPs). Specifically, the views of employees who are working in the hotel and restaurant sector in Bangladesh are examined. There appears to be challenges unique to this sector (e.g. high turnover and low performance) that can potentially result in a loss of competitive advantage. Therefore, research associated within this context is a matter of importance. The partial least square structural equation modelling uses SMART-PLS for 458 employees and applied a positive research approach with a quantitative basis of enquiry. The measurement model i.e. results of indicator, internal consistency, convergent and discriminant validity i.e. Heterotrait–Monotrait (HTMT) ratio was tested. Overall, the structural model also shown that TMPs have a significant impact on social engagement. This chapter intends to develop a better understanding of practitioners about TM practices that can affect social engagement of employees. Key issues relating to social engagement are discussed, followed by several practical recommendations. This chapter represents a more profound insight into the dynamics of TM.

Keywords SME · Talent management practices · Engagement · Hospitality and tourism · PLS-SEM

F. Johara (✉)

Department of Business Administration, Bangladesh Army International University of Science & Technology, Cumilla Cantonment, Cumilla, Bangladesh
e-mail: fatema@baiust.edu.bd

S. Yahya

Graduate School of Business, Universiti Sains Malaysia, George Town,
Penang, Malaysia

S. R. M. Zainal

School of Management, Universiti Sains Malaysia, George Town,
Penang, Malaysia

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M. S.-U-. Rahman, A. Hassan (eds.), *Tourism Policy and Planning in Bangladesh*,
https://doi.org/10.1007/978-981-15-7014-8_12

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Introduction

Coherent and high turnover of employees has been an issue in the hospitality and tourism industry in Bangladesh. Though the attractiveness of the tourist destinations of Bangladesh still growing, the scarcity of available human resources has always been a challenge which prevents many establishments from providing high quality services to their customers which in return creates on the service-profit chain model. Furthermore, the main objective of service organizations must be to increase gratification of the employees which aligned with the long-term purpose of increasing the experience of customers. Despite the escalating tendency of growth and expansion of Bangladeshi hospitality and tourism industry, still they are facing many challenges to engage their employees. Existing prediction emphasizes Bangladesh's overall working population growth will delay over the next few years. As in concept, engagement is an arrangement of doing something. This type of arrangement relates to the organization behaviour to manage the employees with their engagement. Engagement of employees has gained a global perspective in the last few decades. Furthermore, businesses must engage their employees psychologically and intellectually and should be controlling of social matrices which continues engagement of employees and performance of enterprises. In this respect social engagement is connected in the direction of being involved in cooperative endeavours, to enhance socially linked norms and capital. In addition to this, the vibrant prerequisites of social engagement incorporate undertaking some activities, more than one person at least required to encompass throughout this interaction, and consequently the activities take place through social exchange, without lack of compulsion. First and foremost, social engagement does not cover any paid activities or household commitments. A mutual measurement for social engagement is the proven amount of activities taking place.

Employees are especially the inevitable ingredient for any organization's success. Recently, many academics and practitioners has shown their greatest interest in social engagement of employees in diverse contexts. However, several authors also shown the adverse impact of disengagement of employees also. Furthermore, the social engagement of employee is crucial for reducing their turnover, lower performance related issues for any organization globally and nationally. The employees of hospitality and tourism industry of Bangladesh was also not out of this practice. In this regard, talent management practices (TMPs) can be treated as a key factor for increasing the engagement of employees and reducing the issues of disengagement, turnover, and lower performances. Talented employees with high level of engagement add more value to the organization. This chapter understands the existing trend of social engagement of employees from an emerging nation's viewpoint, relating this to some generic suggestions. Based on a quantitative study perspective through cross section, this chapter addresses basic theoretical analysis of the two relevant terms: TMPs for instance, acquiring, developing, retaining and social engagement of employees.

Talent Management Practices: Features and Forms

Talent management (TM), nearly two decades have elapsed since researches exclusively concentrated, is constructed on the basis of the conceptualization of talent (Schuler et al. 2017). Since there is a distinct description of talent from the various organizational structure access to a common organisational linguistic proposed by Lewis and Heckman (2006) and Tansley (2011). Broadly, talent implies to the workforces who are employed in vital places, can be able to perform significantly and to make a difference in organizational performance to achieve the success (Lawler 2008). In a latest research conducted by abdelqader Alsakarneh and Hong (2015), talent is a bundle of unique expertise, abilities, skills, feelings, and understanding acquired by employees. Current scholarly works like Gallardo-Gallardo et al. (2017) and Johara et al. (2020) addressed that TM is an comprehensive subject matter of choosing by the academicians and practitioners. Thunnissen (2016) observed that several corporate managers, professionals and scholars add wonderful importance to talent and TM, although there is still hardly recognized on how and how good (and in accordance with which) TM really does work in the practice. Additionally, the exact nature of talent continues to be extensively questioned (Neri and Wilkins 2019). According to Swailes (2019), talent in conjunction with talent management, is being treated at this point as a phenomenon and, utilizing the concept of the meme as transmitters and social replicators, where the underlying reasons for the spread of the talent phenomenon are indicated. Furthermore, talent frequently implies to employees in crucial places or high-level-prospective people and organizations be inclined to devise their individual classifications of what is considered talent in their particular perspective (Neri and Wilkins 2019).

Previous scientists have set up talent management in various ways. Indeed, in all its essential shape, it is a constituent foresee obligation for human resource and establish a policy to come across (Cappelli 2008). Moreover, economic hardship, globalization, growing race, the battle for skill and the evolving landscape of working in the twenty-first century has been making the TM a problem of strategic level (Neri and Wilkins 2019). There are two vital actors in TM as such the establishment and employees with talent, equally possess distinct reflection of conceivable outlook and the actual worth of it (Thunnissen 2016). On the other hand, O'Connor and Crowley-Henry (2017) argued that companies need a moral obligation to take care of their workforces and offer opportunities for developing themselves and constitute part of the comprehensive package of care. In another study carried out by Pandita and Ray (2018) highlighted that in modern workplaces somewhere TM is performed extensively, involves additional entrants to define influence of TMPs and exactly what could possibly be predicted to carry out those procedures. Considering this fact, Salau et al. (2018) inculcated that organisational strategies and culture should include the element of TMPs like the acquisition, development, and retention of talent to achieve organisational success. In conjunction with TM, latest experts also characterize TMPs independently for various companies. In recent decades unlike the other sectors, talent management of hospitality and tourism companies has

gained the attention worldwide. For instance, an inductive thematic analysis was performed to bring out key themes of TMPs of SMEs from hospitality industry (Chung and D'Annunzio-Green 2018). Furthermore, considering the people-focused nature of this sector Sheehan et al. (2018) indicated three motives to choose talent management. Firstly, the effectiveness of TM ensures the appropriate acquisition and retention of workforces for the success of a customer driven industry. Secondly, it is essential to engage workforces in the organization, and thirdly it can intervene among efficiency, equity and voice. Consequently, the fundamental role of TM in order to determine engagement of employees of the organisation describes continually shifting and difficult problems for it.

However, Kahn (1990) suggested about the landscape of engagement that individuals are passionately and cognitively engaged while they acknowledge whatever is anticipated to them, obtain what they prerequisite to accomplish at their task, take on the prospects feeling an impression and accomplishment through their work, feeling that they will be to some extent important part with associates whom they have confidence, and have options to enhance and nurture themselves and others. Keating and Heslin (2015), argued that individuals who results uninspired role performances refuse to give their full strength, concentration, and emotional attachment in their work. Extent of earlier literature provided evidence that an engaged staff may result in many advantages, for example in professional satisfaction and encouraging feeling result in high-level engagement of workforces (Huang et al. 2018). In accordance with Soane et al. (2012), the engaged workforces always wish to encounter their work intellectually, socially, and affectively to which they believe truly focused; and as effectively activated to concentrate on their encouraging change. On the other hand, disengaged workforces just go through the motions and distractions reduce mental and behavioural focus (Keating and Heslin 2015).

It is well articulated by the researchers that TMPs exhibited higher employee engagement which will in turn reduce staff turnover (Alias et al. 2014). Furthermore, Pandita and Ray (2018) stressed that once employees discover steadiness and a feeling of assurance from their own companies, they try to increase their effort to remain engaged at their own work environment to complete the assignments, that suggests focusing humility impacts has been transformed into superior. However, Shuck et al. (2011) provided evidences that the idea of engagement has earned extensive consideration throughout the world because of the workforces who has remaining engaged at assignments has exhibited better output at work. Still, Saks (2006, 2019) mentioned that the first and only mode in which persons pay back to the workplace by improving the intensity of engagement. Moreover, companies that will be able to completely engage their workforces by operative TMPs will obviously possess a viable gain (Yapp 2009). In this regard, Latukha (2018), recognized a wide range of specific TMPs that conveyed an effect on competitive advantage for emergent marketplaces. Consequently, it is suggested that TM is a managing practises and the procedures provide concentration on acquiring, developing, and retaining present and potential talents by utilizing their skills, abilities, and expertise to achieve the competitive advantage of the organization. In conjunction with that this chapter will be the first attempt to examine talent management practises in clarifying the social engagement of employees of the hospitality and tourism industry in Bangladesh.

Social Engagement

Engagement of employees is an arrangement of employees to engage themselves for the success of the organizations. According to Gupta and Sharma (2018) the term engagement is an indicator to prove readiness of the employee to place a discretionary attempt for the benefit of the employer. Many studies with contradictory consequences have been investigated the position of engagement in promoting effectiveness to each individual and company to grow to be competitive. As, Opoku-Dakwa et al. (2018) clarifies that engagement of employees is a predictor along with certain psychological conditions. For instance, sensitivity of getting emotional, physical, and intellectual nourishment from others work, the feeling of experiencing substantial, sensitive or psychosomatic means accessible for engagement, and sentiments of being gifted to display his full identity without fear of undesirable consequences. Furthermore, these psychological conditions impact the engagement of employees. In addition to this, engagement of employees is an organizational measurement used to determine its success. Engagement of employees can be defined in diverse way but essentially, they obtain significance from connections with authors and the settings of their contexts. These definitions classify engagement in different ways. During the evolution of engagement Kahn (1990) has mentioned that people can use it with diverging degrees as their physical, cognitive, and emotional personalities. Furthermore, Rich et al. (2010) highlighted engagement as an individual's self-investment into a role. Moreover, to be engaged Soane et al. (2012), operationalized it as effort, empowerment, and encouragement to have an impact. In conjunction with this, Cooke et al. (2019) pointed out through an rigorous research has documented the process in which TMPs impacted engagement of employees. Similarly, Rivers et al. (2015) indicated that individual's values and capacity development, beliefs such as taking initiative, practicing empathy and activities lead to one's innovative change also influence positive social change of individual through active social engagement. In the present context an attempt has been made to highlight social engagement concept as a theoretical fundamental. Porges (2003), provided evidence on the importance of social engagement. Moreover, social engagement is widely spread on to indicate individual's participation in the social group activities, does not continually and consistently implemented in the scholarly works, and may occasionally be confused with numerous other comparable (but different) ideas from social sciences (Prohaska et al. 2012), figured out that. It can also be termed as the extent to which someone is participating in a wide range of social functions and interactions (Avison et al. 2007). Furthermore, it also considered like the promise of a delegate to remain inside the division and communicate with rest participants (Zhang et al. 2011). Prohaska et al. (2012) also indicated that it is distinct from the idea of a social network and social capital where earlier one mostly focus on a group rather than activities and similarly the later one different to indicate possessions that are accessible to people and teams out of their social relationships to communities. As social engagement of employees is an approach to formulate and implement, the present scenario also throws light upon current challenges and looks to innovative solutions to boost social engagement of employees through talent management practices.

Findings and Discussion

As stipulated at the starting of this chapter, the primary aim is to highlight the impact of TMPs on social engagement of employees in the hospitality and tourism industry. To accomplish and confirm this goal, and to assess the validity of the model through a quantitative cross-sectional approach this research collected information of four hundred fifty-eight employees of the hospitality and tourism industry of Bangladesh with a response rate of 83%. Data was collected from the employees aged from 24 years to 70 years having more than a single year working experience from the different departments at the government and private owned hotels of Bangladesh. The two phases of evaluation, for instance, measurements and structural model assessments have been steered to get outcome of the research. To achieve the goodness of measures the reliability and validity of the constructs was assessed. Firstly, to figure out the reliability of the items of the measurement model instrument and validity of the instrument was employed. The rule of thumb for the outer loadings, composite reliability (CR) values were also meet for assessing the reliability of the measurement items. Consequently, the convergent and discriminant validity of the measurement model has been also reviewed through Average Variance Extracted (AVE), Fornell-Larker, cross-loadings among constructs, and HTMT. Secondly, evaluation of structural models was performed with testing collinearity issues, the path analysis significance, determination of coefficients, predictive relevance where the outcomes meet all rule of thumbs.

The threshold value is 0.70 or above for capturing the particular underlying variable reliability reveals that the items are performing well (Hair et al. 2014). Furthermore, the scholars also indicated the outer loading of a lesser amount of 0.40 items would have been deleted directly from the construct. Moreover, outer loadings amongst 0.40 and 0.70 of any items ought to be assessed suggests that unless the removal of such items raises the AVE and CR following their ceiling values, then that items must be removed, in a different way such items must be preserved on the construct (Hair et al. 2014, 2017). Equally, higher than 0.5 of AVE value recommends the tolerable amount of convergent validity (Bagozzi and Yi 1988; Hair et al. 2017). After the analysis, all the values of factor loadings exhibited above their indicated levels, the CR for all constructs was discovered above 0.70 and all the constructs were enjoying their AVE values above stipulated levels. Therefore, to measure the degree to which each of the construct distinct from all else has been evaluated. As a consequence of that evaluation, it was suggested that all the constructs met the requirement for discriminant validity by cross-loading, Fornell-Larcker, and HTMT criterion.

Following the attainment of the measurement models' goodness of measure analysis, the analysis has been conducted with assessing structural model. Hair et al. (2014) addressed to check the assumptions to ascertain the level of significance prior to the assessment, the re-sampling method bootstrapping procedure

required to perform. Similarly, re-sampling has been used in conjunction with 2000 re-sample to assess the standard errors and the parameter estimator significance in this chapter is based upon the proposals that have been made by Ringle et al. (2011) and Hair et al. (2014). Again, Hair et al. (2017) and Hair et al. (2014) put forwarded the essential requirements in PLS-SEM to evaluate the structural model are relevance and significance of the structural model relationships, collinearity issues, the coefficient of determination (R^2), the effect size (f^2), and the predictive relevance (Q^2). This involved evaluating the predictive capabilities of the model and the constructs interactions (Hair et al. 2017).

In structural model the issues of collinearity were examined through the values of Variance Inflation Factor (VIF). The values of VIF 5 and higher individually reveal a future collinearity conundrum in PLS-SEM context (Hair et al. 2011). The results of the inner VIF in this chapter remained within the threshold value. More specifically, Hair et al. (2017) described that VIF tier of 5 of an indicator suggests that 80% its variance should be taken into account for the rest formative indicators linked with an identical construct. Hence, the problem of collinearity was not demonstrated for the present chapter. Additionally, the suggested three assumptions based on the objectives of the above-mentioned title were analysed through bootstrapping procedure prior to the structural model evaluation. The Conclusions from path analysis indicated that two out of three direct assumptions on the positive effect were proven. The findings for the test of the first supposition demonstrated the positive and considerable impact of the practices of talent acquisition on social engagement ($\beta = 0.148$, $t = 2.888$, $p = 002$). Secondly, the assumption is also carrying out a corresponding result. The impact of talent development procedures on social engagement ($\beta = 0.276$, $t = 4.336$, $p = 000$) is also positive and substantial. Instead, the connection between the talent retention practices on social engagement ($\beta = 0.064$, $t = 1.057$, $p = 0.145$) is not found positive and significant.

The coefficient of determination (R^2) value was evaluated in the context which were social engagement as indicated as the endogenous variable in this chapter. Al-Ansari (2014) indicated that values of R^2 consists of higher or equal to 0.10 are enough to represent the variance that describe a distinct endogenous construct. Moreover, Cohen (1988), argued that values of R^2 got 0.26 and 0.13 substantial and moderate. This chapter suggested that 18% varied for social engagement has been explained by TMPs. Consequently, the predictive accuracy or coefficient of determination was deemed to have been moderate based on the recommendation provided by Cohen (1988) which could be explained that TMPs for instance acquisition, development, and retention practices of talents have been demonstrated to attract a moderate impact on the establishment social engagement the workforces of hospitality & tourism industry. It was found that the extrinsic variable that influenced an endogenous variable where two of the interactions exhibited the small effect sizes, one without effect. Q^2 values showed that predictive relevance of TMPs on social engagement ($Q^2 = 0.121$).

Conclusion

Bangladesh is a nation of enormous potential for mainly in hospitality and tourism industry. Annually a lot of visitors enjoy their leisure time at the various places of Bangladesh. Bangladeshi hospitality and tourism industries largely depend on few institutions such as the Parjatan Corporation of Bangladesh; Institute of National Hotel and Tourism Training, and few private institutes which is insufficient to train and develop the talents. In this regard, the government needs to set more educational institutions and training centres offering relevant education and training services for this industry. Furthermore, these sector still also depends on foreign employees for holding the higher positions like general manager. If these sectors can make a proper talent acquisition, development, and retention policy, it may facilitate the local talents for running five-star hotels. Furthermore, some of them connected to this sector without having past experiences and fail to start a career to other sectors. If anyone is not passionate to his or her work in a profession, will be incompetent to engender the finest productivity. Therefore, it should be obligatory to hire the right people for the right positions. Likewise, the existing employees working need training and development to add more value. Based on outcome from the Partial Least Square-Structural Equation Modeling analysis, TMPs, for instance, acquisition, and development practices of talent established in this chapter effected significantly on the social engagement of workforces of hospitality and tourism industry. However, the chapter also ensured evidences that social engagement did not influenced significantly by practices of talent retention.

Thus, this chapter implied that the construct of TMPs would allow researchers to analyse the overall impact of TMPs on different dependent variables under various contexts. The chapter has acknowledged implications theoretically, methodologically as well as practically for scholars, public administration, and policymakers. For academics, this chapter presented useful substantiation of the mixing and implementation of the social exchange theory from an emergent economy's perspective usually as well as in the Bangladesh environment in particular. Future researchers are suggested to study "talent management practices" as a multifaceted design that represents a single theoretical concept measured by its relevant latent variables. The conceptualization practices of talent management as a multifaceted concept would enable researchers to build relationship theories between multi-part complex concepts within the broader nomological networks (Wong et al. 2008). Researchers should appropriately define talent management practices as a multi-layered structure based on strong measurement theory in a specific context. This means researchers should use the validated measures to operationalize the components that consists talent management practices for specific context. The findings of this chapter have provided suggestions and direction to the government, policy makers and practitioners to enlarge the avenues to implement social engagement. In order to create hospitality and tourism industry more engaging in the employment market, the talent management practices should develop in order to engage socially. The hospitality and tourism organizations should practice talent management in order to generate

positive encouragements for future workforce to become members into this sector. Furthermore, additional sources of acquisition, development and retention would be created to strike a balance between talent deliveries and the request of hospitality and tourism workforce.

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Fatema Johara had her PhD (Accountability & Performance Measurement) from Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia. She is also working at the Department of Business Administration at Bangladesh Army International University of Science & Technology. She did her Master of Philosophy on SMEs in Management and Master of Business Administration in Accounting & Information Systems from University of Chittagong, Bangladesh. Her work appeared in many international journals. Her research interests lie in the areas of Talent Management, Employee Engagement, Entrepreneurship, SMEs, Service sector, Strategic management, Organizational Behaviour, Management Accounting, and Internal Auditing. She has been acting as a regular reviewer and editor for many international conferences and Journals.

Sofri Yahya is a Professor of Accounting and Strategic Innovation at the Graduate School of Business, University Sains Malaysia. He is the former Deputy Vice-Chancellor of DRB-HICOM University, former Senior Manager and Board member for a subsidiary of a public listed company, and, former Dean of the Graduate School of Business, Universiti Sains Malaysia. He received his bachelor's degree majoring in Accounting from Eastern Michigan University, Master's degree and PhD in Accounting from University of Southampton, United Kingdom. He worked at various firms for several years before joining USM. Dr Yahya's primary research interests concern innovation in financial reporting, strategy and entrepreneurship. He has published articles in *Social Responsibility Journal*, *International Journal of Managerial and Financial Accounting*, *Asian Academy of Management Journal*, *Malaysian Accounting Review*, *Capital Markets Review*, *Malaysian Accounting Review*, *Journal of Accounting, Management and Economics Research* and *Jurnal Pengurusan*, chapters in books, proceedings and presented papers at both national and international conferences and seminars. Dr Yahya also involves in training in the areas of innovation and design thinking.

Siti Rohaida Mohamed Zainal is Associate Professor at School of Management at USM. She graduated with a BBA degree from University of Missouri Kansas City, USA and MBA degree from Universiti Sains Malaysia (USM). She joined USM in July 2007 after completing her PhD at Universiti Teknologi Mara, Shah Alam. Siti Rohaida is currently attached to Organisation and Work Values Section at School of Management, USM and teaches OB-related courses. Her thesis title for MBA was “Effects of Leadership Styles and Interactional Justice on the use of Upward Influence Tactic: An Experimental Study”. For PhD, she completed a thesis entitled “The Influence of Leadership Style, Organisational Justice and Upward Influence Tactics on Job Satisfaction of Knowledge Workers”. In addition of assisting the administrative related work, she is still active with research and publication activities. She has published in various indexed and non-indexed

journals. She also leads numbers of research grants awarded by various institutions. She actively invited as a speaker for both leadership topic and research methodology related topics by various institutions such as Universiti Teknologi Petronas, INTAN, Education Institutions and other agencies. In 2012, she was appointed by Malaysia Prison Department as a researcher on a study about parole system in Malaysia. She was also appointed as a Research Fellow for the Ministry of Human Resource Malaysia to study on transport workers. She is also very active in community related activities. Her areas of research are Leadership, Career Management Strategies, and People Management Strategies.

Chapter 13

Suggestions for Tourism Marketing Education and Research Development in Bangladesh



Yeasmin Islam and Nazia Akthar

Abstract Tourism industry, having immense potential is being considered as one of the most emergent economic sectors of Bangladesh. But, without being backed by an educated and groomed workforce, this sector cannot gain competitive edge and sustainable growth. Though graduate unemployment rate is increasing in the market, this industry lacks in tourism professionals and entrepreneurs. So, at one side, this surplus human resources need to be converted to human capital by creating dynamic job sectors. On the other side, prudent and structured curriculum should be in place; those create educated and knowledgeable individuals who are occupationally functional to work in tourism industry. This chapter reviews the existing tourism marketing education and research development status in Bangladesh. Research initiatives prescribing suggestions for development of tourism marketing education and research are very few in numbers; which is necessary to build up indigenous knowledge on tourism services. Purpose of this chapter is to provide appropriate suggestions in this regard. This chapter finds out that, for development of tourism marketing education and research in Bangladesh, there is lack of coordination among different stakeholders of the industry. The chapter recommends that the existing tourism marketing education needs radical transformations, including curriculum, program offering, pedagogy, andragogy, research, training and learning environment. The chapter concludes that flourishing of marketing research and education facilities will open ways for national and international opportunities in tourism market both in tourism business and profession and create great impact in generating GDP of the country through skilled human capital.

Keywords Tourism · Marketing · Education · Research · Curriculum · Human capital

Y. Islam (✉)

School of Business and Economics, United International University, Dhaka, Bangladesh
e-mail: yeasmin@bus.uui.ac.bd

N. Akthar

School of Business, Presidency University, Dhaka, Bangladesh

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M. S.-U-. Rahman, A. Hassan (eds.), *Tourism Policy and Planning in Bangladesh*,
https://doi.org/10.1007/978-981-15-7014-8_13

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Introduction

In this era of globalization, like other industries, tourism is also booming more than ever. Bangladesh, being a land of natural beauty and immense potential with foreign investment is competing in global tourism market. This market needs united contribution of tourism professionals, academicians and researchers to create the base for a dynamic tourism education curriculum and research initiatives. The success of this industry is profoundly dependent on direct and indirect marketing activities. But in comparison to global practices, structures facilitating education and research having specialization on tourism marketing is not satisfactory in Bangladesh. In this circumstance, providing some structured and holistic suggestions could contribute in designing a purposeful tourism marketing education and research development in this country. This research concise its analytical boundary to the existing and future prospects of tourism marketing education and research development in Bangladesh and it depends on Primary and secondary sources of data. The two objectives of this research are: first, to present some relative suggestions about tourism marketing education and research development in Bangladesh; and second, to identify the existing tourism marketing education and research development in Bangladesh.

Tourism Education

According to Malihah and Setiyorini (2014) tourism education focuses on creating human resource to work professionally in tourism sector. There is a relationship between tourism education and edu-tourism. Tourism education will enhance better education content in tourism activities. The role of education will develop tourism and will create tourism activities that contain education issues. To enhance better quality of life and sustainable development it needs both edu-tourism and tourism education.

Wang and Ryan (2007), emphasizes on curriculum development and the undergraduate level tourism courses for tourism education. Being a rapidly developed and competitive industry it needs more dynamic and skilled human resources and to build that the education providers need to give more focus on advanced tourism educations.

This sector needs to create a balance between vocational and academic courses (Inui et al. 2006). Generating employability should not be the primary concern of the educators. The author suggests giving sociological and philosophical perspectives to the students to develop sustainable tourism education. Curriculum planning should involve continuous inputs from all relative stakeholders (Wang and Ryan 2007).

This growing industry needs radical transformations for tourism education (Hsu 2018). The author also discusses about program offering, pedagogy and learning environment and suggested to move to inter or multi-disciplinary curriculum which

develop ethical and humanist thinking as well as entrepreneurship and innovation. The stakeholders emphasize on the changes in pedagogy. Author suggests moving more informal way of learning environment to make it more attractive to the prospective students by including different tools and methods.

Tourism Marketing Education and Research

Tourism education curriculum includes several core subject that increase the basic knowledge levels of the students about this industry like management, finance, accounting and marketing. In tourism education marketing plays an important role because this industry is mainly based on marketing activities. Most important area of marketing education is consumer behavior, branding, e-marketing and strategic marketing (Tsiotsou and Ratten 2010).

The tourism industry now mostly depends on online marketing activities. The tech-oriented customers try to find out tourism related information by using less time and money and tourism marketing activities create that opportunity. Tourism marketing is basically a segment of online marketing that deals with promoting different tourist attractions, tours and activities, destinations, accommodation etc. (Tilly 2018).

Tourists always want safe, secured and enjoyable travel and for that they need different types of information which can be provided through information technology (IT) and it also build a trusting relationship between tourist and tourism organizations (Islam 2012a). Creating an e-market place is the demand of this era. So the organizations need to develop ICT in this industry. ICT creates an important aspects in changing business behavior and company strategies.

Fotis and Athanasios (2017), in their paper mentioned about continuous development of new innovative types of tourism services and exploring needs of the stakeholders related to tourism. They work on incorporation of Higher Educational Institution (HET) with Information and Communication Technology (ICT) to adopt innovative trends and element in designing tourism education curriculum. This paper emphasizes on clustering institute to compete and collaborate at the same time with new products and services as well as creating competitive advantages by making links with R&D bodies.

According to Dale and Robinson (2001) tourism stakeholders should acknowledge tourism as an industry and as a field of study. They discussed about “McDonaldization” which indicates the transferable skills of student and “Disneyization” which indicates the growing theming nature of this industry. They also included three domain approaches which are generic, functional and market/product based degrees to meet the evolving need of the stakeholders who wants to employ students those have combination of generic and value-based skills.

Malihah and Setiyorini (2014) emphasize on scholars to do more research on tourism education which also provide insights for edu-tourism. This industry not

only depends on education it also need more extensive and advance tourism marketing research.

Though there are different researchers conduct researches on tourism industry as a whole but most of them did not give special focus on marketing research. Existing area of research for tourism marketing is not sufficient for tourism industry. Tsotsou and Ratten (2010) in their paper they make it to their purpose to formulate and discussed about future research avenues for the marketing of tourism services. They identified several areas that can be a part of research for tourism marketing researchers. But they indicated few areas which are most important to acknowledge including- consumer behavior, branding, e-marketing and strategic marketing. The increased emphasis on sustainability and lifestyle decisions will also heavily influence tourism and the way it is marketed in the future.

Different international journal regarding tourism marketing are now published to encourage researcher to do extensive research on that sector. Tourism marketing research has a wide area to cover. But most of these areas are over-researched and others are under-researched (Dolnicar and Ring 2014). So it is very essential to identify the future directions of research for this industry that will provide the academicians, practitioners and policy makers a clear idea about more global and refined understanding about tourism marketing (Tsotsou and Ratten 2010).

Tourism Marketing Education and Research: The Bangladesh Perspective

From Bangladesh perspectives, Huda et al. (2012) explored the importance of tourism education and the factors that hinder the escalation of tourism education with special reference to its attractiveness to the stakeholders. They focus on converting surplus human resources to human capitals through proper education. Data collected from different direct and indirect stakeholders regarding various issues of this industry and they also propose some broad and specific recommendations to improve this growing industry.

The path of tourism education started in Bangladesh by BPC (Bangladesh Parjantan Corporation) that work under the Ministry of Civil Aviation and Tourism. They are the pioneer that introduces the idea of emphasizing educational activities in tourism sectors. Under BPC an institutions named “National Hotel and Tourism Training Institute (NHTTI)” is working and providing several long and short courses. This name of the courses is shown in Table 13.1. Other than this institution, 12 other institutions also offer different vocational courses.

Tourism education is popularly known as Tourism and Hospitality Management in Bangladesh. Though the history of tourism in Bangladesh is very old but there are not enough educational institutions that provide tourism education. Numbers of the institutions are providing tourism education is given in the following Table 13.2.

Table 13.1 Name of the courses provided by NHTTI (National Hotel and tourism training institutions)

Name of the courses	Entry requirements	Duration
Diploma in Hotel Management	H.S.C or equivalent	2 years
Professional Chef Course	_____	1 years
Food & Beverage Production	S.S.C or equivalent	_____
Food & Beverage Service	S.S.C or equivalent	_____
Front Office & Secretarial Operations	H.S.C or equivalent	_____
Bakery & Pastry Production	S.S.C or equivalent	_____
Housekeeping & Laundry Operations	S.S.C or equivalent	_____
Tour Guide & Travel Agency Operations	H.S.C or equivalent	_____
Computer Literacy	_____	_____
Diploma in Tourism & Hospitality Management	H.S.C or equivalent	1 years

Source: NHTTI (2019)

Table 13.2 Name of the institutions providing tourism education

Type of institution	Number
Public university	2
Private university	11
Public/private institutes/ colleges	13
Consultancy firms	7

These institutions mainly give emphasis on front desk, food and beverage related courses, core business and some selected major related to tourism. But education in tourism is a vast area and the institute or organization should focus on covering as much area as they can. At graduation level education only two public universities and only 11 private universities are providing 4 years degree. Name of these universities are given in Table 13.3. Some other universities are also applying to University Grant Commission (UGC) to open that course.

In Bangladesh, marketing is one of the most known and popular subject to take as a major in different educational programs. Basic and advanced level of marketing courses are offered here, but they cover very little information about tourism marketing. Though tourism becomes one of the most growing industries in our country still there is a lack of proper tourism education. As mentioned earlier, there are very few universities and institutions that provide tourism education and tourism marketing education is not considered as a specialized area. It is only covered as a basic course under tourism curriculum. It should focus more advanced and technology based tourism marketing knowledge to enhance the growth of Bangladesh tourism industry.

There are 24 and 10 compulsory courses prescribed by UGC which are taught in a 4 year BBA program and a 2 years MBA program. Other than these programs the universities are free to offer courses related to major subject area (in this case tourism/tourism marketing) upon meeting certain conditions of UGC. It has been

Table 13.3 Name of the public and private universities providing tourism education. (Source: developed by the authors, 2019)

Name of the university	Type of university
University of Dhaka	Public University
Rajshahi University	
International University of Business and Agriculture and Technology	Private university
American International University- Bangladesh	
Daffodil International University	
IBAIS University	
World University of Bangladesh	
Primeasia University	
Royal University of Dhaka	
Victoria University of Dhaka	
Victoria University of Bangladesh	
European University of Bangladesh	
Fareast International University	
Cox’s Bazaar International University	

Table 13.4 Presentation of courses offered locally and globally that are directly and indirectly related to tourism marketing education.

Courses offered locally (Bangladesh)	
Hospitality Communication	Marketing Management
Tourism and Hospitality Marketing	Recreation, Event and Program Management
Hospitality Consumer Behavior	Tourism and Hospitality Consumer
Front Office Operations and Reservation	Strategic Tourism Marketing
Hospitality Service Marketing	Urban and Rural Tourism
Tourism Promotion and Communication	Professional Etiquette and Grooming
Tourism Culture, Heritage and Society	Hospitality Marketing Management
Program and Event Management	Resort and recreation Management
Quality Operation Service Management	Tour and Tour Guiding
Tourism Trends in Asia & Regional Development	Front Office Management
Leisure and Recreation Management	House Keeping Management
Tour Management and Tour Guiding	Food and Beverage Management
Tourism Marketing Communication	

Source: developed by the authors, 2019

found from secondary and primary sources that courses related to following field of marketing are offered, that are directly and indirectly linked to tourism marketing education which are offered in public and private universities in Bangladesh are different from global institutions. Globally offered courses of different intuitions on tourism marketing are more dynamic and trend based. They tend to promote indigenous expertise and capitalize on the core strengths of native destinations. Presentation of courses offered locally and globally that are directly and indirectly related to tourism marketing education is shown in Tables 13.4 and 13.5.

Table 13.5 Presentation of courses offered globally that are directly and indirectly related to tourism marketing education

Courses Offered Globally	
Dynamics of Hospitality Industry Management	Destination Marketing and Branding
Digital Communication Management	Understanding Tourist Market
Discovering Marketing	Tourism Communication and Promotion
Principles of Tourism, Hospitality and Events	Tourism Marketing and IT
Tourism Marketing	Tourism Product and Pricing
Services Marketing	Collaborative Approaches in Tourism Marketing
Eco Tourism Management	Tourism Marketing and Crises
E-Tourism	Internet Marketing
Customer Relation in Tourism	Themed Route Tourism
Tourism Research Methods	Sports, Gaming and Event marketing
Resort and Theme Parks Planning	Hospitality Sales and Meeting Management
Technopreneurship	Travel and transportation distribution systems
Cultural, Arts and Heritage Tourism	Strategic Marketing and Sustainable Tourism
Resort and Theme Parks Planning	IT for tourism Marketing
Distribution and industry trends	Travel Photography and Travel Writing
Women and tourism	Pool Service Management
Sustainable tourism marketing	Adventure Tourism
International air and marine transportation	Yoga and Wellness Service Management
Nature-Based Tourism and Ecotourism	

Lack of knowledge and interest about career in tourism reduce the number of enrolled students in this university. That makes the authorities to give less focus in this sector. The universities also do not follow a proper curriculum and facilities as well as they do not have sufficient qualified faculties for this degree. There curriculum not updated for long time that makes it quite inappropriate with the recent need of the tourism market.

Research contribution of the related researcher in tourism marketing is also very minimal. Islam (2012a, b) discussed about the development trends of Bangladesh tourism, evaluated the effectiveness of tourism marketing in Bangladesh and has identified the potential strategies that can contribute to increase the competitiveness of tourism market here. Tuhin and Majumder (2011) classified tourism products in Bangladesh in different categories and highlighted major tourism products and destinations here, did SWOT analysis of the market, identified tourism marketing practices in Bangladesh.

Most of the tourism research focused on overall growth of this industry rather than marketing perspectives. But, researches directly addressing tourism marketing education in Bangladesh are bare minimum as such. If Bangladesh wants to build a strong tourism sector they need to focus on more research on tourism marketing and also promote this activity to get enough support from the authority to conduct necessary, research in this dynamic sector.

Suggestions for Tourism Marketing Education and Research Development in Bangladesh

Tourism, being a dynamic service sector, requires optimization of human resources at every level of efficiency in providing service both in tourism business and profession (Huda et al. 2012). In dynamic global context, continuous changes need to be initiated in every element of tourism network that exist in Bangladesh. Tourism network is a form of partnership involving different interacting elements, which include tourists, enterprises, institutions and the host community (Asero et al. 2017). Education is the most important catalyst in this system that might eventually transform the tourism industry of Bangladesh in to a major driving force of the economy. (Huda et al. 2012). Having stated that, a framework illustrating suggestions for tourism marketing education and research in Bangladesh is being proposed. It briefly portrays the relationship among: continuously changing context of tourism in Bangladesh as part of the dynamic global system of the same; the opportunities being created as product of these changes in the broader field of marketing and tourism; as a result, triggering need for improvement in different levels and aspects of education and research system, especially tourism marketing education; and consequently, when developed, complementing and strengthening the country's existing tourism network and a sustainable tourism industry.

The elements of this proposed framework are adopted from different research paper and books (Fig. 13.1).

Context

Change Occurs in Technology, Demography and Lifestyle, Global Climate, Social, Political and Economic Issues

Environment covers national and multinational contexts like climate, globalization, political and legislative factors, technological factors, demographic factors, social and cultural factors etc., those influence change in industries and businesses (Belcourt et al. 2010). Also as changes occur in technology, demography, migration issues and climate, demand for new jobs and skills are created. Economic restructuring creates shift in the type of skills needed (Stanciulescu and Bulin 2012). Change in lifestyles & age of the world population and decrease in time and expenses occupied by travelling are also encouraging more and more people to travel worldwide (Tsiotsou and Ratten 2010).

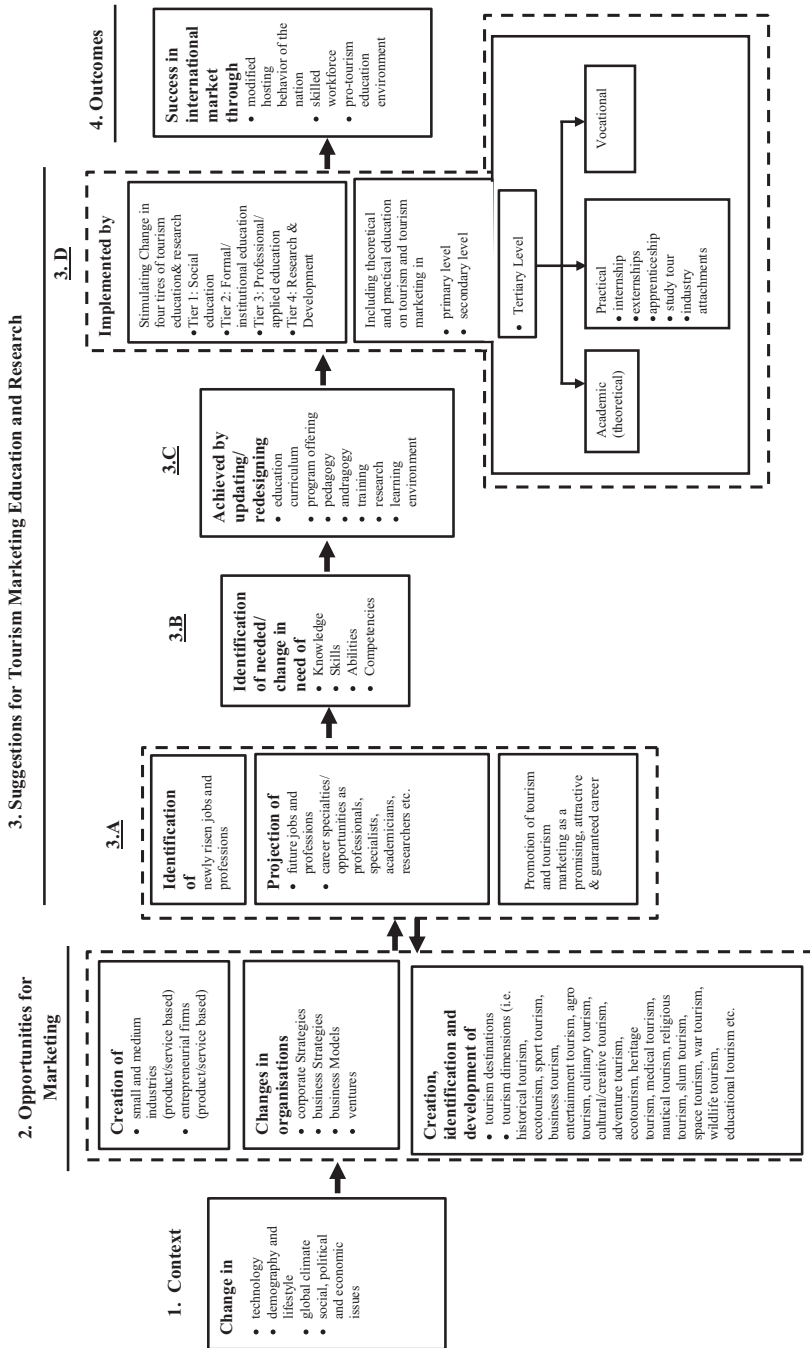


Fig. 13.1 Framework illustrating suggestions for tourism marketing education and research in Bangladesh. (Source: developed by the authors, 2019)

Opportunities for Marketing

Creation of opportunities for tourism marketing happens through the creation of small and medium industries, Entrepreneurial firms, change in the organizations' Corporate Strategies, Business Strategies, Business Models & Ventures, identification & development of Tourism destinations & Tourism dimensions. These transitions and movements at one end, give birth to new trends, problems and gap in the marketplace resulting into creation of product and service based small and medium industries, entrepreneurial firms, and changes in business models, strategies and ventures (Barringer and Ireland 2010). On the other end, facilitates in creation, identification and development of newer tourist destinations and tourism dimensions. Bangladesh covers maximum dimensions of tourism and has potentials to add homegrown specialties to place mark in global tourism market. The dimensions are- historical tourism, ecotourism, sport tourism, business tourism, entertainment tourism, Agri-tourism, Culinary tourism, Cultural/Creative tourism, adventure tourism, Geotourism, Heritage tourism, Medical tourism, Nautical tourism, cultural tourism, Religious tourism, Slum tourism, Space tourism, War tourism, Wildlife tourism, Educational tourism etc. (Huda et al. 2012).

Researchers described, a firm's strategy is formulated through a process of environment analysis and somewhat flexibly, so that they can respond to changes in the environment (Belcourt et al. 2010). Corporate strategies are organization-level strategies that focus on long-term survival and are modified accordingly and business strategies are formulated to build competitive focus in lines of business. Researchers described acknowledged that as internet is revolutionizing the distribution of tourism information and products there is need for investigating the existing E-Tourism business models (Kabir et al. 2012). They proposed an optimised business model G2B2C, to promote tourism in developing or under developed countries of the world.

Suggestions for Tourism Marketing Education and Research

A Identification Of-newly Risen Jobs and Professions, Future Jobs and Professions Career Specialties/Opportunities and Promotion of Tourism and Tourism marketing as a Promising, Attractive & Guaranteed Career

Evidences are available in studies conducted worldwide those have suggested that, aforesaid newly emerged challenges and opportunities indicate fertile future economy with immense potential of employment. According to World Travel and Tourism Council (WTTC) (2018), the travel- and tourism-related activities account for over 2,432,000 jobs, or 3.8% of total employment in 2017. This is expected to rise by 2.5% in 2018 to 2,492,500 jobs and rise by 2.7% pa to 3,244,000 jobs in

2028 (4.2% of total). This needs to be addressed by focusing on identifying newly risen jobs and professions as well as projecting potential future jobs, professions and career specialties. This needs to be backed by sufficient and timely supply of enthusiastic and motivated students having tourism degrees, who obviously see tourism as a promising, attractive and guaranteed career. Since tourism is a global industry, the suggestions found in this study enjoy the opportunity to be considered applicable to Bangladeshi tourism industry also. According to Sangpikul (2009), it was an utmost need to internationalize the higher education of Thailand to meet the need of growing culturally diverse international tourists and business travelers. With the objective of promoting intercultural understanding and cooperation the respective authority focused on adaptation and contextualization. They also identified four key elements contributing to internationalization (i.e. faculty, students, curriculum development and international collaboration).

Bangladesh has been a host of global tourists for a long time and according to WTTC (2018), Bangladesh has ranked 5th out of 185 countries based on relative importance of Travel & Tourism's in total contribution to GDP of the country in are of long-term growth commencing from 2018 to 2028. In this circumstance initiatives should be taken internationalize the tourism marketing education of Bangladesh to Globalization. Upgradation of tourism and hospitality marketing program and curriculum needs to be done to prepare and equip students for challenges of globalization. Kumar (2018) stated that in India, the union ministry of tourism found a gap of 180,000 employees when they estimated requirement of professionals needed to serve tourism industry in a specific year and the actual number of hospitality graduates pass out that year. This indicates huge gap between demand and supply of employees both in number and requirement of skills they would have been acquired. They also tried to find out the factors those are given most importance by major industry professionals (i.e. internship/industry experience, preparation for industry employment, leadership, hospitality management ethics etc.) (Indian Institute of Tourism and Travel Management 2019; International School of Management 2019).

In Bangladesh, those latent professions, career paths and specialties need to be identified. A futuristic and detail employment and education plan needs to be created for the age group who will enter the job market after 5 to 10 years and onwards. This could be seen as a proactive and continuous process that response immediately to aforementioned changes, as and when they occur.

Huda et al. (2012) indicated that, tourism it is not an attractive field of study and profession choice now in Bangladesh, due to low professional identity and social esteems of the job; The students are less motivated to pursue career in tourism unlike educational programs like BBA & MBA, because of low career opportunity at domestic level and unclear career path among the current and future potential professionals.

In phase 3, Identification of potential jobs, professions and clear career paths will not only promote tourism as a promising career but also as a prospective and attractive profession. It will establish sense of security and confidence among students that, a sustainable and exciting career awaits them as they graduate and that it is safe and profitable to invest their education in tourism sector. And for obvious reason,

pursuing education in tourism marketing could be considered as the most appealing one in this emerging tourism market; as WTTC (2018) states that by 2028, Travel & Tourism will account for 1,648,000 jobs directly, an increase of 3.1% pa over the next 10 years.

Marketing, in this respect not only respond to opportunities that are created but also creates opportunities by providing innovative services, generating product ideas solving market gaps etc. As identified by (Inui et al. 2006) a place/sight with tourism potential turns in to a successful tourist destination when it is willingly configured as a tourist destination to promote tourist attractions. MacCannell (2013) explained that development of tourism occurs in four phases: naming, enshrinement, mechanical reproduction, and social reproduction. Marketing practitioners in this respect contributes in every phase of development of a tourism destination.

Therefore, marketing education needs to be patronized, so that the industry gets well-groomed professionals, specialists, academician and researchers who, together, at one side will fill the gaps in job market and other side will help in creation, survival and expansion of- industries, entrepreneurial firms, ventures and business models through marketing. So, Phase 2 and 3A share a reciprocal relationship with each other in this model.

B Identification of Needed/Change in Need of- Knowledge, Skills, Abilities, Competencies

Now, after identifying the potential jobs, professions and careers, come the phase of ascertaining the newly needed or upgraded Knowledge, Skills, and Abilities (KSA's) and competencies matching those requirements.

Knowledge is the result of an interaction between intelligence (capacity to learn) and situation (opportunity to learn. Knowledge includes underpinning theory and concepts, as well as tacit knowledge gained as a result of the experience of performing certain tasks (Winterton et al. 2006).

Usually the term skill is used to refer to a level of performance, in the sense of accuracy and speed in performing particular tasks. Another strand of skills research has concerned transfer of training, particularly the extent to which proficiency and experience in one task facilitates performance in another (Winterton et al. 2006).

Competencies include a broad range of knowledge, attitudes and observable patterns of behavior which together account for the ability to deliver a specified professional service. The competent individual can correctly perform numerous (but not necessarily all) tasks, many of which require knowledge, theories, principles of social sciences or comprehension of the social and cultural factors that influence the climate (Gosselin 2019).

As Stanciulescu and Bulin (2012) suggested, for making a smart, property, sensible, green, sustainable, and high employment tourism sector because Europe needs to create or adapt skills shaped for tomorrow's jobs.

Wang and Ryan (2007) insisted that, while other stakeholders in tourism industry try to maintain competitive positions through policy planning, strategic marketing, budgeting and R&D, tourism education providers also should play role in by seeking to enhance the skill levels of present and future management and employees. They reviewed tourism and hospitality education programs and curriculum in Australia by comparing with other countries. Then they investigated employers' demands in terms of job skills in categories like service, managing and specialist jobs. The research then categorized the job skill areas according to their priority (i.e. higher, medium and lower) to employers.

Similar types of researches could be undertaken in Bangladesh to pinpoint KSA gaps in the present and future professionals in tourism and hospitality marketing and the demand of employers. Education programs can be initiated to address those gaps by instilling required KSAs and competencies to the target groups.

The study of Johanson et al. (2011) did a review of competencies that have been emphasized by hospitality industry leaders for success in the field over the years, and reports similarities as well as key changes in skills demanded of students graduating from hospitality management programs. They argued that, Major changes in the competitive environment of business and education, along with changes in the macro-environment, point to the need for curriculum reform in hospitality management. Determining relevant competencies and skill sets has helped human resource managers over the years to improve hiring and selection practices, in developing strategies to retain managers, and in career planning initiatives.

Kumar (2018) suggested that, to meet the needs of rapidly changing hospitality industry, educators should continually investigate which competencies are essential for graduates to possess and revise the curriculum to meet those needs; whilst programs should stress teaching hospitality student's soft competencies in favor of hard competencies.

C Achieved by Updating/Redesigning Education Curriculum, Program Offering, Pedagogy, Andragogy, Training, Research and Learning Environment

These suggestions of 3.B lead the study to the obvious phase of anchoring and optimization of education curriculum, program offering, pedagogy, training, research initiatives etc. to the changed need of required knowledge, skills, abilities, competencies. Stanciulescu and Bulin (2012) suggested that, education policy-makers need to adapt educational curriculum to the anticipated modification in skills for brand spanking new jobs initiative. They emphasized on shaping tourism higher education curriculum to make students able to achieve different technical, functional and self-management skills. Hsu (2018) projects that in the context of the changing economic, social, and technological environments, there is need for radical transformations of tourism education, including curriculum, program offering,

pedagogy, and learning environment, when entrepreneurship, innovation, crisis management, data analytics, humanities, and communication are considered essential elements of broad-based tourism curricula.

Regarding education curriculum and program offering, Huda et al. (2012) stated that in Bangladesh, Bangladesh Parjatan Corporation (BPC) is the pioneer institution imparting tourism education in Bangladesh, where the academic programs are mostly confined within hotel, tourism and culinary management. And still in 2019 no significant changes could be found in their curricula especially regarding tourism marketing education (NCTB 2019). Dale and Robinson (2001) raise critical questions that tourism stakeholders need to acknowledge if tourism, both as an industry and as a field of study, is to sustain itself in the long term. To meet the evolving needs of stakeholders, this article proposes that tourism education should become more specialists in nature. The program offered on tourism marketing education in Bangladesh are presented in Table 13.4 which shows clear lack of specific and need based training and education program offerings in different institutions especially the most needed, tourism marketing education. Dale and Robinson (2001) forward a three-domain model of tourism education based on generic, functional, and product/market-based themed degree routes, outline a cost/benefit analysis of theming tourism education for the key stakeholders and put forward an action plan for its implementation. The generic degrees' entail Tourism Management and International Tourism; Product/Market Tourism, Heritage/Cultural Tourism, Urban/Rural Tourism, Eco/Adventure Tourism and Functional degrees' entail Tourism Marketing, Tourism Information Systems and Tourism Planning. This stems down to be promoting tourism marketing education as a specialized area of study for Bangladesh too as an integrated part of global tourism.

In relation to pedagogy and andragogy, Jamal et al. (2011) proposes a progressive, experiential and collaborative approach to sustainable tourism pedagogy and identified six core literacies (i.e. technical, analytical, ecological, multi-cultural, ethical, policy and political), which guide skill and knowledge development for sustainability practitioner in tourism sector. This guidance could be transferred in designing tourism marketing education pedagogy and andragogy, where there is need of collaboration among undergraduate students, local public and private sector stakeholders and diverse rural residents; regarding tourism dimensions like- historical tourism, ecotourism, sport tourism, agri-tourism, culinary tourism, cultural/creative tourism, adventure tourism, heritage tourism, war tourism, wildlife tourism etc. Sigala (2002) proposes a framework for the development of effective e-learning strategies for tourism and hospitality education, arguing that, the webification of teaching creates a learning environment that overcomes time and space barriers and offers great flexibility to match the specific conditions of work within the tourism and hospitality sector. Being digitalization in education at rise in Bangladesh, this model can be readily applied in imparting education and training using digital platform to tourism marketing professionals and students. It is cost effective, overcomes time and space barriers, gives exposure to global learning sources, has potential to reach to a large number of learners and address the needs of continuous professional development. Huda et al. (2012) suggested that international standard consultancy

firms could be developed to provide effective training and advisory support to the tourism enterprises. Similarly, leading marketing, events and advertising firms operating in Bangladesh could be involved in designing and implementing need based training curriculum on tourism marketing.

In relation to research, Churchward and Riley (2002) conducted a study to examine the relevance of academic tourism education to the occupation as a whole and indicated that all generic academic knowledge such as marketing, recreation, business, economics and others, cannot universally be applied to context specific work, generating recommendations that tourism education includes a variety of transferable subjects which need to be identified through researches. Thinking of tourism marketing education in Bangladesh as major concern of this study, it can be suggested that, researches need to be undertaken to point out these transferable subjects in collaboration with marketing and hospitality students, tourism industries and tourism and marketing academicians.

Similar solution has been exemplified by Inui et al. (2006) describing a program based at the University of Northern Iowa – the Sustainable Tourism and the Environment Program, or STEP. This program involves students in the research process, formulating researchable questions, gathering data and analyzing results. These students gain first-hand knowledge of the process and value of research. Contribution of tourism marketing research in global and Bangladesh is not sufficient. In Bangladesh tourism education emphasizes on generating employability rather than creating academicians who will do quality researches work. Despite this limitation, those who are working, they rarely focus on tourism marketing. The respective authority is also not well-oriented with the need of research initiatives as a result they do not demonstrate welcoming attitude to the prospective researchers. Development of academician in this sector can be encouraged by providing scholarships in local and foreign educational institutions on promising subject like tourism marketing. Research and researcher friendly culture and practices should be established by the organizations involved in tourism business, so that the employees of those organizations see value in demonstrate responsive mind-set towards the researcher. Stakeholders need to patronise the research facilities and sponsorships to promote tourism marketing research and development.

D Redesign and Update Done in 3C Needs to Be Implemented by Stimulating Change in Four Tires of Tourism Education & Research and Theoretical & Practical Education on Tourism and Tourism Marketing in –Primary Level, Secondary Level, Tertiary Level

According to Huda et al. (2012) since tourism is a hospitality industry, hospitable behavior by the tourism entrepreneurs, service providers and broadly citizens' attitude & values towards visitors will play a significant role in making Bangladesh a

brand of tourism destination. So, educational and training involvement in four tiers both at macro and micro educational layer of Bangladesh needs to be created to extend knowledge on tourism. Huda et al. (2012) recommended that in tier 1, social education on tourism should be provided to impart value based tourism education to our children to develop hospitable attitude/customs and to create a visitor friendly mindset. In tier 2 integrated projects could be taken by private and public agencies and organizations in order to institutionalize tourism education in Bangladesh. This initiative will propagate the social and the religious values of tourism in them and create behavioral change in preparedness of receiving, retaining and producing tourism marketing based knowledge, communications and ideas. Huda et al. (2012) further suggested that in Tier 3, professional/applied education on tourism could be realized by the government institutions like Bangladesh Institute of Management, BPC etc. and other private institutes to provide applied and practical knowledge on tourism. Their courses should be extended to marketing education too, the purpose of which has already been established in this very framework. It has also been recommended by Huda et al. (2012) that, in Tier 4, research & development on tourism education needs to be facilitated and conducted by Universities, corporate and by U&I alliance. International and national Seminars, Symposiums and conferences could be arranged and journals, magazines could be published at public and private level focusing on vast variety of marketing research topics.

Regarding primary education, in Bangladesh, the range of primary education is class one to five. In this period the curriculum includes the topics like- culture, seasons, natural beauty, history and historical places, sports, religion and arts but these topics rarely anchors with tourism. So tourism related topics should be included in the primary curriculum to develop hospitable attitude and visitor friendly mindset in our children (Department of Primary Education 2019).

About secondary education, class six to twelve is the range for secondary education in Bangladesh. At this stage the curriculum become more stratified in to different major areas. These areas cover only the core knowledge regarding the majors but it does not provide stimulating information about tourism and perusing career in tourism. The decision of the future career path is taken by the students in this stage, so most of them are not enough aware about the prospects of tourism education. This issue should be addressed by including education on tourism as optional subject in secondary education.

In relation to tertiary education, Thitthongkam (2011) stated that official postsecondary education institutions that educate professional personnel at the degree level or higher education is called tertiary level of education and it includes diploma and vocational certificate in specific area.

In Bangladesh, general tourism education and tourism marketing education is provided in tertiary level in programs like BBA (Bachelor of Business Administration) in Tourism and Hospitality Management, BA (Bachelor of Arts) in Tourism and Hospitality Management, MBA (Masters of Business Administration) in Tourism and Hospitality Management, MA (Master of Art) s in Tourism and Hospitality Management, Diploma in Hotel Management. Tourism education provided in tertiary level is found moderately strong in Bangladesh in areas of theoretical and

vocational level. But courses concentrated on different areas of marketing that are consistent to competitive advantage of Bangladesh as a tourist destination, should be included in academic programs. Guidelines in this regard can be derived from comparing Tables 13.4 and 13.5. Apart from this, commercial enterprises in travel and tourism business like hotels, tour operators, NGOs, renowned publishers, multinational corporations (MNCs) and airline operators should offer internship, externship, apprenticeship, study tour, industrial attachment, voluntary affiliations etc. to facilitate practical learning of students.

Outcomes

Success in International Market Through

Hospitality is a learned behavior, the value of which is deeply rooted in our year-old culture and heritage that we acquire from very childhood. Bangladeshis are reputed as hospitable nation in the world. If this inbuilt human skill can be connected to well-designed formal education with latent motive of promotion, marketing and branding of Bangladesh as a tourist destination, it will result into Modified hosting behavior of the nation. As suggested by Huda et al. (2012) in a service intensive sector like tourism, human values are more important than human skill. Hospitable behavior by the tourism entrepreneurs, service providers and broadly citizens' attitude & values towards visitors plays a great impact to make a country a brand of tourism destination. We could create educational and training involvement of tourism marketing education both at macro and micro educational stratum of Bangladesh that would help developing pro tourism knowledge, skill and attitude among the entire nation. Together all these factors will build a self-sustaining tourism network involving Bangladesh and a destination with skilled workforce and service oriented nation.

Conclusion

Tourism industry has become one of the largest sources of employment. Over the past 10 years, one in five of all jobs created across the world has been in tourism sector and, with the right regulatory conditions and government support, nearly 100 million new jobs could be created over the decade ahead (WTTC 2018). According to the statistics of WTTC, it has been identified that, the total contribution of tourism sector to employment will rise significantly in Bangladesh. Unfortunately, to support this potential employment opportunity there is lack of skilled workforce that remind us that this sector needs progressive tourism education curriculum and research. Also to create a sustainable position in this sector the

workforce need to be more market responsive having acquired academic, practical and research based knowledge on marketing. But the courses offered related to marketing do not cover all the modern and emerging areas of marketing. So, the tourism education curriculum should emphasize on incorporating dynamic and innovative marketing courses.

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Yeasmin Islam is an Assistant Professor in School of Business and Economics, United International University. She has research interest in management, human resource, entrepreneurship, international business and tourism management. Yeasmin has presented few papers in reputed international business conferences in home and abroad. She has also published two articles in peer reviewed journals and one book review.

Nazia Akthar is a Lecturer at School of Business in Presidency University. She has research interests in human resource management, organizational psychology, entrepreneurship, organizational behavior and tourism management. She has worked as HR business partner in a conglomerate. She also works as training research consultant with corporates. She has one article proceeding in peer reviewed journal.

Chapter 14

Non-governmental Organisations and Tourism Education in Bangladesh



Md Ariful Hoque, Abrar Faisal , Muhammad Shoeb-Ur- Rahman ,
and Azizul Hassan

Abstract Socio-economic developments in Bangladesh have been largely impacted by the advocacy and relevant interventions of the non-governmental organisations (NGOs). The foremost success so far of these NGOs is confined in microcredit, women empowerment and social welfare programmes. However, some of the NGOs extended the area of social interventions for sustainable community development, primarily contributing to the primary health care, early childhood education, adult literacy programme and vocational training. Furthermore, capitalising the favourable education policies, relatively large NGOs have remarkably been engaged in tertiary education. This study reviews the historical and contemporary perspectives of two Bangladesh-origin NGOs – BRAC (Building Resources Across Communities) and ASA (Association for Social Advancement) – and their engagements in the private sector tertiary education. Given the organisational objectives, socio-political influence, managerial and financial capacities, NGO-affiliated universities arguably paved the way of a notable shift in resource diversification and investments of NGOs. This chapter explicitly narrates the academic disciplines and curriculum of these NGO-operated universities and stresses the need for the inclusion of tourism education and research. Findings of this conceptual study suggest that the institutional role of these NGO-based universities can significantly contribute to the knowledge co-creation and management for sustainable tourism leaderships and socio-economic developments in Bangladesh.

Md. A. Hoque (✉)

Department of Marketing, Faculty of Business Studies, Jahangirnagar University,
Savar, Dhaka, Bangladesh

A. Faisal

Tourism & Event Management, Auckland University of Technology, Auckland, New Zealand

M. S.-U-. Rahman

Department of Tourism and Hospitality Management, Faculty of Business Studies, University
of Dhaka, Dhaka, Bangladesh

A. Hassan

Tourism Consultants Network, The Tourism Society, London, UK

Keywords Non-governmental organisation · Tourism education · Human capital · Sustainable development · Bangladesh

Introduction

The partnerships and engagements of private and public sector stakeholders in the education sector have become evidentially essential for social development and welfare of Bangladesh. However, the involvement, influence and interventions of NGOs in the development programmes and practices of Bangladesh remain quite conventional (Islam 2016; Islam and Morgan 2012). Participation of NGOs in higher education is a recent trend owing to the education policy, internal resources and social networks of the leading NGOs. Notable examples of such NGOs are BRAC (Building Resources Across Communities), formerly known as Bangladesh Rural Advancement Committee and ASA (Association for Social Advancement). The universities established and operated by these NGOs portray and promote the mission of meaningful changes in tertiary education, contributing to the socio-economic development of the country. However, the critiques denote the demand-oriented frameworks and commercial operations of these NGO-operated universities to deliver the market-centric education and employable skills. This study addresses the gap in the existing literature pertaining to NGO, Human Capital Development and Tourism nexus and contributes to the tourism education literature in a context of NGO-led tertiary education and informs policy and practices in private sector university education.

NGO-Tourism Nexus, and Tourism Education

Primarily promoting tourism as a tool for community development, NGOs presence in various community-centric tourism interventions are now widely visible in different contexts, especially in the areas of alternative forms of tourism development (see Zeppel 2006; Clausen 2019; Romero Brito et al. 2016). NGOs, involved in tourism and community development, have been engaged in capacity development, awareness building and advocacy. Moreover, NGOs in tourism sector play a key role in promoting tourism education and responsible tourism development, such as the work of Tourism Concern (see Barnett 2008).

There is a rich body of literature on tourism higher education and pedagogy (see Airey 2015; Ayikoru et al. 2009; Hsu 2005; Tribe 2002; Zhang and Fan 2005). The broader umbrella of tourism education has been described as “one of the main sub-sectors of the multifaceted tourism phenomenon and one whose manifestation could impact on the whole of the tourism sector, directly or indirectly” (Ayikoru et al. 2009: p. 191). The institutional acceptance of tourism as a discipline of higher education has been increasingly evident in many countries (Walmsley 2012). However,

while NGOs role is well-evident in primary education, and also in tourism-centric capacity building and awareness creation, little has been explored in terms of the involvement of NGOs in tourism education, especially the institutional participation of NGOs in tertiary education.

NGOs in Development and Tertiary Education

Inherent limitations (e.g. resources, capacity) of government, as well as the capacity and flexibility of NGOs to work in a range of development interventions, have primarily paved their ways in developing countries (see Lewis and Kanji 2009; Islam 2016). Bangladesh is well-known as a home of NGOs where thousands of NGOs are working in different areas of socio-economic development ranging from health, education, agriculture, microcredit and so forth (Devine 2003; Islam 2016). Two of the Bangladesh-origin leading NGOs have been university education providers for years. However, this further raises a question – while positive impacts of tourism are recognised as significant contributors of socio-economic development, and while NGOs promote tourism as the agent for social change and advancement, should they consider tourism education as a way forward?

Both BRAC and ASA as NGOs have been engaged with the country's education sector, specifically the primary and technical education. In recent years, following the favourable education policy of the country, both BRAC and ASA emerged as the tertiary education providers and established private universities promising quality education. Few public universities including Dhaka University and Rajshahi University, and few private universities including East West University (EWU), European University of Bangladesh (EUB), Royal University of Dhaka (RUD) and International University of Business Agriculture and Technology (IUBAT) currently offer specialised programmes in tourism. However, we have yet to see how the universities with NGOs' affiliation can contribute to the tourism education in Bangladesh. A brief description on both the BRAC University and the ASA University of Bangladesh becomes relevant here.

BRAC, ASA and Tertiary Education

BRAC is a widely-reputed and one of the largest NGOs in the world with its origin in Bangladesh. Its works cover a range of development and advocacy interventions with an aim to bring positive changes through economic and social programmes while enabling people to realise their potential (BRAC n.d.). Under the broader umbrella of BRAC's initiatives, BRAC University (BRACU) was established in 2001 as a private university in Bangladesh with a mission to foster the national development process through the creation of a center of excellence in higher education that is responsive to society's needs (BRAC University n.d.-a). The BRAC

campus is located at Mohakhali in Dhaka. Alongside, following the Private University Act, the BRAC University New Campus was built at Progati Sarani in Dhaka which can cater a range of facilities to 12,000–15,000 students. Following a liberal arts approach to education BRAC University offers a range of academic programmes in the areas of business, engineering, law, public health, educational development and governance. Moreover, the university has established a number of affiliations with reputed academic and research institutions around the world (see BRAC University [n.d.-b](#)).

As an NGO ASA has a history of several decades to be able to reach a considerable position. This is one of the leading Micro-Finance Institutions (MFIs) of the country. Following the success in micro-finance providing and responding to the Government of Bangladesh's call to the private and/or non-government sectors to come forward to contribute to its education sector ASUB was established in 2007. In alignment with ASA's aim to contribute to the development of disadvantaged people ASUB aims to cater higher education at an affordable cost while contributing to the skilled manpower development (ASUB [n.d.](#)). The university offers a number of programmes in the areas of business, law, science and engineering, and arts social and science.

Gazing into Crystal Ball: Tourism Education and Research in Bangladesh

The potential for tourism industry has been repeatedly reinforced in the context of Bangladesh primarily in terms of creating employment (see Das and Chakraborty 2012; Fakir and Ahmed 2017; The Daily Star 2013). Alongside, Bangladesh arguably offers a favourable set of policy instruments for tourism development (Hassan and Kokkranikal 2018; Hassan and Burns 2014). Nonetheless, Bangladesh could not capitalise on its tourism potential yet. Perhaps a lack of appropriate understanding of tourism along with an absence of competent leaders in this industry are some of the important issues in this regard. Moreover, capitalising on tourism potentials demands extensive research from different perspectives which is very limited yet in this context. These issues further reinforce the importance of institutional tourism education and research endeavours.

In this regard, universities having a backup from NGOs can appear as important contributors. These universities can have specialisation in tourism education courses and research which can be complemented by their existing capacities (e.g. research and capacity development). NGOs in Bangladesh like BRAC and ASA have proven capacities and resources that are essential in higher education in the country. However, realising the potential for tourism as well as the associated need for tourism education, none to of these case universities offer specialised academic degrees in tourism. Some supporting arguments in this regard become essential as below:

Effective Planning and Development

The tourism industry in Bangladesh needs appropriate planning and responsible consumption for sustainable development. Industry knowledge and leadership capacity of professionals involved in such planning are essential to ensure an inclusive, resilient and sustainable tourism future. Moreover, being a continuously evolved industry, tourism planners need to have a thorough understanding of the shifting trends in the industry to cater to the changing demands. Thus, this is also relevant that the key stakeholders in tertiary education need to address tourism industry needs. In order to ensure effective planning and development, tourism graduates need to be the change agents in the tourism industry. In collaboration with public and private sector stakeholders in tourism, BRACU and ASAUB can individually and collectively play vital roles to cater to industry demand for tourism graduates as transformational agents.

Quality Education

Tourism education providers in Bangladesh have been facing serious scrutinisation in terms of offering quality education. An important step to solve this issue is to bring expertise and excellence in the course curriculum and syllabus to develop quality professionals being able to take global opportunities in more meaningful ways. Ensuring an effective tourism education is further important in the context of Bangladesh where the country constantly emphasises on the development of its tourism industry to a certain height from where this will be able to contribute more meaningfully. However, a serious shortage of skilled manpower (in this regard educators) poses a critical challenge in delivering an acceptable standard of tourism education which requires skilled, motivated and well-educated people. BRACU and ASAUB can come forward and play a significant role in delivering tourism education and conducting tourism research as these universities have experts, external links and resources required in this regard.

Collaboration with Major Universities and Institutions

Choice and capacity enhancement of the graduates supported by collaboration with the world's leading academic and tourism institutions can be a useful strategy in terms of delivering meaningful tourism education. Collaborations with international academic institutions (e.g. research collaborations) may widen the knowledge base in terms of the industry which is important for the industry stakeholders to capitalise on its potentials. International collaborations with reputed universities would allow the selected universities in Bangladesh to become capable of designing a better

curriculum aiming to bring out the capable graduates for the tourism job market. The immediate effects of such collaborations may not be visible in the short-run, however in the long-run this could be meaningful. BRACU and ASAUB seek experiences, skills and innovations for expanding collaborative approaches both in teaching and research by expanding their collaborations with the major universities and research institutions around the world which could be capitalised in terms of tourism education too.

Training and Skill Development

There is an acute shortage of skilled employees in the tourism industry of Bangladesh. This creates a huge gap between the supply and demand of skilled manpower in the industry. This industry is badly in need of diverse strategies relating to human resource development to fill the existing gap in the tourism job market. Also, the industry lacks straight manpower policies along with ambiguous job description, job specification as well as a lack of career growth. Both the BRACU and ASAUB can effectively fill the gap of skilled manpower in the country by producing competent graduates with capacities to bring dynamic changes in the industry and more broadly in the society.

Furthermore, training is an on-going process and requires the conceptualisation of the most recent phenomenon happening in the tourism industry. For the recent graduates and young tourism professionals, the career path can be challenging. Tourism courses taught by the public and private institutions in many cases lack the updated and industry focused syllabus or curriculum. A market-focused tourism academic curriculum should promote the market-oriented skill development and include the required training in this regard. This becomes essential along with the theoretical knowledge. This is true that despite of taking several measures both by the public and private sector training institutions, human resource development activities still lack professionalism to push forward the industry to a certain height. Both BRACU and ASAUB can be of support as they have years of experience in these areas.

Promoting Tourism Entrepreneurships

The creation of expert, dedicated and goal-oriented tourism entrepreneurs for the tourism industry is challenging for any country including Bangladesh. Further to this, tourism industry in Bangladesh faces inadequacies and a series of shortfalls have made this industry more vulnerable and a less preferred sector to the prospective entrepreneurs. The creation of tourism entrepreneurs requires an appropriate understanding of the industry along with the required skills. Tourism education programmes in existing public and private institutions appear as less encouraging

against a need for skilled entrepreneurs. BRACU and ASAUB in this regard can come forward through integrating their business-oriented academic programmes with tourism sector's needs. It is important here to mention that BRACU offers specialised degree in entrepreneurship under its business school (see BRAC University n.d.-c). An inclusion of tourism entrepreneurship aspects in this regard could be a meaningful way to promote and develop tourism entrepreneurs.

Conclusion

This chapter explored critical aspects of tourism education in Bangladesh and the possible engagements of NGO-affiliated universities. The study outlines the importance of effective tourism education to meet the industry needs for competent graduates. Professionalism and leadership in private and public sectors emerged as the underlying key themes for inclusive, resilient and sustainable tourism future in Bangladesh. BRACU and ASAUB with their resources, social networks, international collaborations and institutional partnerships would be able to facilitate excellence in tourism education and meaningfully contribute to human capital development in Bangladesh. Their engagement in tourism education and research at one hand can help to develop an industry knowledge base and on the other hand can facilitate the development of tourism entrepreneurs. Such an involvement in the long run is expected to contribute to the socio-economic development of the country which further aligns with the NGOs' goals. This study was an attempt to conceptualise the NGO-affiliated universities' potential roles in tourism education and research in the context of Bangladesh. Further research based on empirical evidence in this regard can provide a more nuanced understanding on NGO-involved tourism education.

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Md Ariful Hoque is a faculty member at the Department of Marketing, Jahangirnagar University, Bangladesh. He has recently completed the PhD degree from the Department of Tourism, University of Otago, New Zealand. Also, he holds an MBA with the highest academic result and a Bachelor of Business Administration (Honours) degree with a major in Marketing with the Prime Minister Gold Medal Award from the University of Rajshahi, Bangladesh. His primary research interest centred on NGOs, community-based tourism, indigenous tourism and tourism-poverty nexus along with a focus on social sustainability aspects of tourism micro-businesses and women empowerment in developing country contexts. Alongside, his contemporary research interest revolves around tourism crisis management with a focus on the refugee crisis and the crisis recovery issues in the hospitality industry.

Abrar Faisal is a faculty member at Auckland University of Technology (AUT), New Zealand. He holds a PhD from the University of Otago Business School, New Zealand, MBA with Chancellor's Award from BC, Canada and BSc Honours Double Major from Middlesex University UK. Abrar's research expertise is interdisciplinary; his current research, teaching and postgraduate research supervision at AUT reflect a wide range of his interests and primarily focus on urban

tourism, placemaking, destinationmarketing and management, event impacts and legacy, organisational ecology, entrepreneurial resilience and tourism crisis management. He has contributed to a range of funded research projects (commissioned by the New Zealand Government and some other external bodies) dealing with SMTE Business Needs, Tourism Product Development, Events, Protected Area Management and Corporate Governance and Corporate Social Responsibility. His work has been published in top-tier journals, edited books, conference proceedings and industry reports. Before returning to academia in 2016, Abrar worked for six years at the regional and global headquarters of a number of multinational corporations in North America, Europe and Southeast Asia.

Muhammad Shoeb-Ur- Rahman is an Assistant Professor of Tourism and Hospitality Management at University of Dhaka, Bangladesh. He holds a PhD in Tourism Management from Lincoln University, New Zealand and MBA in Tourism and Hospitality Management from University of Dhaka. His research interests include sustainable tourism, tourism management, tourism planning and policies, tourism governance, crisis and resilience in tourism systems, and destination development. Dr Rahman has presented his papers in reputed international tourism conferences and published 13 refereed papers and four book chapters. He is a regular reviewer of a few academic journals including *Tourism Review International*, which is an ABDC ranked journal.

Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society. Hassan holds PhD from the United Kingdom. Hassan's areas of research interest are: technology-supported marketing for tourism and hospitality, immersive technology application in the tourism and hospitality industry, technology influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Hassan authored over 100 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 15 book projects from Routledge, Springer, CAB International and Emerald Group Publishing Limited. Hassan is a regular reviewer of *Tourism Management*, *Journal of Hospitality and Tourism Management*, *Tourism Analysis*, the *International Journal of Human Resource Management*, *Journal of Ecotourism*, *Journal of Business Research*, *eReview of Tourism Research (eRTR)*, *International Interdisciplinary Business-Economics Advancement Journal*, *Heliyon* and *International Journal of Tourism Cities*.

Part IX
Tourism Policy and Gender

Chapter 15

Tourism and Gender Equity in Bangladesh



Iffat Anjum

Abstract How far tourism industry can ensure gender equity in achieving sustainable tourism in Bangladesh? To unravel this central query, this chapter intends to critically explore the policies and practices of our tourism industry weighing from a gender lens. Initially, it unfolds the resonance that to what extent gender equity matters in order to ensure a sustainable tourism industry in Bangladesh. According to the resemblance of United Nations World Tourism Organization (UNWTO) with the fifth agenda of Sustainable Development Goal (SDG) gender equality needs to be addressed in order to ensure a sustainably co-existed and developed society. However, the absence of women being the “less included gender” in both policies and practices of tourism industry can noticeably be evident since the inception of the industry in Bangladesh. On top of that, the non-appearance of women particularly at the heart of decision making and leading positions in tourism continues to stumble their professional advancements. In parallel with these policies and pay gap this chapter has simultaneously unfolded inequitable leadership, societal stereotypes and non-acceptance, work-life balance, lack of self-esteem, lack of training and violence against women to be the overt and covert responsible reasons behind the non-equitable gender balance in the tourism industry of Bangladesh. Thereby, gender-mainstreaming needs to be replicated in order to revise the gendered stereotypes in terms of the policies and practices related to tourism industry in Bangladesh. Being qualitative in nature, on the basis of a secondary data based research methodology this chapter intends to altercate that a rigorous gender analysis related to the policies, practices and societal mind-set needs to be revised. Finally, gradual development of a gender dimension along with reframing of policies can only be expected to ensure a gender balanced sustainable tourism policies in Bangladesh for the future days to endeavor.

Keywords Gender equity · Sustainable tourism · Inequitable tourism policies · Societal stereotypes · Gender mainstreaming

I. Anjum (✉)

Department of International Relations, Bangladesh University of Professionals,
Dhaka, Bangladesh

Introduction

Tourism has been subjugated to be one of the most lucrative and sky-rocketing industries of the economic development of Bangladesh since last few decades. The nascent development of this industry has temptingly contributed to the accumulation of 2.2% of total GDP and 1.8% of the total employment of Bangladesh in the year of 2017 (World Travel and Tourism Council 2019a). In spite of having unparalleled natural bestowment, winsome appeals and emerging potentials, in comparison with international standards, our tourism industry still tend to be one of the most below-standard one. Evidently, Bangladesh has positioned to be the 120th out of 140 countries weighing their sustainable tourism development disappointingly scoring almost half of than that the total score grabbed by the top-scorer European countries (World Economic Forum 2020). To be precise, there persists a clear mismatch in between our potentials and performance in tourism industry and plunging a bit deeper this chapter intends to weigh the role of gender equity in accomplishing the sustainable tourism standards in Bangladesh.

Gender equity in tourism can be understood by the rational and subjective contribution of human potentials of both the mainstream men and women genders in order to achieve the maximum enterprising of this industry of a particular country. Capitalizing the maximum human potentials is the pre-requisite to achieve sustainability in any particular economic sector and it has been evident that countries that have capitalized the potentials of both men and women have fastened their endeavors towards sustainability manifold than that are struggling in doing so. Thereby, it can be effortlessly assumed that, one of the key responsible reasons behind the crawling of our tourism industry is not having around half of the work-force on board with us in the equal manner. Global Report on Women and Tourism 2019 shows that, worldwide women earn 14.7% less than men in tourism industry (World Tourism Organization 2019). In compliance with the global trend, Bangladesh is also having one of the least inclusion of women in the promising industry of travel and tourism (Dhaka Tribune 2018). Thereby, this paper advances to pigeonhole the nexus between sustainable tourism industry and existing gender division of labor in Bangladesh aiming towards a balanced co-existence for future.

Problem Statement

In order to delineate the altercation of his chapter, unwrapping of some of the key terms will be more insightful aligning with the key debate of the chapter.

Gender and Sex

The term “gender” unfolds sociality constructed ideas and attribution of men and women unlike to the “biological differences” which are inherently adhered by male and female human bodies due to their “sexual identities”. For example, “men tend to be more courageous or rational than women” is a socially constructed idea adhered to men (gender identity) which has nothing to do with his biological identity. Thereby, socially constructed attributions and ideas that create disparity of rights and responsibilities (privileges or prejudices) in between men and women are entitled to be “gendered or sexist” dimensions of the society.

Gender Equality

Equal treatment including rights, responsibilities and opportunities of men and women in a society.

Gender Equity

Gender equity refers to the equitable rights, obligations, responsibilities and opportunities for men and women. Weighing from a need based approach, it clarifies that the roles and responsibilities of men and women might differ due to their biological differences but no way that can be responsible for depriving any of the genders in the society. It requires rational and fair treatment of men and women as per their subjectivity which can both be equal treatment or distinctive (Gamble 2000), it does not necessarily mean that the treatment should be equal but it will be equitable. As women have been deprived in the society since last several centuries so providing those flexible opportunities for inclusion is not their extra advantage rather it is a part of their equitable inclusion. This societal compensation towards gender equity is known as historical responsibility. Example: Inclusion in less explored areas like politics, defense, and tourism and hospitality sector, special seats in the parliament is a part of that historical responsibilities in order to establish gender equity.

Gender Mainstreaming

If any particular entity or institution addresses both the needs of men and women equitably then the process can be addressed as gender mainstreaming (Gamble 2000).

Patriarchy

Patriarchy is derived from the Greek word “patriarch” where men are the favored gendered and hold power, domination and privileges (Gamble 2000). Power relation between men & women defines women to be “inferior human race” in sexual, social and political aspects. For example, the head of the family or owner of a company is generally expected to be a man in patriarchic societies.

Societal Stereotypes

Over generalized belief about separate categories of people incorporated by individual societies (Tickner 1998). For example, all women are in general expected to pursue less challenging jobs like teaching and nursing in our conventional societies.

Systematic Subjugation

The challenges or problems that are intrinsically persisted in the structure or system of any society or nation-state (Tickner 1998). For example, mind-set, values, beliefs and practices of a society that have been fostered since ages.

Tourism

Tourism refers to the conduction of travelers on trips or leasured trips surpassing their usual environment or boundaries with an estimated duration of less than one year. Economic activity related to the entire conduction of travel is, measured in weighing the status of tourism industry of any particular country (World Travel and Tourism Council 2019b).

Sustainable Development Goals

The term “Sustainable Development“unravels the concept where development will be ensured for the present generation without compromising the right to access resources and development of the future generations who are yet to come. The “Sustainable Development Goals” (SDGs) tend to be the compilation of 17 concrete goals adapted in 2015 by United Nations General Assembly in order to achieve worldwide sustainable and better future by 2030. As per the fifth concrete goal of SDG, women empowerment and gender equality is a pre-requisite to achieve sustainable development for any particular country (United Nations 2015).

Vision 2021

Political vision of the ruling governing party of Bangladesh for the year of 2021 incorporating women empowerment and gender equality to be its sixth key concrete goal complying with the global goals of SDG (The Daily Star 2019a).

Thereby, gender equity is a pre-requisite to achieve the sustainable future for our tourism industry. Capitalizing the human potentials of half of the significant population should be the subject of meaningful planning towards the accomplishment of SDGs. So, this chapter endeavors with its key query to weigh the nexus in between gender equity and sustainable tourism for future.

Research Question

The central investigation of this chapter is converged around assessing the interlink between gender equity and sustainable tourism in Bangladesh through one primary and three secondary centered research questions:

Primary research Question

- How far tourism industry can ensure gender equity in achieving sustainable tourism industry in Bangladesh?

Secondary research Questions

- What are the prevailing scenarios of gender disparity in the tourism industry of Bangladesh?
- Why tourism industry noticeably lacks gender equity in Bangladesh?
- How gender mainstreaming can be addressed in order to ensure a sustainable tourism industry in Bangladesh?

Rationale and Significance

Since the inception of the tourism industry, the participation and activism within tourism industry has been heavily skewed towards males than their female counterparts in Bangladesh. However, the scenario of underrepresenting women in economic development is more or less a worldwide scenario since centuries. But in spite of that in the recent decades, precisely to unwrap about tourism industry, along with developed continents like Eastern Europe and North America, the inclusion of women has become noticeably significant in regions like South-East Asia and Latin

America. Now contrarily, owing to multifarious reasons and scenarios Bangladesh is yet to achieve the milestone of equitable division of labor and leadership among men and women in this particular sector. Interestingly, this issue of women inclusion in tourism industry has not been only neglected by practice but also the official policies and academic knowledge as well has consciously kept one particular gender out of the entire discussion box of tourism. This chapter thereby initially expresses its keen concern to rationally intertwine gender equity and sustainable tourism because without capitalizing entire human potentials of a country through gender equity sustainable development of tourism industry will be nothing but imagery for any particular country. Secondly, it attempts to unveil reasons and loopholes of under-representation and under-researching of women inclusion in tourism industry of Bangladesh. Finally, it manifests to simultaneously address strategies for gender mainstreaming in order to compliance with the agendas of sustainability in the contemporary tourism industry of Bangladesh.

Literature Review and Knowledge Gap

The clusters of literatures and compositions about global gender equity and sustainable tourism has significantly evidenced the under-representation of women in this industry since ages. Although, in the recent decades most of the regions of the world has highlighted ample potentials for gender equity in tourism industry. But in terms of Bangladesh, the most considerable trend is to adhere about the absence of research issue areas directly interlinking the complementary relation in between gender equity and tourism. So, in order to harness the knowledge, gap this chapter intends to rationally conduct a research query on the novelty of gender equity and future of sustainable tourism industry in Bangladesh.

- (i). Gender equality should not be considered as a novelty in tourism industry. Rather it should be addressed by both public as well as private entities because it will not only inflict economic significance but it will harness the social and environmental dimensions of sustainable tourism industry too, Gender biased structures like keeping aloof women from managerial and decision making positions are outcomes of societal stereotypes that need to be addressed through implementing proper planning and strategies (Alarcón and Cole 2019).
- (ii). Women are still experiencing to be the deprived gender in our society. Be it wage gap, disproportionate household chores, access to resource, access to entertainment, access to mobility, women are being far more behind than their male counterparts in enjoying the same rights and benefits. Women lag behind man in nearly all economic sectors and these inequalities are sharply evidenced in low income counties. Thereby, gender equality tends to be critical step towards specified goals of poverty alleviation and sustainable tourism. It has enlisted several concrete gender mainstreaming strategies aiming towards better participation of women. Such as: improving human potentials; removing

- constraints better jobs; access to resources; and enhancing women's voice and leadership (World Bank 2017).
- (iii). According to the UN Global Report on Women and Tourism 2019 by United Nations World Tourism Organization (UNWTO), the inclusion of women as the representation stakeholder of tourism industry is no longer going to be an imagery worldwide in the near future. First, tourism offers greater opportunities for leadership of women but still it incorporates negligible presence of women in positions of responsibility, and consolidation of gender stereotypes in employment particularly in low income countries. Second, wage gap of women in tourism is less than broader economy but still constitutes a significant amount of disparity in income and access to resource in between men and women. Third, technological expertise of women is a pre-requisite to ensure female entrepreneurship for future (World Tourism Organization 2019).
 - (iv). Women have been considered as least exposed but much potential instruments of tourism industry worldwide. Although women tend to be less visible and less paid in this industry, but the projects conducted and managed by women tend to be more sustainable for future tourism development. Thereby, the rational inclusion of women in tourism industry has become a necessity to address (Gender Responsible Tourism 2018).
 - (v). Gender equality is a critical instrument of sustainable development. Without ensuring gender equality and women empowerment the goals of SDGs are impossible to accomplish. To pigeonhole the nexus in between gender and tourism, the entire dimensions need to be weighed from a gender lens. Policy formulation should be revised with participatory gender planning as well as fostering the role of women in implementing tourism policies (Transforming Tourism 2018).
 - (vi). In exploring the inter-link between women and sustainable tourism in Bangladesh, one of the key consideration should converge around the debate about the "better knowledge about environment" of the rural as well as indigenous women. Due to greater exposure to the environment, rural and indigenous women are much more instrumental in conserving the mother nature ensuring the procedure of "sustainable rural tourism". Thereby, the knowledge and skills of rural and indigenous women should be addressed and they can be better trained in order to ensure the greater goal of national sustainable tourism strategy for future (Jakia 2018).

Research Methodology

This discussion is based on a qualitative research methodology. Secondary data collection techniques have been incorporated in order to unfold the central query of the chapter regarding the complementary nexus in between gender equity and sustainable tourism. In analyzing the collected data, qualitative method of analyzing ideas, arguments and theories have been incorporated into the discussion. The sources of

data collection were attempted to be diverse and authentic including books, e-books, peer reviewed journals articles, websites of relevant government and Inter-Governmental Organizations (IGOs), newspapers, magazines, annual reports etc. However, the huge amount of data, their reliability, accuracy and sources that are inserted in the paper, have been clearly verified. During conceptualization, literature reviewing and central research finding phases of the topic some volumes of informative reports and papers composed by UN Women, UN World Tourism Organization (UNWTO), Ministry of Civil Aviation and Tourism, World Tourism and Travel Council (WTTC), World Economic Forum (WEF), Bangladesh Parjatan Corporation (BPC) and Bangladesh Tourism Board have been analyzed in detail. Finally, due to time and mobility constrains this paper lacks the incorporation of primary data and survey analysis regarding the issue. Withal, a set of literatures reviewing and consulting with fellow colleagues and students have been conducted to produce some logical coherence and in-depth understanding of the issue and also to determine the strategies on how the chapter ought to be best prepared.

Central Research Argument

In elucidating the central research query, this chapter has gradually exposed a complex and complementary nexus in between gender equity and tourism industry of Bangladesh. To simplify, this paper has unraveled that gender equity is prerequisite to ascertain sustainable tourism. And since the inception of its tourism industry, up to now Bangladesh has consistently under-performed in conquering “sustainable tourism” status due to some underlined obstacles against gender equity in our tourism industry.

First of all, this chapter has unveiled these key obstacles of our tourism industry in achieving gender equity. So, “gender equity” is being dependent on “persisting tourism industry of Bangladesh”. Thereafter, this chapter has also unfolded the responsible intervening reasons behind such persisting obstacles in our tourism industry.

The dependent variable “gender equity” has been weighed by seven major impeding dimensions/obstacles of the independent variable “tourism industry of Bangladesh”. Thus, persisting policy gap, resource and empowerment gap, legal inconveniences, inequitable leadership, technological handicapping, lack of training and skills and violence against women in tourism has elucidated superfluous extent and nature of gender equity in this sector. Now, in plunging into the issue a bit analytically, this chapter has also unveiled the responsible reasons behind such inequitable scenario through the intervening variable: “societal stereotypes” and its stemmed issues like “work-life balance” and “lack of self-esteem” arising from those “socially constructed gendered” stereotypes. Thereby, the central argument of this chapter ascertains the tourism industry of Bangladesh to be noticeably gender blind due to multiple obstacles and “socially constructed stereotypes” to be the

Table 15.1 Variables of the research

Dependent Variable	Intervening Variable	Independent Variable
Gender equity	Societal Stereotypes	Tourism industry of Bangladesh
	Work-life balance	Policy gap
	Lack of self-esteem	Resource and empowerment gap
		Legal inconveniences
		Inequitable leadership
		Technologically handicapped
		Lack of training and skills
		Violence against women in tourism

(Source: self-compilation by the author)

primary responsible reason behind those obstacles resulting into the crawling of this tourism industry towards the milestone of sustainability (Table 15.1).

Central Research Findings

Tourism Policy Gap

Tourism policy incorporates the national tourism strategies of a particular country. Bangladesh government after its independence inaugurated its national tourism policy in 1992. Then, after a noticeable gap of 17 years, in complying with demands of the nascent development of the potentials of tourism industry, Bangladesh National Tourism Policy was formulated in the year of 2009 and it was simultaneously updated in 2010. Ministry of Civil Aviation and Tourism along with its two intrinsic departmental organs Bangladesh Parjatan Corporation (BPC) and Bangladesh Tourism Board (BTB) are responsible entities for initiating tourism planning aligning with the broader goals of sustainable tourism industry in contemporary Bangladesh (Karim 2014).

Now, screening with a gender lens perspective, the existing tourism policies of Bangladesh instigated by Ministry of Civil Aviation and Tourism has apparently updated its insights towards achieving gender sensitivity in the year of 2010. In parallel, budgets allotted for women and earning secured by women in this industry has noticeably elevated in recent years (Ministry of Civil Aviation and Tourism n.d.). Even though, the persisting ratio of gender roles in terms of potentials and opportunities are still being heavily inclined towards the male counterparts in this industry. To elucidate precisely, these persisting policy gaps might remain practically responsible for the inequitable status of men and women in this industry:

- (i). A comprehensive gender mainstreaming of the tourism policy will ensure the maximum capitalization of the human potentials of this country (Transforming Tourism 2018). The persisting tourism policy leaves much scopes for intervening in terms of accomplishing gender equity.

- (ii). According to the definition of “Eco-feminism” women inherently pose better connection with and knowledge about the nature. Again, ‘Environmental feminism’ delineates that since ancient ages women have fostered better exposure with farming and agriculture which has gradually enhanced their innate capacity to preserve the environment in a more rational manner than their male counterparts. However, in spite of their better potentials, women acknowledgement as well as strategies for inclusion is far less evidenced in the policy planning towards the broader goals of sustainable tourism incorporated in national tourism policies (Ministry of Civil Aviation and Tourism [n.d.](#)).
- (iii). 29.48% of annual budget of tourism industry was allotted for the incorporation of women who constitute half of the potentials for the sustainable future of the industry in the year of 2018–19 (Ministry of Civil Aviation and Tourism [n.d.](#)). Thus, both annual budget and annual planning embodied in national tourism policy under-represents the significance of women.
- (iv). Strategies and planning for comprehensive engagement and inclusion of both the genders were less evident in diverse mechanisms discussed throughout the policy planning. For example, policies adhering to the training for women in tourism industry are still stereotyping the role of women as either chef, cleaner or attendant only. Intervening policy prescriptions with ambitious strategies in order to train women as professional tour guides, travel consultants, visa-officers, transport manager and bartenders should also equally be encouraged in order to get emancipated from these stereotyping (Ministry of Civil Aviation and Tourism [n.d.](#)).
- (v). Non-availability of tourism policy planning and acts in the concerned websites in both Bangla and English languages can be considered as another loophole in terms of planning better accessibility of women into the diverse industry.
- (vi). There persists significant gender biasness due to “gendered” perception about women’s participation and activism in policy-making.
- (vii). National Women Development Policy of 2011 was in fact one step backward in terms of accessing women about their inheritance and property rights in Bangladesh (Ministry of Women and Children Affairs [2020](#)).

Resource and Empowerment Gap

Gender biasness can most vigilantly be evident in the areas of access to resources, access to empowerment and inequitable payment structure in our contemporary societal setting.

Gender inequality is manifested in a statistics unveiling the scenario that 50% of the global foods are being produced by the women including 66% of the work related to that but ironically in return getting access to only 10% of the income and 01% of the properties of the world (Sabina and Nicolae [2013](#)). Again, the World Economic Forum has elucidated in its Global Gender Gap Report of 2017 that the

global average gender gap has elevated to 32% surpassing the previous year's 31.7% gap considering the issues of education, health, economy and political disproportionate gender roles into account (Gender Responsible Tourism 2018).

Stereotypical gender-role segregation similarly can be vigilant in analyzing the national gender gap in tourism and broader economy as well. Globally women are manifested to earn 16.8% less than their male counterparts in terms of broader economic development but when being precise about tourism industry, the scenario is comparatively positive where women are constituting 14.7% less income than their male counterparts. However, this is to be highlighted that among 71 sample countries investigated by UN World Tourism Organization, 44 countries are having a smaller gender wage gap in tourism industry in comparison to broader economy. Importantly, almost all of these 44 countries' current statistics are showing to have greater women inclusion in leading and decision making positions in tourism industries constituting larger share of earning in tourism than their male counterparts. Contrarily, countries those who are still stumbling to have a greater inclusion of women in tourism industry are still evidenced to pose greater gender wage gap in tourism industry rather than the broader economy. For Example: According to International Labor Organization's statistics of 2018 about Bangladesh, women who are working in broader economy have earned 92.12% as much as men whereas in tourism industry the trend is downward constituting women's earning to be only 88.63% as much as men (World Tourism Organization 2019). Apparent and dramatic wage gap in between men and women are evident in tourism industry based both high skilled and low skilled jobs like chefs, cleaners, gardeners, consultants and even managers (World Bank 2017). Thus, limited and conditional exposure to empowerment access in tourism industry has consolidated one of the greater challenges against gender mainstreaming.

Legal Inconveniences

Although Article 28(2) of the Constitution of Bangladesh guarantees equal footprints of women and men in all spheres of life without having any discrimination but in practice the scenario is ironically contradicting.

- (i). Family Law of Bangladesh sharply restricts women from inheriting equal properties and wealth in comparison to their male counterparts following the religious "Shariah Law" (The Daily Star 2019b).
- (ii). National Women Development Policy was enacted in 2011 with an expectation that it will pave the way towards equal inheritance but rather it resulted into one step backward than the persisting scenario (The Daily Star 2019b). Women were allowed to have the full control over their already obtained properties through earning or inheritance (Ministry of Women and Children Affairs 2020).

- (iii). International legal regime to ensure gender equality also reflected as “paper-tiger” regarding gender equity. Bangladesh ratified “The United Nations Convention on the Elimination of All Forms of Discrimination against Women, CEDAW in 1984” but along with reservations. The existing reservations prevail against the core provision of CEDAW, Article (2) which calls on ratifying states to take policy measures eliminating discrimination against women and Article 16 which addresses equal rights of women in marriage, family relations, and divorce on excuses of these articles contradicting with “Shariah Law” (The Daily Star 2019c). Thereby, it is apparently evident that legal restrictions are far behind than complying with the broader goal of maximum inclusion and sustainability in Bangladesh.
- (iv). A new study conducted by World Bank “Women, Business and the Law 2020” has assessed 190 economies tracking the applicability of legal reforms affecting women at different stages in their working lives. In the periodic year of 2017–18 this study has revealed the effectiveness of 40 economies to employ 62 legal reforms with the broader vision of women inclusion (World Bank 2020). However, in spite of having legal reforms from a number of Muslim countries like The United Arab Emirates, Bahrain, Jordan, Morocco, Pakistan and Saudi Arabia disappointingly Bangladesh could not come up with any substantial initiatives to be on board towards gender-balancing in these contemporary epoch (World Tourism Organization 2019).

Inequitable Leadership

A high degree of gender role stereotyping hinders women from accessing to deserving and high-skilled position in the tourism industry of Bangladesh. Gender labor markets are segregated and have kept women both horizontally and vertically away from the dominant positions in this industry.

Horizontally, women and men are being stakeholders of different occupations but these occupations do pose vertical hierarchy in action. Women are generalized in tourism industry to be cleaners, waitresses, sweepers, salespersons, telephone operators, flight attendants, travel agency management etc. whereas men are by default to be hired for flight engineers, pilots, drivers, bartenders, construction worker, managing directors, gardeners, CEO and owner of the hotels. Thereby, the stake holding positions of men and women dramatically deviates in terms of power, credit and prestige. Women are stereotyped to be non-capable for performing duties as ticketing and registration, visa consulting, food and beverage, catering, airport services, entrepreneurship, ground operations, professional tour guides, human resource department, finance department, visa consultancy, trainers etc. (The Daily Star 2007). Technical, managerial, decision making, leading and challenging positions are always being secured for the male counterparts without weighing the credibility of women for this positions. Rather, in accessing non-intervened regulatory positions like tour guide or bartenders sometimes their position is by

default taken for granted as “comfort women” exposing themselves to “sexual or verbal harassments” frequently.

One of the key reasons behind such astonishing absence and ill-treatment of women in the fabricated tourism industry can be explained due to stemming from the invisibility of women in political leadership and policy formulation for women. A study conducted in Middle East and North Africa by World Bank concludes that only 4% companies are having female managing directors and 5% companies are having majority of the shared own by women (World Bank 2017). The situation is not alien in the most other regions of the world too.

Women leadership is evidenced to be apparently effective in terms of tourism industry. UN World Tourism Organization has exposed that worldwide 23.0% tourism ministers are being women in comparison to 20.7% female government ministers. For Example: In the year of 2014, being a woman, Thailand’s Minister of Tourism and Sports has adapted substantive measures to emancipate the country from sex-tourism stemmed sexually transmitted diseases, human-trafficking and violation of right against women through grossly raiding brothels and bars with a vision to make Thailand tourist destination for women (World Tourism Organization 2019). The idea of “leadership by women” in this industry of tourism is still considered to be alien in Bangladesh with having no evidences of concrete political leadership in this position entrusted to women. However, in analyzing the capacity, inequity and ill-treatment of women it has become important to restructure the industry with women leadership for the maximum capitalisation of the human capitals. Thus, in order to have better leadership, regulatory issues, strategic planning and conducting public-private dialogues women leadership is expected in Bangladesh towards the destination of sustainability.

Technologically Handicapped

Access to technology, foreign language and peer to peer communication is a prerequisite to lead the tourism industry today (Rabbi 2019). In our conventional society, women and men gender segregated roles create different exposure of both the genders with technological bestowment. Women are less exposed to technical and technological skills because they are considered to be less capable in dealing with technical skill out of our societal beliefs. This, in built societal constructivism makes women themselves to feel self-inferior and they remain lethargic in updating themselves with diverse languages and technological bestowments required to cope-up with contemporary tourism industry. The reluctance of women with technological updates can be evident through less participation of women in tourism based training and skill development centers.

Lack of Training and Skills

Five public universities, thirteen private universities, National University included seven colleges and under the Bangladesh Technical Education Board of 18 institutes has been engaged in various educational and training programs on tourism and hospitality management in Bangladesh today. But even though, we encounter a sharp reluctance and lethargy from women to get enrolled into the discipline or to get trained in it. Then again, there is a frequent tendency to shift the career path even if they have graduated from this discipline. To unravel this crux, most of the women have indicated towards the issues of workplace safety, working our trap, societal non-acceptance, discouragement from family, salary structure, job insecurity etc. (Rabbi 2019). But two aspects can be substantially evidenced from the opinion of majority of the women that first of all, they are not being fully aware about the diverse career options of this industry and secondly they are not still convinced by the socio-cultural stereotyping image about tourism industry in our society.

Violence Against Women in Tourism

One of the crucial obstacle behind the self or imposed non-inclusion of women into this tourism industry is the proximity of exposing themselves to the means of violence against women (VAW) including verbal abuse, rape, sexual harassment, stalking, sex-tourism, human-trafficking, torture etc. (World Tourism Organization 2019). The traveler women and women who are and leading the travel industry both get subjected to violation of their physical and psychological immunity by diverse means frequently since ages up to now.

Thereby, women get frequently vulnerable to exploitation from sex tourism, fuelled by poverty and unequal power relations persisting in the society (Tourism Concern 2014). Sex tourism is one of the common practices that segregates gender roles in tourism industry including subjection of human trafficking, sexually transmitted diseases, forced prostitution, physical harassment, stalking, verbal and physical abuse, teasing, solicitation etc. Another important dimension regarding inclusion of women in tourism industry is attributed with offensive treatment of women who are being engaged in this industry. For Example: Waitresses, female cleaners, female bartenders, club dancers, female tourist guides even female consultants and hotel staffs are taken for granted to be treated as “comfort women” for the visitors resulting in harassment and unease for their professionalism (Khan and Sultana 2018).

Societal Stereotypes

Now, the above discussion has unveiled that owing to the practical scenarios of unplanned policies, irrational pay gap, less access to resources and empowerment, legal inconveniences, technological and technical constrains, inequitable leadership and proximities of getting exploited as sexual victims etc. the nexus between gender equity and tourism industry is still being far behind from achieving a positive correlation. Gender equity towards a sustainable tourism industry is still encountering its fragile stage in Bangladesh: first, either women are being kept outside of the industry; second, and if they are getting in, either they are ill-paid or under-treated; finally, otherwise they are being objectified or being taken for granted to be “available”.

Now, this paper while investigating the relation in between the persisting condition of tourism industry and criteria of gender equity, has gradually invented the fact that the roots of these inequitable status of women in our tourism industry is actually innately constructed by societal values, beliefs, cultural and practices. That means, the socially constructed generalized beliefs that are being fostered by centuries in our culture has actually crafted the situation of systematic subjugation for women. Thereby, this paper has identified “societal stereotyped role of women” to be the intervening variable or responsible factors in designing a non-positive correlation in between gender equity and persisting tourism industry. For example, the idea of women stepping out of their traditional household is a socially constructed taboo where women are being primarily subjected. In our conventional society it is a common perception that women should be confined within the household or even if they are empowering themselves they should chose the safest and most non-challenging professions that are being available in the society. Thus, society creates its own attribution to the occupations to be “safe” or “unsafe” for women and acknowledge their acceptability accordingly. A study conducted among a number of Bangladeshi women who are involved in tourism and hospitality service has concluded that they are frequently being encountered with negative perception by the society. Sometimes people tend to portray as a woman works in a hotel that means she is available (Khan and Sultana 2018). The again, if a woman is working in a hotel so she might not get traditionally married or traditional families will be hesitant to get involved with her. Thus, society has created believes that women stereotypes will not be fit for serving in hotels and if they are serving in leisure industry then she can easily be judged or objectified. Socially in-built insights about gender role-stereotyping thus incorporates:

Work-Life Balance

Socially constructed stereotypes portray that women to be the greater stakeholders of managing household or fostering children so they are less encouraged to join in service oriented industry of leisure travel or tourism. Hospitality is a constant

service where availability of service provider should be ensured. Societal stereotypes thus construct discouragement for women in the pathway of coping up their personal-professional life through work-life balancing.

Lack of Self-Esteem

Women cannot travel alone because that is much challenging. Women cannot be professional tourist guides because that needs better technical and technological skills. Thus, socially inherited stereotyped-ideas has reflected in our mindset generations after generations inflicting women with a sense of “professional inferiority”. Thereby, women themselves are evident to have lower self-esteem to get enrolled into academic disciplines related to hospitality or practical courses related to technological insights.

Theoretical Implication

The concept of “patriarchy” reveals that there persists disproportionate power relation among the dominant genders in the society. It has attributed men to be the “preferred and privileged gender” including the capacity to hold domination over others (Tickner 1998). Society has fostered this patriarchy since ages where women were considered be the “angels of the house” and the domestic decision-making capacity was entrusted upon the male members of the family adhering to the “laws of the father”, Similarly, this paper has unraveled that the stereotyped ideas of the society complies with the core insights of “patriarchy” where women to be excluded from the managerial position, decision making positions like owner or manager of a hotel, dominating positions like tour guides where women will be having the regulatory power over men, entrepreneurship etc. Rather, women can better be expected to fit in positions like sex-workers, comfort women or attendants where they can be ill-treated or dominated by their male counterparts following the core ideas of “patriarchy”.

Policy Prescription

Tourism and hospitality industry is yet to establish a positive co-relation with gender equity towards the pathway of sustainable tourism in Bangladesh. But it is to be considered that, tourism has ample potentials for future and without capitalizing the entire human potentials of women and men, our tourism industry cannot sustain in the global tourism competition. Thereby, this paper has compiled some probably policy prescriptions with an aim to aligning gender equity within tourism industry towards the accomplishment of sustainability:

- (i). A comprehensive gender addressing should be incorporated in the national tourism policy while acknowledging the role of women and strategically planning their better inclusion for capitalizing maximum human potentials.
- (ii). First of all, it is necessary to identify areas where women are being evidently absent or under-represented and then careful formulation of policies in order to incorporate women into the inclusion process is recommended.
- (iii). Next to that, legal obligations towards the accomplishment of gender equity should be re-considered. The inequitable inheritance of property and marital right creates apparent mismatch with our constitutional commitment of equality as well as broader goal of sustainability. Thereby, revising property laws and abolishing discrimination through repealing reservation from CEDAW will ensure equitable rights for men and women legally.
- (iv). Availability of policy planning for common people along with native language is expected in order to enlighten people about the adapted strategies regarding this issue area.
- (v). Leisure travel of women is considered to be a stereotypical taboo in our society. The popularisation of “solo travel” or “women only travel groups like travelettes of Bangladesh” has created exemplary insights aiming to challenge the stereotypes. Thus, more participation of women as both travelers as well as “travel managers” should be included in policy planning.
- (vi). Vulnerable engagement of women that might instigate oppression or violence like sex-tourism or “comfort-service” should be discouraged in order to consolidate women professionalism except unexpected experiences of abuse, harassment teasing, solicitation or even human trafficking.
- (vii). Women should be greater stakeholders of annual tourism budget plans in order to encourage their on boarding to its maximum essence.
- (viii). Both horizontal and vertical segregation of gender roles and gender pay gaps should be revised through concrete strategy planning for gender mainstreaming within this industry.
- (ix). Women should be encouraged to hold leading positions dealing with tourism and hospitality such as: the position of tourism minister has remained exemplary in order to abolish sex tourism in the year of 2014. Thus, women problem can be better addressed and represented by women if given accessibility and replicating the strategies of other countries which are having women at the leading managerial positions of tourism industrys can portray “examples”.
- (x). Women’s participation and decision-making needs to be encouraged not only in the demand for standards for visitors but also to increase the security for women and girls living in tourism destinations and for women who travel by their own. Thereby the roles of women as hotel managers, director, consultants, and tour guide will be much more convenient for the entire industry as well as women community (Transforming Tourism 2018).
- (xi). In order to combat the societal stereotyping of mind, more and more inclusion is the first pre-requisite recommendation. Working in hospitality sector not necessarily mean the women to be available or working as a bartender

not necessarily mean to be comfort-women. Greater participation might help reconstructing the mindset with examples.

- (xii). In terms of family responsibilities, men and women should be considered fair stakeholders considering the extent of their professional commitments. Then again, in terms of fostering children both parents and if needed day care centers can provide alternatives for better professionalism of both the stakeholders of the family.
- (xiii). Gender wage gap for men and women in similar works like chef, cleaner, consultant, manger etc. should be re-addressed by mainstreaming gender roles and combating shame of culture through broader inclusion. Women not only should be engaged in relevant industry but also should get trained and provide proper training on skills and language development to others.
- (xiv). Women inherently pose better attachment and knowledge regarding preserving and aligning with the environment. Replicating the idea of eco-feminism and environmental feminism ethnic, rural and other women should get better access to sectors that are dealing with conserving or utilizing the nature.
- (xv). Private organizational policies should incorporate flexible working hours if needed, childcare facilities, work-from home facilities for women so that they do not need to become “double-jeopardy” in balancing work and thus ensuring maximum capitalization of their potentials. Family-friendly policies would encourage men and women to share domestic and child-care responsibilities more equitably.

Conclusion

In this contemporary epoch of the bestowment of globalization, tourism and hospitality can be considered as one of the most lucrative industries of Bangladesh similar to most other countries of this world. However, maximum capitalization of human potential is a pre-requisite to compete within this industry sustainably because countries which are being blessed by tourism industry are utilizing their maximum human capital through gross gender mainstreaming. Thereby, gender equity prevails to be a pre-condition for orchestrating a sustainable tourism industry in Bangladesh. Now, the above discussion has unveiled that owing to the practical scenarios of unplanned policies, irrational pay gap, less access to resources and empowerment, legal inconveniences, technological and technical constrains, inequitable leadership and proximities of getting exploited as sexual victims etc. the nexus between gender equity and tourism industry is still being far behind from achieving a positive co-relation. Either women are being kept outside of the industry here and even if they are getting in, either they are being ill-paid or under-treated. Then again, otherwise they are being objectified or being taken for granted to be “available”. Now, this chapter while investigating the relation in between the persisting condition of tourism industry and criteria of gender equity, has gradually invented the fact that the roots of these inequitable status of women in our tourism

industry is actually innately constructed by societal values, beliefs, cultural and practices. That means, the socially constructed generalized beliefs that are being fostered by centuries in our culture has actually crafted the situation of systematic subjugation for women. Finally, this chapter has suggested rigorous policy intervention, legal reformation and exemplary and participatory inclusion of women in this tourism industry in order to orchestrate a flexible mechanism towards sustainability for future.

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Iffat Anjum has completed her Post-graduation from the Department of International Relations, University of Dhaka, Bangladesh in 2016. After that, she has been entrusted to work as a Lecturer of the Department of International Relations, Bangladesh Military Academy and Bangladesh University of Professionals since 2017. She fosters a key research interest in international security, gender and international relations, global environmental politics and international political economy. She has also worked with international research entities like Goethe Institute Bangladesh and Transparency International Bangladesh and has converged around publishing her research compositions on security, gender and public policies.

Part X
**Future Directions for Tourism Policy and
Planning in Bangladesh**

Chapter 16

Tourism Development Agendas in Bangladesh: Exploring Some Policy Considerations



Abdullah Al Muneem, Md. Ashikur Rahman Avi, and Md Ariful Hoque

Abstract Tourism as a promising economic sector has gained acceptance globally and endorsed increasingly by apex international organizations such as the United Nations World Tourism Organization (UNWTO). Representing the developing world, Bangladesh has a range of tourism resources to attract tourists to contribute to the overall economy. However, the development of this sector within the country is still at its early stage. Accordingly, the country is failing to receive the utmost value from tourism sector. This chapter aims to outline a number of suggestions to develop tourism sector in the context of Bangladesh. In doing so, qualitative research approach has been employed. The data collection strategy encompasses both primary and secondary techniques. The primary technique mainly involves securing opinions from industry experts while the secondary techniques cover reviewing a wide range of published and unpublished materials. This paper identifies a number of issues to be addressed to realize the potential of tourism sector in Bangladesh. These issues include formulation and implementation of tourism friendly master plan, creation of tourism quality assurance cell, development of tourists' facilities and necessary infrastructures, coordination among key stakeholders, proper marketing and promotional campaign, allocation of adequate budget, invitation of foreign investments, and awareness creation to upgrade tourism from the existing condition. This study is believed to be helpful for tourism policymakers and researchers in Bangladesh.

A. A. Muneem (✉)

Department of Tourism and Hospitality Management, Faculty of Business Studies,
University of Dhaka, Dhaka, Bangladesh
e-mail: muneem.thm@du.ac.bd

Md. A. R. Avi

Department of Tourism and Hospitality Management, Pabna University of Science
and Technology, Pabna, Bangladesh

Md. A. Hoque

Department of Marketing, Faculty of Business Studies, Jahangirnagar University,
Savar, Dhaka, Bangladesh

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M. S.-U-. Rahman, A. Hassan (eds.), *Tourism Policy and Planning in Bangladesh*,
https://doi.org/10.1007/978-981-15-7014-8_16

Keywords Tourism development · Developing world · Master plan · Bangladesh

Introduction

Tourism is an expanding sector which acts like bridges among nations and creates links between different cultures and civilizations. Today, tourism is considered as a tool to jobs creation, poverty abolition, ensuring gender equality, as well as protection and up-gradation of the environmental, natural and cultural resources (Sinclair 1997; Blake et al. 2008; Ferguson 2011; World Economic Forum 2017). The outcome of tourism also results in foreign exchange earnings, economic growth and contribution to Gross Domestic Product (GDP). In 2018, the travel and tourism sector contributed 10.4% to the global GDP and 319 million jobs in percentage it covers 10% of global employment were supported by this sector (WTTC 2019).

For many developing countries, tourism is considered as one of the ways of economic development. Bangladesh is one of the most promising developing countries with a lot of tourism resources to attract tourists to contribute to the overall economy. But unfortunately the country fails to operationalise the benefit through proper exploration of tourism potentials. Lonely Planet (2019), the largest travel guide book publisher, ranked Bangladesh seventh position under the best value global destination category in 2019 and the ranking report noted:

“Bangladesh creates astonishingly few ripples given everything it has to offer. The world’s eighth most populated country is home to diverse, exciting cities, the longest unbroken sandy beach of the world with an emerging surf scene at Cox’s Bazar, and the largest mangrove forest of the world Sundarban National Park. Bangladesh has always been an inexpensive destination for travelers, and UNESCO World Heritage sites are waiting to be discovered, such as the open-air museum that is the historic city of Bagerhat, where the Ganges and Brahmaputra rivers meet, and the atmospheric Buddhist ruins at Paharpur. Visitors remain a rarity almost everywhere else, giving Bangladesh an ‘out there’ feeling that’s harder to find in many neighboring (Bangladesh’s neighbors – India, Myanmar, Nepal, Bhutan and Pakistan) countries”.

In such a situation it is required to outline the path to develop tourism sector in Bangladesh by identifying key issues which obstruct the development. Available studies on Bangladesh’s tourism are reviewed by the researchers but most of the papers focus on the potentiality as well as challenges of tourism in Bangladesh rather addressing the pathway to development. Considering this fact, the current study aims to outline a number of suggestions to develop tourism sector in Bangladesh.

The main objective of this chapter is to outline the suggestions to upgrade tourism from its current status. In addressing the key objective, this study also covers the following specific objectives: first, to identify the major challenges that impede the tourism development in Bangladesh; second, to understand key stakeholders’

perceptions in regard to tourism development; third, to generate/develop suggestions in regard to tourism development in Bangladesh.

Literature Review

Tourism

The term tourism refers to the travel outside the usual environmental setting with a purpose, for a particular period of time (at least 24 h and less than a year of stay). The widely accepted definition of tourism by UNWTO as cited by Goeldner and Ritchie (2007: p.7) is “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

Development

As an ambiguous term “development” depicts both the procedure which a society moves through starting with one level of condition then onto the next, and furthermore the goal of that procedure. As both procedure and goal, the term development embraces economic, social, political, cultural and environmental dimensions (Badan and Bhatt 2007).

Development can be defined as a multi-dimensional course of action which brings changes in several aspects of a society (i.e. socio-economic, institutional and governmental structure). Development can be addressed as a process of acquiring sustainable growth to cope with new incessant changes towards the achievement of some objectives (i.e. progressive political, economic and societal) (Lee 1966). Todaro (1977) also described the term “development” as a multifaceted process for which the structural, attitudinal and institutional changes are needed to accelerate the economic growth, to reduce the inequality and to eradicate the poverty. In a similar note, Sapru (1994) explained the term “development” as a societal process which transforms a society from traditional one to modern (Sapru 1994).

Tourism and Development

Badan and Bhatt (2007) referred the term “tourism development” as it is not an end in itself, but a way to an end. Tourists’ attractions, facilities, and amenities are not developed by the destination itself but those are developed to invite tourists so that they visit and spend money which can contribute to the economic and social

development of the destination areas. It has received the worldwide recognition that international tourism is an essential means to achieve development and many countries have put tourism as a significant element in their development strategies (Badan and Bhatt 2007). Tourism is being viewed as a significant factor for facilitating community development (Allen et al. 1993; Bello et al. 2016; Colton and Squire 2010). In this vein, alternative governance approach involving multi-level stakeholders other than a sheer dominance by the public bodies for tourism policy formulation and implementation took a noteworthy attention in tourism research (Mikulcak et al. 2015; Moscardo and Murphy 2014; Rahman et al. 2020).

The development of tourism is a continuing process that must be compatible to the overall development goal (Godfrey and Clarke 2000). In addition, in the process of tourism development, the policymakers must have to consider and accommodate informed participation of all related stakeholders (Rahman et al. 2020; UNEP 2005). It is thus important to develop the tourism sector aligning with the sustainability principles while considering it as a tool for development.

Status of Tourism Developmental Planning, Policies, and Initiatives in Bangladesh

In 1972, just after the independence of the country, tourism development and promotional work started under the aegis of the government. According to the President's order no. 143 of 1972, the first initiative was taken to establish Bangladesh Parjatan Corporation (BPC) for the purpose of promotion, better operation and development of tourism in Bangladesh (*Ministry of Law, Justice and Parliamentary Affairs* 2019). In 1975, as an independent ministry the Ministry of Civil Aviation and Tourism (MoCAT) was formed in order to formulate national policies and programmes for development and regulation of Civil Aviation and the regulation of the Bangladesh tourism industry and the promotion of the country as a tourist destination. Recognizing the contribution of tourism to the socio-economic development, the government of Bangladesh framed the National Tourism Policy (NTP) in 1992. Before 1992, there was no tourism policy in Bangladesh but a strategic Master Plan for tourism development which was prepared by the United Nations Development Programme (UNDP)/the World Trade Organization (WTO) in 1990 (Hassan and Burns 2014). However, The National Tourism Policy identified tourism as a multifaceted industry for the development, which must needs an effective coordination among a variety of government ministries, departments, authorities and regional as well local bodies. Besides, a "National Tourism Council" and an "Inter-ministerial Coordination Committee" governed by the Prime Minister and the Minister of MoCAT respectively were formed according to the recommendation of the National Tourism Policy but both the committees were very dysfunctional (Khan and Haque 2007, p. 19). Later on tourism was recognized as an "Industry" in the National Industrial Policy, 2005. The policy also acknowledged this industry as

a “Thrust Sector” and presented a variety of incentives to the foreign investors to invest in the tourism sector in Bangladesh. Utilizing the notion of Public-Private Partnership (PPP) in the promotion of tourism industry was focused both in the National Tourism and National Industrial policies of Bangladesh. Here, it can be critiqued in the basic point that the promotion of tourism was prioritized over tourism development. However, the National Tourism Policy (1992) was updated for the first time in 2010. To capitalise the tourism potential, the Government of Bangladesh (GoB) reframed a new tourism Policy (2010) with a view to developing environment friendly tourism, community based tourism, rural tourism, religious tourism, riverine tourism, archaeological tourism and other new segments of tourism linking Bangladesh’s traditions and cultures. Bangladesh Tourism Board (BTB), National Tourism Organization of Bangladesh, was also established in 2010 for the purpose of marketing and publicity (Bangladesh Tourism Board 2010) but more services and amenities for tourists are essential to keep up with the global trends and tastes (Howlader 2013).

Bangladesh Parjatan Corporation (BPC) as the National Tourism Organization is assigned the responsibility by the government to develop the tourism industry in Bangladesh. Since the establishment, BPC has passed more than 45 years. Unfortunately, though the tourism industry in Bangladesh has elapsed 40 years, it is still in a nascent situation in comparison to the neighbouring countries (Howlader 2015). Similarly, Parveen (2013) noted that both BPC and BTB are less active in their field of activities.

Research Method

This study has adopted a qualitative research method to outline a number of suggestions to develop the tourism sector in Bangladesh. The data collection strategy encompassed both primary and secondary techniques. A semi-structured qualitative interview technique was utilized to collect primary data from the key participants from the industry. The researchers interviewed twenty key participants to obtain the relevant information. The participants’ category consists of the stakeholders of the tourism and hospitality industry in Bangladesh. Purposive sampling was used to select the participants. The coverage of research participants is shown in Table 16.1.

The table illustrates that in total 20 interviews were conducted for this study. Here ‘tourism experts’ category includes the participants from tourism academia and hospitality sector, and tourism organizations indicate Bangladesh Parjatan Corporation and Bangladesh Tourism Board. The duration of each interview was 30–35 min. For the purpose of this study, selective transcription was carried out by the researchers from the conducted interviews. Besides, a wide range of published materials mostly journal articles, research papers, discussion papers, and newspaper articles were viewed by the researchers to collect secondary data. Moreover, statistics and annual reports of the UNWTO, country highlights of the World Travel and Tourism Council (WTTC), and Centre for Studies in International Relations and

Table 16.1 Categorisation and numbers of research participants

Participant's category	Number of interviews
Tourists	05
Tourism experts	08
Government officials from tourism organizations	04
Tour operators	03
Total	20

Source: Developed by the researchers

Table 16.2 Participants' identification of challenges for tourism development in Bangladesh

Participant's category	Identification of challenges
Tourists	Poor infrastructural facilities
	Security threats
	Poor environment and resources management at the tourist destination.
	Insufficient activities for engagement
Tourism experts	No master plan
	Insufficient education and training
	No coordination among the stakeholders
	Lack of awareness.
	Lack of quality human resources
Government officials (tourism organizations)	High government tax rate
	Poor promotional strategy
	Budget constraint
Tour operators	Lack of appreciation
	Lack of professional tour guide
	No administrative body to monitor activities
	Lack of business friendly loan

Source: Developed by the researchers

Development (CSIRD) discussion papers were used as secondary sources of information. Content analysis technique was adopted to analyse the secondary data (Hsieh and Shannon 2005).

Findings

A number of issues which impede the growth of tourism in Bangladesh along with several suggestions for the development were identified by the research participants. The following Tables 16.2 and 16.3 portray the key findings.

The study findings indicate that poor infrastructural facilities hinder tourism development in Bangladesh. Most of the participants opined and agreed on this

Table 16.3 Research outcome based on participant suggestions

Participants	Suggestions for development	Main output
Tourists	Development of existing infrastructure	Touristic experience will be enhanced
	Ensuring safety and security of the tourists	Safety and security of the tourists will be achieved
	Proper maintenance of destination's environment and resources	Negative impacts on environment will be mitigated
	Increase touristic activities at the destination	
Tourism experts (academicians and personnel from hospitality sector)	Formulation of master plan	Master plan will be formulated and the development of tourism industry will get momentum
	Arranging training and development program	Quality human resources will be ensured
	Effective coordination among the stakeholders	Coordination and network among the stakeholders will be built
	Creation of awareness	Awareness about tourism will be created
	Trained human resources	Costs on accommodation and food will be minimized
	Reduction of government tax	
Government officials (tourism organizations)	Effective marketing and promotion	Number of tourists' visitation will be increased
	More budget allocation	Financial constrains will be eradicated
	Introduction of national tourism award	Stakeholders will be motivated
Tour operators	Professional tour guide	Number of professional guide will be increased
	Establishment of tourism quality assurance cell	Quality tourism will be ensured
	Establishment of tourist centre	Issues and problems will be solved Availability of information will be ensured

Source: Developed by the authors

issue that the existing infrastructural facilities i.e. destination accessibility, transportation system, accommodation service are not at the satisfactory level for developing tourism. Khokon (a tourist category participant) shared his experience as follows:

... I along with my seven friends visited Nijhum Dwip (a small island situated in Noakhali District) last year. We faced lot difficulties to find out a hotel for quality accommodation there. There was electricity problem too. In 2019, after visiting Bichnakandi (a tourist destination of Sylhet division), I promised not to go there again. The condition of the road and transport to Bichnakandi is too bad to describe. I also refer my friends and relatives not to go there.

Aligning with this finding Henderson noted that poor infrastructural facilities of any tourist destination contribute to perceive negative image of the destination's visitors (Henderson 2011). On the other hand, a satisfactory level of tourism infrastructure contributes to enhance both efficiency and distribution of tourism services (Jovanić and Ilić 2016). Therefore, development of existing infrastructure is essential for tourism development in Bangladesh. Besides, most of the participants pointed out security issue as another major challenge. For instance, an academican participant stated that safety and security are the prerequisites for tourism development. However, poor environment and resources management, and insufficient activities for engagement at the destination are also notified by both 'tourist' and "tourism experts" category participants.

Most of the academican in the "tourism experts" category and "government official" category participants pointed out that having no master plan for tourism development is one of the vital issues for which the tourism sector is not getting momentum. As mentioned in the earlier section of this chapter the country has no tourism master plan and still she follows the strategic plan for tourism development which was prepared by UNDP in 1990.

In Bangladesh there is lack of well-trained man power i.e. service providers, tour guides, chef, and interpreters etc. to support the tourism and hospitality industry. The need for tourism and hospitality education and training for the pertinent stakeholders is highlighted mostly by the "academic" and "hospitality industry" participants. The participants also emphasised the subjective education, and training, to ensure the quality human resource. Recruiting staffs with tourism and hospitality management educational background was suggested by them. For example, one participant from 'tourism experts' category asserted:

... Quality Staffs play the key role to achieve the success of any organization. Surprisingly maximum employees of the authoritative body of Bangladesh's tourism (Ministry of Civil Aviation and Tourism, Bangladesh Parjatan Corporation, Bangladesh Tourism Board) have very little subjective education. The authorities should immediately recruit Staffs from the tourism and hospitality management educational background; and different training program should be arranged for the improvement of their existing employees.

Another notable issue identified by the academic participants from the 'tourism experts' category is that there is no coordination among the tourism developing authorities and stakeholders in Bangladesh, though the national tourism policy recognized tourism as a multifaceted industry must needs an effective coordination among a variety of government ministries, departments, authorities and regional as well as local bodies. In alignment with this finding, Hall, Kirkpatrick and Mitchell (2005) noted that lack of coordination among the stakeholders of tourism at central, local and regional level results from having no shared development vision and inadequate communication.

Added to this, lack of awareness about tourism was also pointed out as a major challenge by numerous academic participants. Most of the participants of this research agreed on the point that awareness creation programs regarding tourism are imperative. If awareness is created at the destination area, the local community involvement will be ensured at the same time. The significant contribution of

tourism to community area development is noticed when the participation of the local community people is ensured in the tourism development stage (Drăgulănescu and Druțu 2012). For instance, one research participant stated:

You cannot develop tourism without creating awareness among the residents, key players, and community peoples of host country. We have to clarify the utmost value of tourism to them, how tourism can change their economy and life. We can consider the example of 'Leuser Ecosystem' in Sumatra. Even though the area is technically protected by the government, it's still threatened by poachers and palm oil plantations. There the communities of local people are working hard to raise awareness through ecotourism as they know the value of environment and tourism.

Lack of appreciation in the tourism sector is another important issue to consider which is identified by most of the research participants. An academic participant (Mosarraf) from the "tourism experts" category commented that appreciation from the central government for outstanding work, initiative, performance and activities in the field of tourism and hospitality can create a positive impact. Introduction of national award for tourism and hospitality sector is suggested by most of the research participants. This study also finds that the development of tourism industry in Bangladesh is badly hindered because of poor marketing and promotional activities. A government official category participant (Parvez) from BPC pointed that "we should not promise those things to the tourists which our destinations cannot offer".

Agreeing on the issue, a government official participant commented that marketing and promotional activities must be linked with the tourism master plan and it needs coordinated efforts among the tourism stakeholders. However, bringing all the tourism stakeholders together to collaborate towards developing an integrated marketing plan for tourism is a major challenge (Buhalis and Cooper 1998; Buhalis 2000).

Lack of business friendly loan for starting up new tourism venture and budgetary constraint in the tourism sector are confining the development of tourism in Bangladesh as claimed mostly by the "tour operator" and "government official" category participants. For example, one tour operator (Srabon) commented as follows-

In my point of view, in Bangladesh there is no special loan for Tourism business. If someone as an entrepreneur wants to start a new tourism venture, he/she have to take the loan by following typical bank loan procedure. Moreover, the interest rate of the usual bank loan is also high which discourage many of us to do business in this sector.

Similar opinion is also found in a government officials' interview who asserted that limited financial support together with an inadequate promotional budget in tourism sector restrict the tourism development in Bangladesh. Here, introduction of tourism loan with the lowest interest rate and more installment facilities, and allocation of sufficient finance for tourism sector in the national budget are suggested by "tour operator" and "government official" category participants.

Having no administrative body or cell at the central, local and regional level to monitor the tourism related issues is also pointed out by a number of "tourist" and "tour operator" category participants. For instance, a tourist (Zihad) commented that having a particular authority to check and solve the tourism-related issues increases tourist experiences. Establishment of tourist centre at the district level is suggested mostly by tourist and tour operator participants.

Another issue identified by the hospitality personnel category participants that the government tax rate on the hotel accommodation and food segment is quite high. Similar evidence is also found in a report by Asian Development Bank (ADB) report that, “Hotel rates in Dhaka are high compared to neighbouring countries, reflecting the high taxation imposed on hotels in Bangladesh” (ADB 2004: p. 27). Besides, similar reflection is also noticed in a review writing in the Tripadvisor’s web portal by a foreign business tourist in the title of “Beware the 26.5% tax in Bangladesh- review of White Orchid” (Pett 2017). Reduction of tax on hotel accommodation and food is suggested in this regard.

Conclusion

This chapter explored a number of issues that act against tourism development in Bangladesh. It has been evident that having no tourism master plan, improper maintenance of destination’s environment and resources, poor touristic facilities, activities, and infrastructures, safety and security issues, no specific cell or body to assure the tourism product and service quality, lack of coordination and partnership among the tourism stakeholders, poor marketing strategy, inadequate budget, limited or no appreciation from the government, high tax rate on accommodation sector, and above all a lack of awareness for tourism are restricting the overall tourism development of Bangladesh. In this regard, the findings of this study suggest that the formulation and implementation of tourism-friendly master plan and policy, proper maintenance of destination’s environment and resources, assuring tourist safety and security, creation of tourism quality assurance cell, development of tourists’ facilities and necessary infrastructures, coordination among key stakeholders, effective marketing and promotional campaign, allocation of adequate budget, invitation of foreign investments, introduction of recognition for the contribution to tourism and hospitality sector, reduction of accommodation tax rate, and awareness creation are vital considerations to upgrade tourism from the existing condition. This study contributes to the broader understanding of tourism development issues and pathways in regard to Bangladesh while demonstrating the practical implication of the findings in that context. Such an understanding could further provide useful insights to the policymakers in terms of locating the existing policy loopholes and the subsequent redesigning of tourism development strategies.

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Abdullah Al Muneem is an Assistant Professor, Department of Tourism and Hospitality Management, University of Dhaka, Bangladesh. He did his BBA and MBA in Tourism and Hospitality Management from the University of Dhaka. He is very keen to research on general tourism perspectives as well as various specialised segments of hospitality such as revenue management, front office management, housekeeping etc.

Md. Ashikur Rahman Avi is a Lecturer, Tourism and Hospitality Management department, Pabna University of Science and Technology, Pabna, Bangladesh. He previously worked at Primeasia University, Dhaka. Avi did both Bachelor and Master Degrees in Tourism and Hospitality Management from University of Dhaka. His research interests include Destination Development, Sustainable Tourism Management, Technology and Tourism, Community Based Rural Tourism, Tourism Planning, and TourismMarketing.

Md Ariful Hoque is a faculty member at the Department of Marketing, Jahangirnagar University, Bangladesh. He has recently completed the PhD degree from the Department of Tourism, University of Otago, New Zealand. Also, he holds an MBA with the highest academic result and a Bachelor of Business Administration (Honours) degree with a major in Marketing with the Prime Minister Gold Medal Award from the University of Rajshahi, Bangladesh. His primary research interest centred on NGOs, community-based tourism, indigenous tourism and tourism-poverty nexus along with a focus on social sustainability aspects of tourism micro-businesses and women empowerment in developing country contexts. Alongside, his contemporary research interest revolves around tourism crisis management with a focus on the refugee crisis and the crisis recovery issues in the hospitality industry.

Chapter 17

An Investigation into the National Tourism Policy of Bangladesh to Explore Policy Significance for a Regional-Level Destination



Muhammad Shoeb-Ur- Rahman 

Abstract This chapter contemplates a qualitative review of the National Tourism Policy (NTP) of Bangladesh. The review eventually scopes the significance for adopting a regional-level destination' policy. Taking Chittagong Hill Tracts (CHT) as a case, the study generates findings and reports accordingly. The CHT remains a unique region and/or destination within Bangladesh since it is an exclusive hilly area and it has different administrative set up including the deployment of militaries by the central government. In addition, the destination hosts heterogeneous communities including indigenous communities and mainstream Bengali community. This chapter is anchored in a qualitative approach following desk-based literature review, which has been further complemented by opinions from various industry experts. The findings indicate that the NTP fails largely to acknowledge tourism significance of CHT as a distinct destination. The NTP has six chapters in which the CHT is barely mentioned. Moreover, the community aspects including the presence and inclusion of indigenous communities and administrative distinctiveness have not given due diligence. The NTP has been criticized accordingly on the ground of sidestepping key features of a region that exhibits unique cultural and natural compositions. This chapter concludes with a bare necessity to develop region-based tourism policies under the broad umbrella of the NTP. The development of such policies must be backed by strong research inputs to ensure coherence and endurability in planning and formulation of strategies.

Keywords National Tourism Policy · Regional · Destination · Chittagong Hill Tracts · Bangladesh

M. S.-U-. Rahman (✉)

Department of Tourism and Hospitality Management, Faculty of Business Studies, University of Dhaka, Dhaka, Bangladesh

e-mail: shoeb.rahman@du.ac.bd

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M. S.-U-. Rahman, A. Hassan (eds.), *Tourism Policy and Planning in Bangladesh*, https://doi.org/10.1007/978-981-15-7014-8_17

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Introduction

Tourism policy provides an overall guideline within which a destination's tourism typically operates. Hall and Jenkins (2004: p. 527) state that "Policy-making is a political activity, influenced by (and constitutive of) the economic and social characteristics of society, as well as by the formal structures of government and other features of the political system. The nature of the policy-making process in any nation-state varies over space and time, and varies among policy sectors or policy communities". Accordingly, policy contents vary from country to country and within a country from region to region. This is particularly important in tourism policy since tourism experiences happen at (local) destination level for which the reality may far different from the broader national context. The Chittagong Hill tracts (CHTs) ideally portrays such a situation. As a destination, CHT exhibits unique landscape (in-country perspectives), cultural representations, and diverse governance structures. These altogether isolate the CHT as a distinct destination, which requires special attention in terms of development and execution of tourism policy guidelines.

This research attempts to evaluate critically the National Tourism Policy of Bangladesh while scoping the significance for a region-based tourism policy to address complexities in a distinct destination (CHT). In doing so, the researcher employs a qualitative research approach and collects data using both the primary and secondary sources. In particular, the research utilizes desk-based literature review and expert-opinion techniques to conclude the findings. In summary, tourism policy objectives should acknowledge spatial aspects of destinations and accommodate a framework to encourage public private partnerships so as to direct and guide key stakeholders to resolve tourism development issues in an interactive setting.

Tourism Policy and National Tourism Policy of Bangladesh

The critical role of a tourism policy to ensure successes of a destination is irrefutable since it provides a general guideline to uphold destination stakeholders' interests while minimize negative impacts. Goeldner and Ritchie (2009: p. 414) define tourism policy as "a set of regulations, rules, guidelines, directives, and development/promotion objectives and strategies that provide a framework within which the collective and individual decisions directly affecting long—term tourism development and the daily activities within a destination are taken". Hence, a tourism policy or policy in general leads to actions that eventually influence the outcomes achieved.

Tourism governance literature identify tourism policy as a domain of "public policy" with specific reference to the preparation, ratification or authorization by government agencies (Hall and Jenkins 2004: p. 526). Hall (2011) identifies four

different types of governance (e.g., hierarchies, markets, networks and communities) while analyzing tourism policy. The typology of governance is influenced by the balance of power between public and private actors, and “steering modes” indicating the concentration and flow of regulations. Development of a tourism policy pervades usually a broader scale of destination such as national or regional. Briassoulis and Vander Straaten (1992) emphasized the necessity of regional tourism policy in order to ensure sustainable development through grass roots involvement and cooperation across destination stakeholders. Tourism policy however remains contested on the ground of differing perceptions at varying layers and/or levels of tourism destination’s governance (Dredge and Jenkins 2003: p. 401). Aside the spatial aspects, the development should be guided by macro level policies and government strategies at national as well as regional levels with a strategic focus (Hall and Jenkins 2004).

In 1992, Bangladesh received her first National Tourism Policy (NTP). In order to ensure planned and integrated tourism development, the NTP of 1992 was further revised and amended, in 2010. The policy predominantly provides a narrative on Bangladesh’s tourism but with a very limited focus on setting guidelines. The policy was developed in Bengali and included six chapters (Ministry of Civil Aviation and Tourism 2010). The first chapter briefly discusses the background, identifies the prospects and rationalises the development perspectives for tourism. At this point, the policy agrees that there are huge prospects for tourism in Bangladesh but the country fails to benefit from this sector. The second chapter outlines the goals and objectives of the NTP where it emphasizes sustainable tourism development through local communities and local governments’ institutional involvement. The third chapter explores different key considerations of the Tourism Policy. This chapter highlights different types of tourism while contemplating destination resource realities. The fourth chapter is about the strategies for implementing a tourism policy. This chapter develops a practical bureaucratic viewpoint; for example, it suggests coordinating activities among 15 different ministries to realize sustainable tourism. It also discusses five different structures and committees (four at the central/national level and one at the district level), which indicate the long time-frame of the tourism decision-making processes. Chapter Five generalizes initiatives for implementing the NTP. This chapter reflects the ideas of the previous chapters in a superficial way. The final chapter underscores different activities with a particular emphasis on marketing and promotion. In this chapter, the need for a master plan is highlighted in a very shallow way.

Chittagong Hill Tracts as a “Distinct” Destination

The Chittagong Hill Tracts (CHTs or the Hill Tracts for short) or “*Parbatya Chattagram*” in Bengali is a unique hilly area located in the south-eastern part of Bangladesh (21.25° to 23.45° north latitude and 91.45° to 92.50° east longitude) sitting under the broader Chittagong Division. The hill tracts comprise a total land

area of 13,295 square kilometres, being distributed among three hill districts: Khagrachari, Rangamati and Bandarban. The land area of CHT is dominated by seven valleys being surrounded by a range of small hills with semi-evergreen (deciduous) or tropical evergreen vegetation, featuring dense bamboo, tall trees and creepers (Haque 2001). Figure 17.1 provides the map of the CHT along with its relative proportion to the whole country.

The CHT region represents 10% of the total land area of Bangladesh and shares land borders with two neighbouring countries: India and Myanmar (Burma). Thus, the region carries significant geo-political values. Although the CHT occupies one tenth of the total land area, all the land is not equally suitable for cultivation or living. Historically, CHT remains the ancestral home of indigenous populations who are also simultaneously identified by several other terms, such as “Adivasi”, tribal, “Pahari” (people who live in hills) and small ethnic communities (as used by the Bangladeshi government). Shelly (1992: pp. 44–45) identifies 13 indigenous communities, including *Chakma*, *Marma*, *Tripura*, *Tanchangya*, *Chak*, *Pankhu*, *Murang*, *Bawm*, *Lushai*, *Kyang*, *Khumi*, *Riang*, and *Mro*. Each separate group has its own distinctive culture, physical traits, language, religion, attire and farming methods. However, the government has an opposing view regarding the existence of indigenous people and acknowledging their status, which has been demonstrated by addressing these groups as small ethnic communities in various government documents. Beside these groups, mainstream people, as indicated above, who usually live close to the business and administrative centres, also reside there. Thus, the CHT presents both unique landscapes and high cultural diversity within the context of the country of Bangladesh.

In general, the researcher found the overall administrative structure of CHT was confusing and, to some extent, with overlapping administrative structures. There were no meticulous sources found to report with an explicit structure or organogram that could essentially clarify the reporting structures and the territories of organisational duties and responsibilities within CHT. Keeping aside the military administration, at least three administrative structures are noticeable in the CHT. The very basic one represents the usual district administration set up that prevails in other districts in the country. The second one represents a local government structure in the name of ‘Hill District Council’ as an outcome of the CHT Peace Accord 1997, which was followed by years of unrest between the central government and regional indigenous political groups. The third one confirms a traditional indigenous administration headed by a circle chief or ‘King’ for each of the three districts. Although the development and supervision of tourism remains within the jurisdiction of Hill District Council, the involvement of military and conventional district administration is noteworthy. Chakma (2012: p. 135) finds “[T]he hill people perceive the Bangladesh military to be the main source of their insecurity.” The military presence in this region has historical roots. During the British era, in the 1870s, the ratio of military policeman to CHT residents was 1:96, whereas, after liberation, in 1977, the ratio went up to 1:5 (Faiz and Mohaiemen 2010; Mey 1984). Over time, the policy for the deployment of the military remained the same but the strategy and purposes changed. The deployment of large-scale armed forces limits the practice

of political and legal rights by the residents, especially the indigenous people (Gray 1994; Zaman 1982).

The unique landscape (in-country perspectives), cultural representations, and diverse governance structures altogether have left the CHT as a “distinct” (highlighting the uniqueness) destination to visit. These features raise the prospect of tourism while creating confusion in respect to the management of destination resources.

Tourism is still at the very early stages in the CHT in comparison with other tourism destinations in Bangladesh. This is partly because this region undergone security threats for long periods during the insurgency, which affected accessibility to the region badly. After the signing of the Peace Accord, tourist movements, especially domestic tourists, dramatically increased. There are no formal statistics recorded to explain this increase, the conclusion is drawn based on a rough deduction from the number of tourism-based superstructures (mainly accommodation) being built before and after the period. Previously, there were only Parjatan motels, government rest houses, and a few private boarding houses. From the early 2000s, this changed with private investment establishing new forms of accommodation, including luxury hotels and resorts. The number of quality restaurants also started to increase. However, the increase of facilities in CHT is being decided by the market, based on the area’s natural appeal rather than being backed by pro-active planning and policy guidelines from local governments, both regional and central. Within the CHT tourism context, the researcher’s observations confer that the destination, in general, is experiencing ‘curious’ tourists in an utterly unmanaged environment.

Research Method

This study has been exclusively guided by qualitative research approach. The data collection strategy encompasses both primary and secondary techniques. Under the purview of secondary techniques, a desk-based literature review has been conducted within the frame of reference including tourism policy and governance. Alongside, a broad range of ‘grey literature’ was compiled and analysed to derive the conclusion. In order to enhance the validity of this research and complement findings from the secondary sources “expert-opinion” technique has been employed. This technique is particularly suitable in situations when data are not available and the issue involves specialized knowledge or requires interventions of specific authorities (Sheldon and Var 1985; Hasson and Keeney 2011) Since this research incorporates a policy review perspective, the formation and execution of such policy is usually carried out by the public bodies following different approaches. For example, the NTP of Bangladesh has been developed by top officials from the Ministry of Civil Aviation and Tourism.

The experts’ opinions in this research were generated through a “Delphi Group Meeting” forum (Hasson and Keeney 2011) where six members were present as the

panellists. The targeted panellists were directly involved in the policy-making (NTP 2010) processes and CHT affairs. Accordingly, representations in the group conform the experts from Ministry of Civil Aviation and Tourism (two personnel), Bangladesh Tourism Board (one personnel), Bangladesh Parjatan Corporation (one personnel), Ministry of Chittagong Hill Tracts Affairs (one personnel), and Bandarban Hill District Council (one community representative). The meeting was conducted in July 2019 covering an hour time period. The researcher facilitated the meeting in a “participatory policy analysis” setting and encouraged “collaborative method of inquiry” (Fischer 1993).

The collected data have been further analysed using a “discourse analysis” technique (Gasper and Apthorpe 1996; Hajer 2002; Leipold et al. 2019). This technique is purposefully selected given the research context coupled with an ontological foundation of ‘social constructivist’. The basic assumption of social constructivist approach in discourse analysis follows that “reality is constructed through processes of social meaning-making, relying on the use of language as well as social practices” (Leipold et al. 2019: p. 447). On this note, critical importance of the social and physical contexts is acclaimed to give meaning to the studied phenomenon.

Discussions

Tourism was acknowledged in Bangladesh from right after independence. In 1972, Presidential Order-143 created a national body named the Bangladesh Parjatan Corporation (BPC) to oversee all tourism sectors in Bangladesh. The government of Bangladesh also recognised tourism as an ‘industry’ in 1999. The government eventually declared 2016 as “Tourism Year”, which shows the government’s interest in the tourism sector. Moreover, the government has started a separate allocation for tourism development in the national budget, albeit inadequate, as remarked by industry stakeholders (Islam 2015); but it does, nevertheless, reflect a commitment from the government.

Simply acknowledging the potential or giving recognition is not enough for developing a dynamic and ever-changing industry, such as tourism. It requires a clear vision backed by effective policy guidelines and planning to coordinate diverse resources to produce the desired outcomes. This is the point where the country fails, even after 48 years of independence. There is a ministry (Ministry of Civil Aviation and Tourism), a couple of national level organisations (BPC and Bangladesh Tourism Board) and a few bureaucratic structures at national and local (district-level) levels working for the development of tourism. It is a collective failure that even after having many institutional platforms and structures, Bangladesh still does not have a master plan to manage tourism resources for sustainable development. Moreover, the presence of multiple institutional structures is creating coordination problems while competing for resource allocations in the same sector. The impact is realised accordingly in terms of insignificant contributions to national income or Gross Domestic Product (GDP). In 2014, tourism contributed merely 2.2% of the

total GDP and offered three million jobs (Khondker and Ahsan 2015: pp. 7–9). A high volume of inbound tourism remains a precursor for optimizing tourism's contribution to GDP (Russel 2017). Attracting a large number of inbound tourists seems challenging particularly when the country lacks an effective tourism policy and master plan at neither the national or regional or local destination level.

A critical observation about the National Tourism Policy-2010 is the lack of tourism expertise to provide research supports to formulate policies, plans and strategies that would assist broader tourism stakeholders. Until the early 2000s, the National Hotel & Tourism Training Institute (NHTTI), a wing of BPC, was offering limited certificate courses in various aspects of tourism and hospitality studies. From the mid-2000s onwards, a number of public and private universities have started offering fully-fledged Bachelor and Master level courses. Hence, studying and researching tourism is a recent inclusion into the academic environment of Bangladesh. The views generated in the expert-opinion method equally identify shortages of quality human capitals to respond proactively towards policy formulation and implementation. An individual expert (Bangladesh Tourism Board) emphasized 'theoretical orientation' for policy formulation and "practical exposures" to implement policy guidelines. Accordingly, a participative and integrative structure of policy-making body has been suggested to adapt rapid changes in the broader environment.

The National Tourism Policy largely fails to set directives about how to manage tourism destination resources and prioritize the resource allocation needed for tourism development. It holds sustainable tourism development as its goal but the implementation strategies and initiatives mostly centre on bureaucratic decision-making structures alone. An absence of community perspective is noticeable in reference to tourism resource decisions and their subsequent implementation (similarly applicable for Chittagong Hill Tracts). Within the framework of participative and integrative structures, inclusion of community is highly recommended by the panelists considering the importance of local knowledge. Such an observation again raises the significance of developing policy at lower destination scale or at least regional level within the country. It was agreed that local communities must be involved at every stage starting from policy-making, processing, project development, implementation, monitoring and evaluation. One expert (BHDC community representative) expresses the inevitability of community involvement in tourism policy development by highlighting the contribution of community and asserts that "I will say our achievement of current development is not because of government policy rather changes in the mind set of local people at destinations". However, the other experts somehow remain sceptical and claim that it is not possible to implement a (tourism) policy instrument without government intervention and/or assistance. Thus, the "networks" typology of governance is found to be an appropriate match to administer (regional) tourism policy in which public-private partnerships form the basis of policy formulation and implementation (Hall 2011). This in turn is necessary to get rid of status conflict and complexities while bring consensus in policy-making (Stevenson et al. 2008).

The ineffectiveness and vagueness of the current policy has been mentioned on numerous occasions with suggestions and recommendations for improvement

(Hassan and Burns 2014; Karim 2014). One of the major limitations of the broader NTP is the failure to develop and accommodate regionally-based tourism plans within an integrated framework; for example, Karim (2014, p. 141) asserts “region-based Bangladesh Tourism Policy earns very insignificant 0.66% of the national GDP”. The importance of “regional tourism policy” was also underscored by the experts’ panel on the ground of distinctive features (e.g., social, cultural, and political) of each region within the country. In this connection, one expert from the Ministry of Chittagong Hill Tracts Affairs emphasized the need for an effective policy-making body and claimed that-

Whichever forms of tourism we talk about or whatever issues we identify, nothing will be effective unless we structure effective and empowered policy-making body at local level. We need expert policy makers within the existing set up of Hill District Councils (HDCs) to define a specific and clear strategic policy for tourism. The HDCs should be empowered and democratic practice should prevail to create a sense of accountability among the representatives. Those who will be elected will work together with the national level representatives to create policies and shape tourism in sustainable way.

In reference to the CHT region, the NTP mostly fails to acknowledge the uniqueness of the region. Tourism in CHT is currently based on nature and the ethnic lifestyles of its diverse indigenous groups. CHT has a unique landscape in comparison with other locations or tourism destinations in Bangladesh, exhibiting green hills, forests, wildlife, waterfalls, rivers and lakes. Besides, the distinctive lifestyles of indigenous groups, which can be demonstrated through languages, clothes, living patterns and other cultural elements, and can foster a desire among tourists to visit the region. Although the policy mentioned the CHT in a few cases, it was not considered in the discussion of “nature-based” and “cultural” aspects of tourism (in Chapter Three of the NTP), both of which are considered unique to CHT within the Bangladeshi context. In addition, it is not indicated who shall prepare and execute a regional tourism policy or plan for CHT, and how such a plan shall be operationalized and integrated into the national plan (Chakma and Chakma 2016). In this vein, the expert panellists agree about the distinct political context that is increasing complexities in realizing tourism benefits from CHT. However, one expert (representing BHDC as community representative) weighted cultural aspects and added that “Capitalists are sheltered by political and multi-administrative’ structures. The absence of policy mechanism and implementation of existing laws and regulations clear up the path to view tourism as one of the invest worthy industries in CHTs. It is unfortunate that the concerned authorities don’t pay heed to the displacement of locals and exploitations of natural resources, bio-diversities, local cultures and values.” Another expert (Ministry of Civil Aviation and Tourism) endorsed this view and found linkages of corrupt practices to lack of policy instruments and their successive implementations. Putting all within the current context, strength of tourism to build peace and force political stability needs to be taken into consideration (in policies/plans) (Kelly 2012; Webster and Ivanov 2014).

The prospect of tourism in CHT is recognised at the administrative level but the problem rests with setting effective policy guidelines for the sustainable

development of tourism. Again, the formulations and implications of the policy guidelines have been directly associated with a decision-making framework (Hassan and Burns 2014), which necessitates broader stakeholder participation to create sustainable outcomes. The importance of a participative policy framework, involving local expertise and the ideas of numerous people, is emphasised for tourism development. The “Strategic Framework for Sustainable Development in the CHT”, as set out by the central government, also acknowledges the necessity for policy planning and local inclusion towards community-based ecotourism development. The strategic framework confers (Tripura 2016: p. 136):

A comprehensive tourism master plan including development of new destinations and trails, as well as product and service development is required to help tap the potential of tourism in the CHT, including in the Kaptai lake area. Specific measures are required to engage local people in planning and developing tourism in order to create ownership and ensure that the benefits of tourism are accrued locally.

Although the strategic framework, as well as other relevant documents, prioritize local stakeholders’ involvement and the benefits of sharing propositions for CHT tourism development, these documents fail to propose a mechanism to operationalize the concept while considering resource realities and the unique background of the region. Hence, the current research recommends an integrative decision-making perspective within a context of tourism policy and planning in the CHT representing regional level destination.

Conclusion

Tourism policy is unavoidable for proper functioning of destinations. In this process all types of political jurisdictions are to be involved. The primary focus of each policy must be the sustainability of the tourism sector, future generation should not be discounted in the process of present consumption. The long run policy formulation should be based on proper research and development of the industry, which must be renewed within a certain time frame to coexist with ever changing tourism dimensions. Tourism policy at national level should reflect the distinctiveness of a regional and/or local destination such as the Chittagong hill tracts. In congruence with the national tourism policy, a regional level policy must be developed following a participative and integrative structure. Such an approach essentially fosters a ‘network’ theme involving key stakeholders in the process, which in turn will raise status (from community viewpoints) and consensus while mitigating socio-political complexities. Besides collaboration, the policy-making and implementation structures must accommodate quality human capitals to enhance both effectiveness and efficiency of the overall process. Finally, a successful policy framework should take inputs being backed by strong research to avoid uncertainty and risk of failure.

Acknowledgement The abstract of this chapter was presented at the Philippine Research Conference on Tourism and Hospitality (PRCTH) 2019. The conference was held at the University of the Philippines Diliman on October 24-25, 2019. The author would like to thank the participants who attended the session and provided their valuable comments that ultimately helped to shape this chapter.

Declaration A significant part of this chapter has been produced from the unpublished Doctoral Dissertation of the author. The Dissertation is available in the Lincoln University (New Zealand) Research Archive titled as “*Co-management for tourism development and community wellbeing: The case of Hill Tracts, Bangladesh*”.

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Muhammad Shoeb-Ur- Rahman is an Assistant Professor of Tourism and Hospitality Management at University of Dhaka, Bangladesh. He holds a PhD in Tourism Management from Lincoln University, New Zealand and MBA in Tourism and Hospitality Management from University of Dhaka. His research interests include sustainable tourism, tourism management, tourism planning and policies, tourism governance, crisis and resilience in tourism systems, and destination development. Dr Rahman has presented his papers in reputed international tourism conferences and published 13 refereed papers and four book chapters. He is a regular reviewer of a few academic journals including *Tourism Review International*, which is an ABDC ranked journal.

Chapter 18

Tourism Policy in Bangladesh: A Critical Perspective



Muhammad Shoeb-Ur- Rahman , Abrar Faisal , Azizul Hassan, and Md Ariful Hoque

Abstract The tourism industry of Bangladesh is reported to be one of the fastest-growing in South Asia. In the last few decades, the country witnessed a sharp growth of a social class with discretionary income to afford leisure travels. However, this is dubious that the existing tourism policy is inclusive, and has been able to facilitate a sustainable development trajectory of the tourism industry. This study comprehensively reviews the tourism policy implications and addresses complexities at the intersections of the public, private, and community sectors in Bangladesh. The findings suggest that an inclusive tourism policy and relevant instruments are essential to support and (de)regulate the thriving tourism industry of the country. This chapter further identifies the tourism product and service demands of the emerging social class and required policy interventions to promote and manage tourism in the popular destinations.

Keywords Tourism · Policy · Policy implications · Tourism development · Bangladesh

M. S.-U-. Rahman (✉)

Department of Tourism and Hospitality Management, Faculty of Business Studies, University of Dhaka, Dhaka, Bangladesh

e-mail: shoeb.rahman@du.ac.bd

A. Faisal

Tourism & Event Management, Auckland University of Technology, Auckland, New Zealand

A. Hassan

Tourism Consultants Network, The Tourism Society, London, UK

Md. A. Hoque

Department of Marketing, Faculty of Business Studies, Jahangirnagar University, Savar, Dhaka, Bangladesh

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M. S.-U-. Rahman, A. Hassan (eds.), *Tourism Policy and Planning in Bangladesh*, https://doi.org/10.1007/978-981-15-7014-8_18

Introduction

Tourism policy is a comprehensive plan that includes a definite goal and procedures to achieve that goal. In principle, policy is presented in conventional statements as a set of laws and official statements. Tourism policy and relevant interventions arguably have major impacts on the development of regional and local tourism regimes (Connley 2007; Sheppard and Fennell 2019). However, tourism policy is typically regarded as an integral part of the overall national economic policy of a country (Deng et al. 2019). Indeed, this chapter echoes, “Tourism policy is often entangled with, or subordinate to, other policies, which may well hinder policy intervention in development and weaken the representation of the stakeholders in such places” (Cheong and Miller 2000: p. 373). Tourism policy (re)formulation and transition need to be dynamic, integral and interactive to promote national development policy and facilitate sustainable industry growth.

As one of the biggest deltaic islands in the world, Bangladesh possesses a range of existing and potential tourist attractions. These include the Cox’s Bazar- the world’s longest sandy sea beach and the Kuakata- one of the world’s few sea beaches that offer to view both sunrise and sunshine from a single point. The country also has hundreds of rivers, most prominently the Padma, the Meghna and the Jamuna, and the Brahmaputra that offer significant opportunities to develop “riverine tourism“. In addition to the deltaic features (nature-specific), the country has immense potential to develop varieties of tourism based on explicit resources such as forests, hills, rural lifestyles and landscapes, cultural activities, archaeological and heritage sites, religious monuments and places, business activities, and so on (Hossain and Wadud 2020; Hoque et al. 2018; Khondker and Ahsan 2015; Rahman et al. 2018). In spite of such a wide-range of resources to develop diversified tourisms, the country largely fails to utilize the blessings, which is reflected by the poor travel and tourism related statistics. The global direct contribution of travel and tourism to Gross Domestic Product (GDP) in 2018 was 10.4% while that of Bangladesh was merely 2.2%, and South Asian contribution was 3.6% (World Travel and Tourism Council 2018). In reflection to this statistics, Bangladesh received only 1.026 million tourists in 2017, when the global tourists’ movement reached 1.363 billion (The World Bank 2019). Although it is convincing to some extent from a South Asian viewpoint, tourism in Bangladesh is still at an emerging stage from a global perspective.

This study explores the insights into the contemporary approaches of de- and reconstruction of tourism policy in Bangladesh and informs the policy evaluation, (re)formulation and implementation practices. This chapter also focuses on key actors in a tourism policy network and identifies the indeterminacy inherent in tourism as a form of socio-economic developments in a developing country context and argues for an inclusive and competitive tourism policy initiatives for a sustainable growth trajectory of the individuals, businesses, and communities within.

Tourism Planning and Development in Bangladesh

In general, the authors identified two sources of key policy and planning documents: Ministry of Civil Aviation and Tourism (MoCAT) and General Economics Division (GED) of Ministry of Planning. The MoCAT developed the National Tourism Policy-2010 whereas GED included key tourism issues within different five-year plans of the country.

The government of Bangladesh adopted first strategic tourism master plan in 1990, which was jointly developed by the United Nations World Tourism Organization (UNWTO) and the United Nations Development Programme (UNDP). Later on in 1992, the government enacted its first National Tourism Policy (NTP). However, the policy was revised as the National Tourism Policy-2010 by the MoCAT (Ministry of Civil Aviation and Tourism 2010). The revised policy document (written in Bengali language) is divided into six chapters; the first chapter contextualizes the tourism policy while the second chapter outlines 30 specific goals and purposes of the policy in which a “sustainable development” perspective is being highlighted. The third chapter calls for “special recognition or attention” for tourism and hospitality industry and explores potential tourism sectors in Bangladesh. The fourth chapter discusses about the engagement and networks of government agencies involved in the tourism policy formulation and implementation, and tourist destination governance. The fifth chapter is literally an extension and elaboration of previous chapters that summarizes different initiatives for tourism development. The final chapter emphasizes on research, knowledge management and destination for tourism development.

Five-year fiscal plan of Bangladesh acknowledges and accommodates tourism as a contributing sector for the overall socio-economic development of the country. Based on the first ever fiscal plan (FY1973–FY1978), Bangladesh Parjatan Corporation (BPC), the then National Tourism Organization (NTO) of the country, prepared a mid-term tourism development plan. The plan set up a framework providing the relevant and essential facilities for capitalizing on natural beauties of the country for attracting more tourists. Subsequently, BPC has been responsible for tourism infrastructure development and marketing (Bangladesh Planning Division n.d.). The seventh fiscal plan (FY2015–FY2020) accommodates tourism as a service sector development tool of the country (General Economics Division 2015). In line with the NTP and the seventh fiscal plan, different government agencies are empowered to lead and manage the tourism planning and development.

Research Approaches

Tourism policy is usually an output being produced, documented, and effected by a government following specific governance procedure, and it falls predominantly within the “public policy” domain (Cairney 2012; Jenkins et al. 2014). It is widely

claimed that tourism policy knowledge is “socially constructed” in which collective efforts of practitioners and other relevant stakeholders create profound impacts along with the researched-context itself (Dredge et al. 2011; Scott 2011). Standing on the “tourism public policy” realm, a “policy evaluative method” was utilized in the construction of this chapter (Dredge et al. 2011). More precisely, policy formulation (problem identification, content, delivery, etc.) and policy implementation (process, outcomes, impacts, etc.) of tourism policy in Bangladesh have been taken into consideration for critical observations and further elaborations. Qualitative content analysis of tourism policy and planning documents available in public domains and qualitative interviews with five industry experts and policy analysts form the empirical basis of this study. This qualitative study employs an interpretive approach to inform the nature and scope of knowledge being sought from the context (Tribe 2008).

Future Directions for Tourism Policy in Bangladesh

The National tourism policy of Bangladesh needs to consider the maximum utilization of resources in a highly competitive global tourism industry. The process of policy planning to develop a tourism sector that is effective in mobilizing resources to optimize benefits to the host government as well as destination (local) communities is challenging. This is particularly a fact for tourism and hospitality industry, which is sensitive to global competitions. Added to this phenomenon, tourism policy of a country rests within the broader paradigm of ‘public policy’ in a country that represents essentially a government’s political agenda, ideology, and views on the sector (Chambers and Airey 2001). Pforr (2005) utilized three analytical lenses to study tourism public policy including a conventional political system, the policy cycle model, and policy network concept. This chapter has widely covered the policy model and network concept in analyzing the tourism public policy of Bangladesh. Figure 18.1 schematically illustrates the broader coverage of critical thought-generation areas and process for this chapter.

Although the above framework has been developed by the authors, the framework is largely informed by the works of: Cairney (2012), Dredge and Jamal (2015), Jenkins et al. (2014), and Scott (2011). The framework has three core areas to focus including policy governance, policy conditions, and policy cycle within a tourism policy context. The following sub-sections discuss each of these areas along with identifying the loopholes in tourism policy of Bangladesh.

Policy Governance

In terms of tourism policy governance, Ministry of Civil Aviation and Tourism is the apex body while Bangladesh Parjatan Corporation (BPC) and Bangladesh Tourism Board (BTB) are associated government agencies to further implanting the policies.

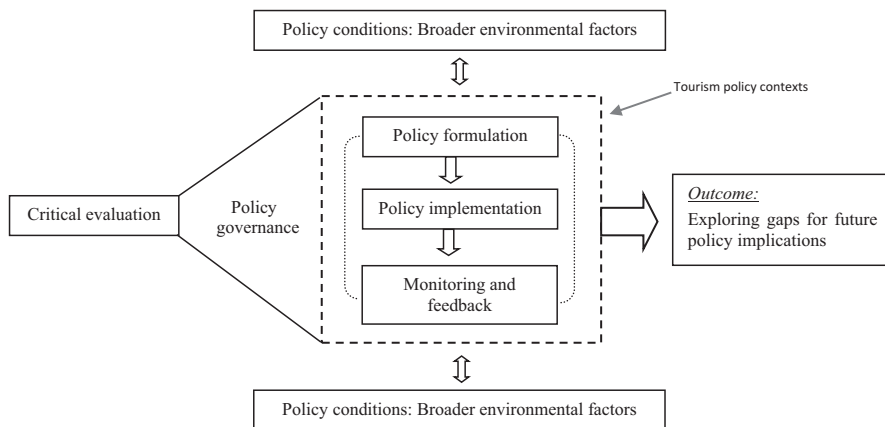


Fig. 18.1 Critical thought-generation areas and process for tourism policy. (After Cairney 2012, Dredge and Jamal 2015, Jenkins et al. 2014, Scott 2011)

Of these two agencies, BPC mostly performs as a business-unit whereas BTB actually represents the National Tourism organization (NTO). As an embodiment of public policy, government or more specially MoCAT carries out the tourism policy in Bangladesh. However, overall policy governance can range from complete government ownership to non-government involvement in the process of operation, promotion, and planning of tourism policies. In between these two extremes, there are a wide variety of mixtures of public-private cooperation. An important policy alternative faced by any country is the choice between centralization of tourism policies with national government or decentralization of policies with local government. Centralization of policies has greater benefit of coordinated planning and implementation, whereas decentralization of policies impacted through utilizing local initiatives, innovations, and diversities.

Chapter 4 of the NTP of Bangladesh has defined five different committees for the governance and realization of tourism policy (Ministry of Civil Aviation and Tourism 2010); four of which are formed at the central government-level indicating simply the extent of centralization. However, it is also acknowledged that tourism development must be carried out through the involvement of both national and local governments. At this point, observations of industry experts reveal that there are unnecessary layers exist for policy governance which in turn increasing bureaucratic problems such as lengthy decision-making and duplication of resources. Moreover, the experts also urge for a bottom-focus indicating more layers can be increased at the divisional or local levels to site-specific management (committee). Local- or site- level organizations are fundamentally responsible for the successful implementation of tourism policy within a specific locale (destination), but these often lack expertise. Academic and theoretical framework provided by foreign (indicating outsiders) consultancy cannot always be effective as they may be culturally and politically decontextualized and perhaps naive in their assumptions.

Krutwaysho and Bramwell (2010) noted that tourism policy implementation relies on the bargaining powers and relations of actors both from the public and private interest groups. To avoid the unexpected and unfair intervention of central government, in recent times, some tourist generating countries in Europe offered more autonomy to the regions or provinces to develop and implement their own tourism policy. The NTP of Bangladesh can have directives to promote regional tourism policy along with a guidance for integrating the same to the national-level tourism policy and planning instruments. As such, tourism policy has been used for regional integration and cooperation. An implication of this finding indicate acknowledging divisional, regional, or local differences in terms of the respective region's culture as well as landscape.

Within broader policy governance frame, two contemporary issues must be acknowledged and accommodated in future tourism policy development as e-governance and metagovernance (Jenkins et al. 2014). The aspects of e-governance ensure technology-induced communications to citizens that enable free expressions of citizens' will. Jenkins et al. (2014, p. 547) explained that "e-governance includes e-government in addition to the online engagement of stakeholders in shaping, debating, and implementing public policies." This is particularly important for Bangladesh since the current government's vision is positioned as "Digital Bangladesh". Unlike e-governance as a particular way of governance, metagovernance is a blend of different successful governance styles, which is identified as "the governance of governance" (Jessop 2011: p. 106). The concept of "metagovernance" accommodates multi-stakeholder viewpoints in policy and planning instruments at various levels including supranational, national, local, and site (Amore and Hall 2016). The essence of metagovernance is to promote self-organization, thus can be helpful in the realization of regional-level policies as discussed above.

Policy Conditions

Policy conditions simply refer to the broader external environmental factors that influence the contents as well as the implementation of policy (Cairney 2012). Thus, policy conditions are factors outside the tourism policy systems but remain highly influential to the achievement of tourism policy outcomes (Airey and Ruhanen 2014). Such conditions typically include change in exchange rate, consumer protection, demographic structure, environmental damages, changes in laws, size of the political system, and so on. While developing (tourism) policy influences of these factors must be designed so that the likelihood of the achievement of policy outcomes is enhanced. In the development of tourism policy in Bangladesh, these factors are largely sidestepped. For example, the policy document does not consider any provisions for consumer interest protection.

Policy Cycles Within a Tourism Policy Context

As shown in Fig. 18.1, policy cycles briefly cover policy formulation, implementation, and monitoring and feedback. Policy formulation is invariably a challenging task since it identifies the problem issues and decides on the contents. Tourism policy planning is increasingly multiscalar in nature that involves organizations from various levels from supranational to local. It is not always easy to meet demands of relevant organizations and pressure groups and reflecting those (demands) in the policy contents. Policymakers however have to create a balance of international and national concerns.

The formulation of a national-level policy requires distinction in the policy for domestic tourists and international tourists. Since tourism always shares common property resources, which are destination-specific (local), it is an arguable issue whether to allocate scarce and shared (tourism) resources to domestic tourists or international tourists. This in turn is related to the profitability concern where the international tourist segment is usually observed as more profitable thus seeks much attention. However, now a days, domestic tourism has getting popularity among the low and middle-income group with the shift in macroeconomic condition of Bangladesh. Increase in GDP per capita from US\$ 781.15 in 2010 to US\$ 1698.26 in 2018 reflects an upward trend in national income (The World Bank 2020), which enables people to have more disposable income to be spent on tourism activities (Rahman and Shahid 2012). Although domestic tourism does not generate foreign exchange, domestic tourists are almost three times higher than that of international tourists. Domestic tourism can act as tool to increasing integration and sense of belongingness among the countrymen. However, policy makers and planners in Bangladesh seem reluctant to this end to promote the domestic tourism and thereby fail to reap the benefit from it. Tourism policies need to be informed by the need, constraints and challenge face by the domestic tourist while travelling within different destinations of Bangladesh. In this vein, market analysis and perception of market realities can make sense. In the existing tourism policy of Bangladesh, no such focus is evident.

In a developing country like Bangladesh, where domestic tourism comprises the lion's share of tourism features, the magnification of mass tourism is phenomenal. To protect the popular tourists' sites from overcrowding, national tourism policy should be formulated with a guideline indicating appropriate information of the carrying capacity of each destination. A strong research and development department with the capacity of collecting, generating and evaluating the real-life day to day data to calculate the carrying capacity is enormous. Unfortunately, national tourism policy does not have any specific directions to address the problem of mass tourism rather focuses mostly on the prospects and attracting tourists.

Tourism activity has significant impact on the targeted areas especially on the local or destination communities and surrounding environment. Therefore, any policy aimed at developing those areas should identify the negative effects that tourism activities can create and how to lessen the negative impacts, at the same time

enhance the positive traits from those activities. The NTP of Bangladesh has characteristically adopted a sustainable tourism development approach by incorporating and elaborating some clauses that signify integration of tourism development and economic benefits with environmental protection, and involvement of local community. For example, under Chap. 3 of the NTP sub-section 3.2.9 talks about community-based tourism development through an integrated committee that must be formed in representation of both community members and local government members (Ministry of Civil Aviation and Tourism 2010: p. 4). It is already more than 10 years but the implementation of this clause yet to see a broader application. In contrast, a recent trend is showing an inclination towards the 'enclave tourism' rather than integrated tourism where local community plays a vital role. Enclave tourism refers to tourism development that generally operates within a clearly demarcated, self-contained unit with capital investment from large national and international corporations (Healy and Jamal 2017). Tourist activities and movements are designed to facilitate the tourists with maximum expenditures within the enclave while local community often has no access to the enclave, physically or economically. Ironically enclave tourism becomes more popular in recent times within two important tourist destinations in Bangladesh namely Cox's Bazar and Sylhet.

The negative effects of global climate change are becoming visible and becomes a key topic of discussion across the world. Bangladesh remains one of the worst victims of climate change impacts. Environmental Justice Foundation (2020) claims that in case of 50 cm rise in sea level by 2050, Bangladesh may lose 11% of land area and around 15 million of people, mostly located in the low-lying coastal areas, will be severely impacted and displaced. This is a real concern for tourism and that must be acknowledged in the tourism policy along with a possible direction about how to face such challenge. This is an issue directly relevant to tourism since many of the national tourists' attractions and destinations are located in the coastal areas including a few islands (e.g. Saint Martin Island). The susceptibility of coastal tourism destinations to climate change issues has been highlighted by Santos-Lacueva et al. (2017) while referring content analysis of relevant tourism policy. In Bangladesh, the extant policy document missed clearly this key issue.

Policymaking that takes place without sufficient analysis of data can create policy complexities and result in policy failure. Bangladesh while planning the national tourism policy obviously has to include the most updated data and information. These have to be valid and reliable too to avoid any complexities. Consultation with relevant expert can be a solution. However, in this regard, the country suffers seriously such as BPC and BTB being the National Tourism Agencies are both unable to provide updated statistical data on their official websites or in their various reports. While talking to experts, industry experts claim that lack of data to support decision-making is the responsibility of the public bodies such as BTB; government expert (representing a government agency) however acknowledges such limitations but identify lack of (existing) skilled personnel to design such platform and also urge for a joint effort (industry, academia, and government) to create an organized platform for tourism database in the country. Lack of data availability is not a

persistent case for under-resourced developing countries. Kennell and Chaperon (2013) have noted that the United Kingdom's earlier tourism policy suffers from lack of information, which causes difficulties in policy analysis. This lack of reliable data provides a rationale for the approach taken in this research—critically examining the tourism policy in Bangladesh from the perspectives of its stakeholders.

Alongside data availability, another issue is about policy delivery or policy visibility. The NTP needs to be made widely available and accessible in major languages. Since, the internet is an influential platform, any update relevant to the policy needs to be adjusted immediately. The NTP of Bangladesh is only available in Bengali. When developing countries are increasingly adopting multilingual websites to reach diverse domestic and international audiences, the monolingual feature of tourism policy of Bangladesh somehow leaves a ground for confusion and raises complexities for interested researchers (maybe from other countries) to conduct policy analysis research (Hassan and Kokkranikal 2018).

A sound policy always requires a research base on which public policy is formulated. Tourism policies and plan if not supported by empirical evidence rather merely lead by a government and political will can only result in confusions (Fayos-Solá 1996), which is the current scenario of tourism policy in Bangladesh. Acknowledgement of such knowledge is made in the NTP, more specifically in Chap. 6 (see Ministry of Civil Aviation and Tourism 2010: p. 10). However, depth research cannot be feasible if there is lack of funding to conduct the research. The policy document fails to give a direction about how funding would be generated for research activities in tourism. Lack of funding coupled with unavailability of primary yet essentials data on tourism sectors create hindrances for knowledge creation and diffusion process. A chain reaction of such complexities comes with incapacity of research and/or lack of expertise in tourism industry. Moreover, absence of recognition, motivation, and sufficient funding normally results in declination of the experts in this sector. Lack of expertise with clear knowledge about the trends in global tourism along with innate understanding about the local requirement poorly reflected in the overall formulation and implementation of current tourism policy in Bangladesh.

A final observation on the tourism policy document of Bangladesh is about the missing link of risk and crisis management. A major health risk can be exposed as tourists traveling from abroad may have contagious diseases. For example, Severe Acute Respiratory Syndrome (SARS), Swine Flu, and Foot and Mouth diseases created havoc on international mobility and caused temporary devastation in destinations and amongst tourism businesses (Telfer and Hashimoto 2015; Telfer and Sharply 2016). This is a particular point to note given the ongoing spread of a global pandemic due to novel corona virus (COVID-19), which utterly stuck the whole world. Apart from such natural crises events, there might be human-made events that require disaster and crisis management skills such one of the heinous terrorist attacks in the history of Bangladesh at 'Holey Artisan Bakery' on 1 July 2016. This is not a common scenario happens every day thus must be addressed through contingency planning. A question remains- what does a tourism policy to do with such risk and crisis issues? In this connection, a tourism policy can adapt a

“metagovernance” approach, such an adaptation may direct and lead to coordinated yet flexible self-organizing bodies at destination (local) levels to deal risk and crisis issues in parallel with the conventional governance mechanisms (Amore and Hall 2017). On this note, the contrasting relationship of neo-liberalism and tourism governance is possibly mediated by the “hyperneoliberal” philosophy to address issues on a global-local scale (Amore and Hall 2017; Simmons 2017).

To conclude, so far there is largely any monitoring and feedback system established to oversee the progress in tourism policy outcomes. The concerned authority must pay heed to this since without such a mechanism it is not possible to trace the progress and establish a benchmark. Again, this is important for an ever changing industry such as ‘Tourism and Hospitality’ in which things change more rapidly than anticipated. Together with the absence of monitoring and feedback system, the identified challenges (as discussed under this section) are essentially required to be adapted in the future NTP development of Bangladesh. In doing so, it is expected that tourism development efforts will be inclusive while attaining desirable policy outcomes.

Conclusion

This chapter critically evaluates the tourism policy of Bangladesh and explore a number issues for future considerations towards the development of further tourism-related policy instruments. Tourism policy is essentially a domain of public policy that is developed and administered by relevant government institutions. For Bangladesh tourism policy, Ministry of Civil Aviation and Tourism is the apex body to carry out such policy in cooperation with its two associated agencies namely BPC and BTB. The authors develop a framework in which policy governance, policy conditions, and policy cycles within a tourism context of Bangladesh have undergone critical evaluations. Findings emphasize region-based policy requirements, adaptation and guidance for e-governance and metagovernance approaches towards the devolution of centralized authority and power when integrating all these in a national-level policy. The tourism policymakers in Bangladesh must not ignore the broader macro-environmental issues that might have a significant bearing upon the performances and outcomes of tourism policy. Finally, typical policy cycle issues that need to be considered include accommodating key pressure groups’ voices in the contents of a tourism policy, highlighting market segmentations, developing carrying capacities for destinations, engaging destination (local) communities, incorporating climate change concerns, developing data framework, proper knowledge management, and finally accommodating risk and crisis management plan for potential crises events (in reference to the previous events). In particular, an inclusive tourism policy and relevant instruments are preferred for supporting tourism development in Bangladesh. Nevertheless, the policy and planning documents have to be updated and adjusted after a certain time frame to coexist with ever changing dimensions of tourism and hospitality industry.

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Muhammad Shoeb-Ur- Rahman is an Assistant Professor of Tourism and Hospitality Management at University of Dhaka, Bangladesh. He holds a PhD in Tourism Management from Lincoln University, New Zealand and MBA in Tourism and Hospitality Management from University of Dhaka. His research interests include sustainable tourism, tourism management, tourism planning and policies, tourism governance, crisis and resilience in tourism systems, and destination development. Dr Rahman has presented his papers in reputed international tourism conferences and published 13 refereed papers and four book chapters. He is a regular reviewer of a few academic journals including *Tourism Review International*, which is an ABDC ranked journal.

Abrar Faisal is a faculty member at Auckland University of Technology (AUT), New Zealand. He holds a PhD from the University of Otago Business School, New Zealand, MBA with Chancellor's Award from BC, Canada and BSc Honours Double Major from Middlesex University UK. Abrar's research expertise is interdisciplinary; his current research, teaching and postgraduate research supervision at AUT reflect a wide range of his interests and primarily focus on urban

tourism, placemaking, destination marketing and management, event impacts and legacy, organisational ecology, entrepreneurial resilience and tourism crisis management. He has contributed to a range of funded research projects (commissioned by the New Zealand Government and some other external bodies) dealing with SMTE Business Needs, Tourism Product Development, Events, Protected Area Management and Corporate Governance and Corporate Social Responsibility. His work has been published in top-tier journals, edited books, conference proceedings and industry reports. Before returning to academia in 2016, Abrar worked for 6 years at the regional and global headquarters of a number of multinational corporations in North America, Europe and Southeast Asia.

Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society. Hassan holds PhD from the United Kingdom. Hassan's areas of research interest are: technology-supported marketing for tourism and hospitality, immersive technology application in the tourism and hospitality industry, technology influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Hassan authored over 100 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 15 book projects from Routledge, Springer, CAB International and Emerald Group Publishing Limited. Hassan is a regular reviewer of *Tourism Management*, *Journal of Hospitality and Tourism Management*, *Tourism Analysis*, the *International Journal of Human Resource Management*, *Journal of Ecotourism*, *Journal of Business Research*, *eReview of Tourism Research (eRTR)*, *International Interdisciplinary Business-Economics Advancement Journal*, *Heliyon* and *International Journal of Tourism Cities*.

Md Ariful Hoque is a faculty member at the Department of Marketing, Jahangirnagar University, Bangladesh. He has recently completed the PhD degree from the Department of Tourism, University of Otago, New Zealand. Also, he holds an MBA with the highest academic result and a Bachelor of Business Administration (Honours) degree with a major in Marketing with the Prime Minister Gold Medal Award from the University of Rajshahi, Bangladesh. His primary research interest centred on NGOs, community-based tourism, indigenous tourism and tourism-poverty nexus along with a focus on social sustainability aspects of tourism micro-businesses and women empowerment in developing country contexts. Alongside, his contemporary research interest revolves around tourism crisis management with a focus on the refugee crisis and the crisis recovery issues in the hospitality industry.

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