Azizul Hassan *Editor*

Tourism Products and Services in Bangladesh

Concept Analysis and Development Suggestions

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Introduction

Conceptually, a tourism product is an object that attracts tourists and has some specific elements such as the tour, accommodation, attraction, entertainment, transportation, and dining. Moreover, a tourism product can also be considered as a package or bundle of both tangible and intangible elements of a destination. In addition, this can be tangible as physical objects such as theatres, accommodations, and various sites and can be intangible as booking or reservation of these tangible products.

A tourism product combines tangible and intangible elements such as attractions, cultural, natural and artificial resources, facilities, services, and activities. This can be attached to the marketing mix and can generate a visitor experience. It can be labeled as the combination of services, activities, and benefits that combine the comprehensive tourism experience. Such a bundle as a tourism product primarily comes with five components such as accessibility, destination attractions, destination facilities, images, and price. Due to the increase of the tourist industry, a tourism product needs to be adequately researched from different angles. So far, a limited number of research studies are conducted. Some notable studies of them are discussed in the following paragraphs.

According to Xu (2010), as the tourism industry has increasingly developed, the idea of the tourist product has become ingrained in the minds of industry professionals. Thus, following Benur and Bramwell (2015), the diversification, intensification, and interconnection of these products may be crucial for the competitiveness and sustainable development of destinations. Benur and Bramwell (2015) develop two conceptual frameworks that help analyze and understand the characteristics, relationships, and strategic options associated with the development, concentration, diversification, and intensification of tourism products in destinations. According to Benur and Bramwell (2015), the formation of mass and niche tourism products, integrative and parallel diversification, and spatial and thematic synergies between products need to include the tourism product features and options. A typology of strategic options for creating and assembling tourism products at destinations based on the degree of intensification and concentration and diversification of tourism products is presented by them.

Thus, in an attempt to bring some order to the overwhelming array of available tourism products, McKercher (2016) proposes a seven-tiered taxonomy of tourism items. With a modified version of the marketing-oriented product hierarchy scheme, McKercher (2016) adopts a phenetic approach to group products hierarchically based on five need families such as pleasure, personal quest, human endeavor, nature, and business.

From the marketing context of tourism as a product, Tan et al. (2018) argue that a modern advertisement framework has evolved with the improvement of mobile devices and the advent of social networking sites. However, the marketing of tourism products has historically been limited to conventional advertising methods. These researchers believe that social networking sites on mobile devices to promote tourism goods and services refer to mobile social media ads. Thus, many tourism organizations are suspicious, particularly if tourists are prepared to embrace this new type of publicity. Tan et al. (2018), therefore, propose an integrated system consisting of the mobile technology acceptance model, personal factors (i.e., mobile self-efficacy and self-efficacy of technology), and interactivity theory to understand the intention of consumers to receive tourism-related ads by implementing mobile social media advertising.

Similarly, research findings of Yu et al. (2019) can be useful when designing tourist items for online auction strategies. These researchers use three field experiments to examine the effect of relative and reference thought on customer bidding behavior in online tourism auctions of bed-and-breakfast (B&B) accommodations. Results of these research studies can support future researchers to better understand a tourism product.

On the other side, tourism service is relatively more researched than others (i.e., tourism products). Tourism services mean any service provided to tourists, including hotel and restaurant services (including catering), travel agents and tour operators, tourist guides, and other associated services. More specifically, tourism services cover almost everything from reservations, travel and accommodation arrangements, catering the food at restaurants in the destinations, visa/entry requirements application, vaccination and diet requirements advisory, becoming a tour guide and/or tour leader, and eventually ensuring that everything goes smoothly. The cross-border movement of customers is one of the most important aspects of foreign tourism. This helps even unqualified workers to become service exporters in remote areas, for example, by selling handmade products, participating in cultural shows, or working in a tourist lodge. Tourism service research also covers some distinct areas in some mentionable studies.

Tomej and Xiang (2020) argue that the idea of affordance, which captures the relationships between one's abilities and one's environment's resources, will help to connect the components of a tourism service with the experiences of the intended service. In ecological psychology and design analysis, we begin with a general examination of its conceptual basis and then expand on the possible applications of the term in the context of tourism service design. The case study that examined a tourist group with and without visual impairment on holiday toward an international destination illustrates the implementation of an affordance-centered system. Finally,

we propose four suggestions to direct the use of the idea of affordance in the design of the tourism service.

In the fields of information technology and tourism, the research of Park (2020) makes significant theoretical and methodological contributions. Park (2020) believed that identifying the framework of trust in intelligent robots is essential for tourism studies in recognizing the rise in service robots' usage by service industries. Park (2020) first proposes a multifaceted confidence model in service robots consisting of three constructs: performance, method, and purpose. Secondly, he tests the confidence model that considers institution-based confidence, confidence, and intention. As a result, this paper established a higher-order formative construct with the highest importance for a performance construct of confidence in service robots (Study 1). The history of the multifaceted trust in tourism service robots is then established (Study 2).

Quaglione et al. (2020) examine whether individuals' cultural capital increases the likelihood of buying tourism services via the Internet based on an original conceptual construct that connects cultural capital and proactive behaviors. Identifying potential direct channels through which tourism companies can reach and attract customers is especially important for an industry in which the re-intermediation processes of major online travel agencies have partially dampened the benefits of supply chain disintermediation. Evidence is shown that cultural involvement is correlated with the greater likelihood of individuals purchasing online tourism services. It brings several additional aspects to the interpretation of variables that have an impact on online shopping.

As stated by Fang et al. (2020), it is essential to research customer engagement strategy in the highly competitive tourism industry as the value of customer engagement gains more and more attention. In response to the call for research on the context of tourist customer interaction in the tourism industry, we consider the role of employees' physical attractiveness. Findings show that (1) employee physical attractiveness influences the customer engagement of visitors, (2) the main influence of physical attractiveness is mediated by the desire for social contact, and (3) the main impact is moderated by the characteristics of tourism service (i.e., tourism service expertise).

Tourism products and services are created to meet varied tourist interests and demands. Tourism products and services have life cycles, are priced, and are sold through distribution channels in diverse geographical settings. The features of tourism products and services vary on the context of a country or a region, supply, and consumption of demand.

Bangladesh is a country in South Asia and one of the most densely populated in the world. The country is considered to have a solid base of domestic tourists. With considerable disposable income and the locals' leisure time, both public and private investments, developing transportation networks, Information and Communication Technology (ICT) application, and thousands of Non-Resident Bangladeshis (NRB) returning to visit their friends and family members, tourism in Bangladesh is having a rise. Because of international tourism agencies such as the World Tourism Organization (UNWTO) and World Travel & Tourism Council (WTTC), it is

evident that the contribution of tourism to the gross domestic product (GDP) and the national economy of Bangladesh is increasing.

However, limited tourism product and service offers and the lack of a tourism development-friendly National Tourism Policy (NTP) are hindering Bangladesh's potentials as a major tourism destination (Hassan and Kokkranikal 2018; Hassan and Burns 2014; Hassan et al. 2020; Rahman and Hassan 2020). The consideration to bring innovation in the existing tourism product and service ranges becomes a dire necessity. Ensuring innovation in tourism products and services requires detailed expertise in generating different tourist experiences, useful ICT applications, respecting sustainability concerns, etc. For this purpose, there can hardly be any other option than to focus on tourism products and services development with innovations. Over the last two decades, knowledge about tourism products and services has expanded mainly for the useful role of public and private academic institutions. However, the persistent lack of tourism products and services research and publications remains acute (Hassan 2020). This book contributes to this lack and can encourage both academics and industry professionals to learn the tourism products and services in Bangladesh.

On the tourism industry in Bangladesh context, chapters of this book are designed to conceptualize products and services and offer some suggestions for their development. Summaries of the chapters are presented as follows:

In Chap. 1, Nekmahmud and Hassan apprised that tourism products and services development are essential for promoting and developing the tourism industry. On this ground, Bangladesh is enriched with diverse tourism resources, UNESCO Natural and Cultural World Heritage Sites, and arguably a tourism product and service-friendly National Tourism Policy. Thus, this chapter offered an overview of the available tourism and hospitality products and services in Bangladesh. The chapter then critically analyzed such resources through the lens of planning, innovation, and development framework and identified some factors that can favor tourism development in the country. This conceptual chapter argued that the development of these resources could be benefitted from favorable policy supports. To do so, both Bangladesh Parjatan Corporation and Bangladesh Tourism Board capacities need to strengthen in meaningful ways. This chapter suggested relevant tourism resources in Bangladesh for their development and innovation on the tourism product and service development policy framework.

In Chap. 2, Alauddin et al. opined that medical tourism services are becoming popular globally for the rising health awareness of the mass people. The chapter described that Bangladesh could become one of the most promising medical tourism destinations in South Asia subject to effective plans and marketing strategies. The authors believed the healthcare expenses are increasing both in developing and developed countries. This is why tourists travel to different medical tourism destinations to reduce expenses. That is rather a reason for the popularity of medical tourism. Even many Asian countries have made considerable development in medical tourism, Bangladesh is yet to make any visible successes due to the lack of policies, plans, and strategies to attract patients. Using the available data and information, this chapter explored the present and future medical tourism products and services

scenario of Bangladesh. This chapter identified diverse medical tourism products and services types and compared medical tourism in Bangladesh with some South Asian counties. The chapter finally made a conceptual analysis on investing in medical tourism and medical tourism products and services' future outcomes.

In Chap. 3, Roy et al., at the very beginning, defined health as a concept with its relatedness to medical tourism. The authors defined medical tourism as traveling for medical treatment that is an economic activity with the combination of tourism and medicine. The chapter analyzed medical tourism in Bangladesh based on its strengths, weakness, opportunities, and threats to develop a strategic one-stop service model. The authors hypothesized that Bangladesh's main competitive advantages in medical tourism are rooted in low-cost advantage in treatment, the low tuition fee in medical education, opportunities for many diversified treatments (i.e., medical, dental, surgical, paramedical, Ayurveda, homeopathic, acupuncture care), etc. A diversity of tourist destinations is available in the country. The authors conducted two surveys: the first survey is with the patients, and the other with the doctors and face-to-face interviews. With the collected qualitative and quantitative data, the authors did the appropriate analysis and applied relevant statistical tests of significance to ensure the result's validity and reliability. SWOT and TOWS matrixes were composed to explore the current status. To find out the principle factors, structural equation modeling was done with path diagram analysis, and to check robustness, OLS analysis was constructed. Chart analysis was adopted for displaying the facts and figures. The authors believed that the chapter could help to unlock the potentials of medical tourism in Bangladesh.

In Chap. 4, Rahman et al. uniquely defined Islamic medical tourism as a short-term journey of individuals toward destinations outside their usual environment, primarily to search for health benefits at hospitals that practice Islamic principles for delivering their health services. The chapter outlined the Islamic medical tourism aspects as a contributing niche market because of the increasing market demand. Hospitals worldwide are getting equipped to serve Muslim tourists. However, because these tourists have specific needs and requirements, Islamic medical tourism providers need to have adequate knowledge of Islamic medical service components to ensure patients' satisfaction from different nations. This research employed a statistical method and synthesized relevant literature studies. The authors of the chapter explored Islamic medical tourism as a promising tourism concept with immense business prospects. The findings of the chapter detailed the concepts, development, and challenges of Islamic medical tourism services and revealed that the development of Islamic medical tourism relies on good infrastructure, environment, technology, investment, and marketing strategies. This research suggested strategies, policy, and managerial recommendations for the provision of Islamic medical tourism.

In Chap. 5, Ananya believed that tourism is an industry that has many positive impacts and contributes to the Bangladesh GDP. However, this industry can have negative effects leading to uneven use of resources and environmental pollution. The author identified this as the reason for which the adaptation of sustainable tourism principles is required. The chapter viewed that sustainable tourism can guide

the management of relevant resources to meet the social, economic, and environmental demands. Understanding and implementing sustainable tourism principles in Bangladesh can ensure the best tourism practices in tourism business management and operation. This can also identify mechanisms for visitor management, appropriate planning and development of service and infrastructure, and quality tourism experience. This chapter stressed the importance of formulating sustainable tourism principles in Bangladesh and their application. This chapter's findings can support drawing the attention of the concerned authorities for taking action to fill the gaps and improve the service and tourism product quality.

In Chap. 6, Rakib et al. analyzed products and services that offer diversification for beach tourism in Bangladesh. According to the authors, the key factor for beach tourism development was the strangeness and danger of beaches that transformed into pleasure and recreation. The chapter features several beaches in Bangladesh, including Cox's Bazar and Kuakata having immense potentials for tourism development. The chapter mentioned that beach tourism in modern times is widely popular and attracts millions of tourists. However, ensuring the satisfaction of beach tourists can be challenging. This research thus aimed to offer an outline for both promoting and diversifying beach tourism in Bangladesh. This research explored that Bangladesh has several sea beaches where tourism products and service types can be diversified. As a result, the chapter presented a general beach tourism product model followed by the theoretical framework for beach tourism product and service offer diversification. This research also suggested that beach tourism products and services development, marketing, and promotion have to be based on appropriate demand and supply research.

In Chap. 7, Sultana et al. deliberated that the concept of developing an Exclusive Tourism Zone (ETZ) in the coastal areas of Bangladesh is partially disturbed for the lack of empirical evidence on potentialities and impediments. The authors informed that the existing literature studies identify economic potentiality, national strategies, and the tourist industry's administrative barriers. However, drawbacks and possibilities of ETZ, a more localized form, remain unexplored. This chapter explores the prospects and challenges of introducing ETZ, particularly in the Chittagong coast (Cox's Bazar, Patenga, and Teknaf), with the local factor influences. The authors adopted a bottom-up approach by seizing perception from the ground by following qualitative and quantitative methods. For data and information collection, local people, tourists, and stakeholders involved in tourist business were considered significant respondents. Findings showed that the evaluation of the survey findings and SWOT analysis revealed opportunities of ETZ and reflected influential local factors and embedded social views/thoughts as a challenge in launching the project on the coast. This chapter can have significant contributions for robust decision-making and forming guidelines for Bangladesh's thriving tourist industry.

In Chap. 8, Akhtar and Hassan argued that tourism development relies on the available services. The authors believed that tourists get motivation from the quality tourism and hospitality services of a country. Tourists' spending capacities and personality, and demographic and socioeconomic features of that particular country influence their decision. Thus, this research proposed a conceptual framework

highlighting all of the interconnected elements of consumer demand in the tourism ecosystem, assuming consumer demand as the main agent in the model. Results of this research identified the present situation and perceptions about tourism and hospitality in Bangladesh. Findings also showed that tourists are visiting Bangladesh like to have a good environment, best quality products, and services. A few suggestions were proposed for enhancing and stimulating the consumer demand scenario in Bangladesh. The study concluded that this prescribed initiative could sustainably develop the entire tourism ecosystem.

In Chap. 9, Roy and Chowdhury believe that the growth of tourism relies on how tourists appreciate offered hospitality by the host country. More specifically, it is accepted that tourists are more willing to spend their moments in regions with good hospitality. This research aims to investigate the relevance of this hypothetical intuition using the case of Bangladesh. The chapter points out that the hospitality industry is a noteworthy service sector in the world economy; it incorporates services such as catering, hotels, and tourism. This chapter also proposes that, among individuals, the willingness to consider tourism is constrained by positive changes in hospitality. The chapter firstly probes the association between emotions regarding hospitality among tourists and tourism in Bangladesh. Secondly, they investigate the extent to which hospitality changes impact the willingness to consider tourism in Bangladesh. Thirdly, they examine the extent to which tourists in Bangladesh are responsive to external and internal factors of tourism and hospitality. A survey is organized for collecting data on target tourists visiting the tourist's places such as hill tracts, sea beaches/islands, and residing three/five-star hotels in Bangladesh. The authors measure some qualitative factors of emotions regrinding hospitality and willingness to consider tourism. They then determine the internal factors and will focus on the "PESTLE Theory of Marketing" to analyze and monitor the macro-environmental (external marketing environment) factors that impact tourism. The authors at the final stage propose a tourism and hospitality model based on our outcome. Findings of this research identify the present conditions and perceptions regarding tourism and hospitality in Bangladesh, where the tourism industry completely depends on the hospitality industry.

In Chap. 10, Roy and Sharmin aim to identify which products or services are the most influential. This chapter compares the interests and motives of Sajek Valley visitors. The purpose of this research was to analyze visitor perceptions and attitudes toward Sajek Valley's ecotourism products and services, a popular tourist attraction in Bangladesh; and to identify the different impacts these ecotourism products and services have on visitors' attitudes and behavior. The authors hypothesize a correlation between the ecotourism products and services provided; the factors of influence; the attraction and visitor classification, the level of visitor satisfaction and behavior, and demand attitudes on the products and services after their visit. A randomly administered survey was performed to assess tourists' perceptions, attitudes about natural beauty, and intended satisfaction and demand-related outcomes. The chapter analyzed diverse chart types, ANOVA table, and post-hoc test (Scheffe test) for getting an in-depth analysis result about the factors of Sajek Valley where the research focused on how Sajek Valley can better fulfill

this tourist demand goal by looking into what products at Sajek Valley best inspire behavior and attitude among visitors. Findings highlight the importance of Sajek Valley's services as there is no research study about consumer's demand for ecotourism products and services. This research reveals that Sajek Valley is a promising ecotourism destination. As an outcome of this research, an integrated view provides essential considerations for ecotourism research and fruitful suggestions for destination management organizations. Thus the research suggests that the scope of research in the future can be widened in this direction, and key components forming Sajek Valley's image as a tourist destination and the performance of products and services can be examined.

In Chap. 11, Onwachukwu and Roy, focusing on Bangladesh, investigated how the culinary destination image influences tourists' intention to visit the country at the pre-travel phase. In addition to the three culinary destination image factors considered by existing studies, the chapter included a fourth factor that captures the cultural heritage and critical traditional festivals of Bangladesh and attracts tourists. This chapter uniquely employed eye-tracking measures with a survey for understanding the potential travelers' attention to tourism visuals, the effect of a culinary destination image on travelers' intention for visiting the destination, and whether this influence differs across ethnic groups in the pre-trip phase. The eye-tracking technique allowed the researcher to obtain data on fixation duration, fixation count, and saccades patterns. Suitable statistical methods to analyze the data were then applied. This chapter had three crucial findings with far-reaching implications: first, an increase in the four culinary destination image factors of Bangladesh – food, dining, food activities, and culture – is associated with an increase in the probability of visiting the destination. Second, culinary tourists fixate more on food while non-culinary tourists fixate more on cultural activities. Third, Westerners have a strong preference for food, while Asians are lovers of cultural events. Such results pointed to the demand for tourism marketers in Bangladesh to segment tourists into different categories on the basis of their preferences and ethnicities and reach each group with the most appropriate advertising strategies.

In Chap. 12, Roy and Akhter aimed to develop and test a conceptual structural model that reveals service quality and tourist customer satisfaction dimensions and their relationships in the Bangladesh apparel fashion retail perspectives. This chapter collected data and information from the domestic tourists currently living in Chattogram and foreign tourists who visit Dhaka and Sylhet in Bangladesh through an established questionnaire. Factor analysis and structural equation modeling (SEM) approaches were then performed. Findings highlighted five service quality dimensions where the dimension "Problem Solving and Physical Aspects" had the highest impact on tourist satisfaction. The later dimensions were "Inspiring Confidence and Reliability," "Store Size," "Courteous/Helpfulness," and "Policy and Product Information" under the multiple regression method. On the other side, the research results reported that the most important dimensions of tourists' satisfaction are quality and brand image, and retail image that indicates tourists' less thought about product price rather they want to enjoy the different experience during travel. The chapter concluded that the apparel fashion industry's service quality

in Bangladesh has a positive impact on tourist satisfaction. Thus, the apparel fashion retailers should take strategies to improve their services' quality to ensure that they stay competitive in a global marketplace.

In Chap. 13, Rakib et al. coined that tourists as consumers are the core unit of Bangladesh's tourism industry. The lack of proper identification and engagement can make the marketing of tourism products and services difficult. The authors revealed that researching these tourists' behavior as consumers are left unattended compared to hospitality products and service consumers. The authors summoned that if tourists as consumers stay as the purpose of tourist products and services generation, their positive behavior towards purchasing a new product and service also renders importance. The authors affirm that this particular research area is also left unattended. The research outlined that tourists' psychology research as consumers has immense importance when the tourism industry of Bangladesh is expanding. This research was literature review data generated. Findings of this research show that tourists' behavior as consumers is attached to psychology that directs purchasing a desired product or service. Such behavior of tourists as consumers was rather subject to changes due to relevant factors. This research suggested that understanding tourists' behavior as consumers can support the marketing of either product or service selection or consumption.

In Chap.14, Roy and Chowdhury validated that Bangladesh is the land of natural beauty and resources with many tourist spots (i.e., beaches, archaeological sites, religious places, hills and islands, forests, and others). The tourism industry contributes to social and business development, cultural and environmental quality, employment, and economic growth. However, the most recent Rohingya refugee crisis negatively affected the tourism environment in Cox's Bazaar, the most attractive tourist spot in Bangladesh. In such background, this chapter deals with the effects of refugee, Rohingya, migration in Bangladesh's tourism capital city. Thus, this chapter has three distinctive objectives: first, to analyze the present scenario of the tourism industry in Bangladesh; second, to examine the effects of refugees in the tourism industry of Bangladesh; and third, to find out the challenges and suggest some policy recommendations. In this chapter, the researcher will work on a case study, concern Cox's Bazaar. The research findings show that tourism is an important means for domestic and foreign remittances in the study area. However, this industry faces challenges due to refugee issues and failing to maintain a good image. Thus, this chapter concentrates on making some suggestions on the effects refugee crisis and suggests policy recommendations.

In Chap. 15, Sajib and Sohad discussed tourism in the Chittagong Hill Tracts (CHT) of Bangladesh. This chapter explores the market dynamics and state relations where indigenous people and their culture are used for getting monetary benefits. The chapter also checks how tourism renders indigenous culture a commodity as a saleable object and how the state policy promotes such objectification in the name of tourism development against indigenous culture. The chapter finds that the CHT has been nurturing multiethnicity, cultural diversity, and the beauty of ecological settings in South Asia. With the panoramic scenario, landscape, and cultural diversity of indigenous communities, this CHT is also attracting tourists' visitation.

With the support of this region's panoramic beauty, in recent years, the government has undertaken an initiative to set up tourist spots mainly through the military forces and private sectors without considering the impact on the environment, biodiversity, and the way of life of the ethnic minorities. The chapter finds that the outcome of tourism is widely accountable for regional development. However, the quantification of economic indicators with a lack of qualitative analysis of potential challenges and problems beyond figure increases through this. Thus, against such context, this chapter offers a qualitative analysis of the impacts of tourism on indigenous culture in Bangladesh.

In Chap. 16, Roy and Saha investigated some selective product/service segments in many forms of tourism and provided an evaluation between them. The authors also outlined a market design employing relevant marketing tools, techniques, and strategies. As per the authors, with this market design, Bangladesh can develop the tourism industry both in quality and in the number of tourists. The authors focused on market data and strategies to assist the tourism business in Bangladesh. For such purpose, the authors first analyzed the present tourism market with its product and service patterns. Second, the authors featured the end tourism product and service consumers with their purchasing behavior based on ethical-based tourism. Third, the authors explained the tourism marketing potentials in Bangladesh from a global context. Finally, the chapter suggested ways for promoting potential tourism products and services more efficiently and effectively. This research presented that the tourism industry in Bangladesh needs a distinct market design to promote products and services. The chapter identified marketing tools and strategies to support tourism and offered some main marketing points for promoting potential tourism products and services.

In Chap. 17, Nekmahmud et al. highlighted the issue of value appraisal of tourism products and services and investigated few distinct tourism products and services sectors (e.g., accommodation, transportation, food and beverage, and ancillary services). The chapter also evaluated the existing tourism product and service offers, tourism product elements, investment, and development in tourism products. This chapter also analyzed sustainable tourism products in three aspects (i.e., environmental sustainability, economic, and sociocultural). This chapter relied on earlier research studies to summarize some important marketing points for promoting prospective tourism products and services. The research found that any industry has a distinct market design for promoting products and services, and the tourism industry is no exception. Thus, this research presented a market design with a wide range of marketing tools, techniques, and strategies that Bangladesh can use to promote the tourism industry in numbers and tourist quality. The authors affirmed that this chapter's results could help academicians, students, policymakers, marketers, and tourist agencies identify the combination of marketing tools and strategies that can help them make proper resource utilization policy for maximum return with achieving SDGs. The chapter suggested ways to promote potential tourism products and services more effectively and efficiently with sustainable ways to attract domestic and foreign tourists and have positive contributions to the country's economic development.

In Chap. 18, Saha et al. argued that recently, tourism movements are scrutinized as a significant route to overcome global environmental and sustainability issues. For this scrutiny, adequate knowledge about environmental sustainability, product manufacturing, and tourism development management is a prerequisite. This chapter identifies and analyzes environmental complications in the tourism development process that can be managed to achieve tourism sustainability in a developing country like Bangladesh. This research covers "TSPD (Template for Sustainable Product Development)," a useful and robust tool for product development that helps for environmental reporting and tourism development management. This research finds that the application of "TSPD" can support sustainability by stimulating an organization's existing development process. This support can satisfy business demands, with specific interests in the tourism industry. However, the overall integration process of product development in tourism sustainability depends on sustainability principles. Such principles help to learn environmental policies for either tourism product manufacturing or its service management issues. The chapter emphasizes on "TSPD" as a basic approach of product development tool in the tourism industry that reveals a holistic approach for ensuring sustainable development.

In Chap. 19, Sharmin primarily aimed to find and analyzing many different aspects of marketing strategies. Also, the chapter offers a suggestion for tourism product and service development in Bangladesh. The author coined that tourism products are provided to tourists to visit a destination of a country. These offers can include the country's tourist attractions, transport, accommodation, entertainment, etc. Tourist satisfaction is attached to product and service offers. This chapter affirmed that Bangladesh is a country that has many attractive tourist spots with tremendous potentials. However, the tourism industry of Bangladesh has yet to make considerable progression. According to this chapter, the primary reason for this is the lack of relevant infrastructures to facilitate Bangladesh's tourism industry's development and progress. This chapter asserted that the tourism industry in Bangladesh required effective strategic management.

In Chap. 20, Alauddin et al. aimed to identify tourism products and services marketing aspects in Bangladesh. The chapter then determined the constraints of tourism products and services delivery in the country and suggested remedial measures accordingly. Findings of this conceptual research showed that the tourism industry could add value to the country's economy with the support of an effective strategic marketing plan. However, such a plan needed to develop and implement strategies to sell tourism products and services to target markets. The research found that tourism in Bangladesh has tremendous potentials, but the lack of effective strategies can hardly bring positive results. The authors of this research believed that this research could support the policymakers and marketing practitioners in making new policies and strategies on tourism products and services to foster the overall tourism development in Bangladesh.

In Chap. 21, Uddin and Alauddin discussed the future of tourism in Bangladesh based on present planning, investment, opportunities, and prospects. The authors informed that Bangladesh's government tourism agencies are working to develop the tourism and hospitality industry. The chapter summarized the existing relevant

theories and literature studies and then synthesizes, classifies, and organizes them to offer relevant practical implications. The research results showed great opportunities for sustainable ecotourism in different areas of Bangladesh, as the coastal tourist region, especially St. Martin's Island, Sundarbans, and Cox's Bazar. However, the exploitation of such opportunities depends on how well the respective authorities can meet the environmental and ecological challenges. The chapter suggested that infrastructural development, improved accommodation facilities, appropriate safety measures, tourist guide facilities, diversified food culture, and long-term policy are expected to contribute to the prospects and development initiatives of tourism and hospitality in Bangladesh.

This book's contents are comprehensive in explaining concepts and development suggestions for tourism products and services in Bangladesh. Thus, this book is expected to be a read by general readers and academics, researchers, and tourism professionals.

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Contents

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Part I
Tourism Products and Services in Bangladesh: Policy and Development Framework

Chapter 1
Tourism Products and Services in Bangladesh: In Search of Policy and Development Frameworks

Md. Nekmahmud and Azizul Hassan

Abstract Product and service offers are essential for the promotion and development of tourism in a destination. From the context of tourism product and service offers, Bangladesh beholds diverse forms ranging from eco-tourism, agri-tourism, riverine tourism, adventure tourism, food tourism, religious tourism, community-based tourism (CBT) as well as hospitality, accommodation, transportation, visa and immigration, money transfer, sight-seeing, recreation and relevant. Arguably, the country also has a tourism product and service friendly National Tourism Policy. The country's tourism potentials are well-recognized with UNESCO Natural and Cultural World Heritage Sites. This research critically analyses tourism product and service offers and potentials of the tourism industry in Bangladesh. Theoretical discussions are offered relating to the present context. Findings present that, domestic tourism product and service demands of Bangladesh are expansion is mainly indebted to the strong rise of a social class having disposal savings. In addition, the chapter identified several factors that influence the demand for products and services in the tourism sector. As well as the chapter describes the tourism product and service development frameworks. On the other side, due to the unprecedented growth of transportation supported by easier access to immigration and currency rules, the country is rapidly transforming as an international tourism hub. The chapter agrees that tourism in Bangladesh is partially favored by the recent public legislations and policy frameworks.

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Introduction

Tourism is one of the most competent drivers of the global economy can signifi-
cantly contribute to the sustainable development of emerging economies. This is
evident that the governments of many developing countries are keen for both pro-
moting and supporting tourism products and services mainly for their influencing
capacities for employment generation, increased foreign currency earnings, positive
effects on the balance of payment as well as initiating tourism supply sectors (Brida
et al. 2020). All of such policy supports comprehensively lead to national economic
development with social well-being and poverty alleviation. Policy support for tour-
ism product and service development is important because having interrelatedness
with many relevant economic sectors, even a minor tourism improvement initiative
can leave impacts on the national economy.

Theoretical explanations of tourism product and service development are insuf-
ficient. So far, a good number of research studies suggest that economic growth is
primarily supported by agriculture, capital, energy, and tourism development
(Habibi et al. 2018; Chulaphan and Barahna 2018). Also, researchers are centered
on exploring many different aspects of tourism and their influence analysis in the
developing country economies. In a competitive global tourism marketplace, the
development of tourism products and services is critical, requires adequate attention
and policy supports. For decades, researchers assert competitive advantages. Porter's
(1985) "Cost Leadership" (no frills), "Differentiation" (creating uniquely desirable
products and services) and "Focus" (offering a specialized service in a niche mar-
ket); Chamberlin' (1962) the Theory of Monopolistic Competition by that proposes
the concept of differentiation and is defined as the process to distinguish a product
or service from others, for making it more attractive to a particular target market
respectively target group; or Ansoff's (1965) two product policy strategies as
"Product Development" (developing new products or improved versions of an exist-
ing product to offer to an existing market) and "Diversification" (entering new mar-
kets with new products) are few pieces of evidence. Thus, the development of
tourism products and services render importance.

Bangladesh with the emerging economy possesses numerous resources for tour-
ism products and services development (i.e. eco-tourism, agri-tourism, riverine
tourism, adventure tourism, religious tourism, community-based tourism, UNESCO
Natural and Cultural World Heritage Sites as well as hospitality, accommodation,
transportation, visa and immigration, money transfer, sight-seeing, recreation and
relevant). This is dubious that the existing National Tourism Policy of Bangladesh
can support competitive and sustainable tourism products and services (Hassan and
Burns 2014; Hassan and Kokkranikal 2018; Hassan et al. 2020). Still, researching

tourism products and services in the context of Bangladesh is insufficient and almost unattended. This research thus presents the potentials of Bangladesh for developing tourism products and services. In many instances, "tourism product" is expressed in a wider sense that includes tourism services. However, in this research, tourism products and services are viewed as different concepts followed by detached critical analysis.

Tourism Product Classification

Ecotourism

Ecotourism involves environmentally friendly support for sustainable local livelihood diversity and nature conservation (Hossen et al. 2014; Clifton and Benson 2006). It is nature-based tourism that includes nature enjoyment, and considerate the local culture and environment (Ceballos-Lascuráin 1987; Valentine 1993; Blamey 1997). According to the International Ecotourism Society (TIES) (2015), ecotourism is defined as the responsible travel type to a natural region that preserves the environment, maintains the local peoples' well-being, engages in interpretation and education. In addition, ecotourism contributes to sustainable and infrastructure development growth in village places, and decrease the local community unemployment rate (Clifton and Benson 2006). Nevertheless, previous studies have argued that ecotourism refers to a local setting that explains the connection between the environment and local communities, providing lasting outcomes that can meet local community needs and achieve environmental protection goals (Ocampo et al. 2018; Tseng et al. 2018; Yan et al. 2017).

Ecotourism activities are to apply the principles: first, to reduce the effects of physical, social, and psychological behaviors. Second, to develop environmental and cultural awareness. Third, to generate direct financial supports for preservation. Fourth, to produce financial supports for residents and the private sector. Fifth, to encourage positive experiences with visitors and hosts. Sixth, to offer memorable experiences to visitors. Seventh, to design construct and operate low-impact services. Eighth, to accept the rights and spiritual beliefs of the local's community and build empowerment.

Geologically, Bangladesh is preferably located and suitable for being ecotourism destinations. It is rich with rivers, cultural and archeological heritage and natural beauty which can be a significant ecotourism destination worldwide. There are several ecotourism products include the world heritage mangrove forest Sundarbans, tea plantations, evergreen areas of hills, rivers, lakes, sandy & world largest sea beaches at Cox's Bazar, forest & wildlife, life of the glorious tribe and simple life of the villagers. Moreover, St. Martin Island is a small mainland island in the Bay of Bengal, which is the most suitable location for the improvement and promotion of

ecotourism. Several ecotourism activities are offered in Bangladesh such as hiking, swimming, rock climbing, rafting, caving, boating, etc.

Agritourism

Agritourism involves any agriculture-related activity that attracts tourists to go a farm or ranch. Real agricultural activity is a functional farm where visitors work with farmers, participate in farming, and taste the product directly from the farm (McGehee 2007; Tew and Barbieri 2012; Wu et al. 2020). The terms rural tourism and agri-tourism are used almost identically and interchangeably (Roberts and Hall 2001). Agriculture helps in stabilizing agriculture by diversifying the income-generating portfolio in agriculture which in turn helps in sustaining the rural economy (Eurac Research 2018). For example, agritourism activities include wineries, cider mills, "u-pick" self-harvests, farm animal and local wildlife zoos, and farm-stays with overnight accommodations (McGehee 2007; Carpio et al. 2008; Wu et al. 2020). Bangladesh is an initial position of agritourism. Bangladesh could portray ecotourism as a stereotyped image transfer to its destination. For example, the swarming of parrots over paddy fields in Bangladesh could be an ecosystem (Khondkar and Anis 2013). There are five categories of agritourism such as direct to consumer sales (e.g. u-pick), hospitality (stays night at the farm), agricultural education (e.g. school visits to a farm or farm industry), entertainment (e.g. hayrides, harvest dinner), and recreation (e.g. fishing, hunting) (McGehee 2007).

Riverine Tourism

Riverine tourism includes several activities such as cruises, boats, rafting, fishing, and riverbank activities (Bosnic 2012). Foreign tourists are fascinated by exploring the local people, culture, nature, and tranquil beauty of the rivers. River tourism provides the most flexible, pleasurable, and comfortable travel which makes it most effective for tourism purposes. Rivers are breath-taking ways to preserve the glory of nature, reflecting people's life, and nature. Several cities developed on the banks of many great rivers of the world, including the early civilizations, the Indus, the Nile, the Tigris, the Euphrates, the Mekong, the Danube, the Rhine, the Yellow River (Cooper et al. 2019). Even in developing countries like Bangladesh, rivers have retained their natural features and have created interest in rivers as ecosystems and nature-based resources. Bangladesh is the largest delta island in the world and has immense potential for cross-river tourism across hundreds of rivers such as Jamuna, Padma, Meghna, Brahmaputra, Buriganga but for many reasons, this sector is still emerging. Increasing river tourism in Bangladesh can play a vital role in the sustainable development of rural society. Proper marketing planning of public and private initiatives can ensure river tourism; Riverine tourism can greatly contribute

to Bangladesh as an important tool for sustainable human development, including job creation, poverty alleviation, and rural development (Ahmed et al. 2015).

Adventure Tourism

Adventure tourism is the fastest-growing sector and increasing its appeal to mainstream mass tourists (United National World Tourism Organization 2014). Adventure Travel Trade Association (ATTA 2013: p. 2) stated that "adventure travel may be any tourist activity including two of the following three components: physical activity, cultural exchange or interaction and engagement with nature". Sung, Morrison and O'Leary (1996) mention six criteria (motivation, performance, environment, risk, and experience) for defining adventure tourism. While among all definition, risk and uncertainty is a common element (Ewert 1989; Rantala et al. 2018).

Adventure tourism should be less about overcoming challenges and stimulating the situation and overcoming personal boundaries and risking someone's life (Sand and Gross 2019). Adventure tourism consists of land, sea, and air-based activities (Hall 1992; Fennel 1999; Page et al. 2005; Gajda 2008) and sometimes divided into soft and hard adventures (Swarbrooke et al. 2003; Patterson and Pan 2007; Schott 2007). "Hard Adventures" is involved in very risky and dangerous activities (e.g. hiking through the forest and mountainous regions, or rock climbing and parasailing, white water rafting, etc.). "Soft adventures" is involved a low level of risk, low physical effort, and obligation (e.g. mountain biking, hiking, etc.).

Nature adventure tourism requires several development specially for a country where it can get in more tourists, making a lasting impact on their economy, for example, hundreds of mountaineers in Nepal risk their lives to go to Mount Everest every year and pay lots of money (Adventure Travel Trade Association 2013). Adventure tourism is the most potential tourism industry in Bangladesh which could be developed in different parts of Bangladesh based on natural resources. Especially the southern part of Bangladesh, Bandarban, Cox's Bazar, and St. Martin's Island would be the model places to explore all aspects of sustainability as well as developing adventure tourism. Cox's Bazar has several islands in the middle of the sea with the highest cost lines and scenic mountainous terrain, which can cater to all aspects of adventure tourism (Bangladesh Parjatan Corporation 2020). At present many travel agencies are selling services to go on an adventure tour, thus now it is very easy to travel for an adventure tour. For traveling, tourism is for all age groups of people who are young at heartland want to explore and experience Bangladesh differently and uniquely. There are different types of adventure tours such as horseback riding, jumping from mountain swimming, boat cruises, rise uphill, and so on.

Religious Tourism

Religious tourism, which includes visits to local, regional, national, and international religious centers, as well as religious ceremonies and conferences. Tourists are interested to travel for religious reasons. Nowadays, religious tourism is closely related to holidays and cultural tourism. Even, Pilgrim participants are often placed in the program for day trips to the surrounding area. There are main two types of religious tourism namely pilgrimage tourism and sightseeing-informative orientation. A kind of pilgrimage tourism is spiritual pilgrim tourism (Shaymukhambetova 1995). Religious sights can be inspired by tourists interests such as religion, art, architecture, history, and personal ancestry (Makrides 2009; Greenia 2014). Religious tourism has such a socio-cultural feature, as a social practice, to change people and give them a place in the social space (Rysbekova et al. 2014).

According to World Population Prospects (2019), Bangladesh is the fourth-largest Muslim-majority country in the world, with Muslims accounting for about 90.40% (153,700,000) of its 165 million populations. Bangladesh has several religious tourism places, for example, Paharpur, the Historic Mosque City of Bagerhat, Kantajew Temple, Fakir Lalon Shah's Mazar, Puthia Temple Complex, Baitul Mukarram National Mosque, etc. Every year Bangladesh organizes a number of religious ceremonies like the 'Bishwa Ijtema', the second largest Muslim gathering after the Hajj attracts Muslims from all over the world. Besides, some people from Hinduism, Christianity, and Buddhism visit to Bangladesh for religious purposes.

Community-Based Tourism (CBT)

"Community-based tourism (CBT) is a part of tourism that takes environmental, social, and cultural sustainability into account. It is managed and owned by the community, for the community, to enable visitors to increase their awareness and learn about the community and local ways of life" (REST 1997). Prior to, a number of tourism scholars (Moscardo 2008; Ruiz-Ballesteros and Hernandez-Ramírez 2010; Lee and Jan 2019; Musavengane and Kloppers 2020) identified Community-Based Tourism (CBT) as an appropriate development model to maximize the socio-economic benefits of the community and reduce environmental negative impact. The most widely accepted definition of CBT is that a high degree of control and a significant proportion of benefits must be in the hands of the people in the destination community (Mitchell and Reid 2001; Jones 2005; Trejos and Chiang 2009; Scheyvens 2011). CBT is not only a tourism business which is the maximum profit of the investor. It is even more concerned with the impact of tourism on communities and environmental resources. It seeks to develop rural communities and manage tourism resources with the participation of local people (Suansri 2003).

CBT networks have ample potential for socio-economic development in the least developed countries (LDCs) countries (Mowforth and Munt 2008; Gibson 2010;

Tolkach and King 2015) for example, Bangladesh has several tourist destination (e.g. Bandarban, Rangamati, Khagrachhari, Sundarbans, Cox's Bazar, Kuakata, Sylhet, Paharpur, Mainamoti, Bagerhat) where we can successfully involve the local people in CBT activities. The world largest Sundarbans mangrove forest is a prospective destination for the application of CBT programs (Bhuiyan and Moss 2001; Islam et al. 2013) due to its global environmental importance, enrich biodiversity, natural beauty, pleasant weather, friendly host community, presence of various livelihood groups, etc. (Islam et al. 2013). CBT can reduce ethnic pressure by preserving the local and regional economy and providing economic and political incentives for extra benefits (Weaver 2006).

Food Tourism

Erik Wolf, the Executive Director of the World Food Travel Association (WFTA) defines **"**Food tourism is the act of traveling for a taste of place in order to get a sense of place" (World Food Travel Association 2020). In general, food has a significant attraction for tourists, and most of the destinations offer several types of traditional and culinary experiences to tourists (Cohen and Avieli 2004; Tsai and Wang 2017). Hall and Sharples (2003: p. 10) defined food tourism as "visitation to primary and secondary food producers, food festivals, restaurants, and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel". This definition has been well recognized and adopted by many prior scholars (e.g. Park et al. 2008; Chang and Yuan 2011; Presenza and Iocca 2012; Sanchez-Canizares and Lopez-Guzman 2012). For example, Smith and Costello (2009) defines food as a principal resource that encourages individuals for travelling and visiting a destination specifically for the unique food that are offered.

Food tourism is becoming popular because of the growing leisure lifestyle (Okumus et al. 2018). It also termed as gastronomy tourism, culinary tourism, and gourmet tourism (Ellis et al. 2018) where a traveler can get remarkable, unique, and cultural experiences through food tourism experience (Björk and Kauppinen-Räisänen 2016). It focuses on food attraction, food festival experiences, and the promotion of local food and local development (Bu et al. 2020). Moreover, it helps to promote and differentiate tourist destinations (Horng and Tsai 2010). Local food encourages tourists to visit or revisit destinations. (Gyimóthy and Mykletun 2009; Tresidder and Hirst 2012; Naruetharadhol and Gebsombut 2020) and represents national, regional, local, and personal identities or culture (Bessière 1998; Henderson 2009).

In Bangladesh, the promotion of local food as an element of destination attracts tourists both internationally and domestically. Travelers are keen to experience local food flavors at the destination and accommodation facilities. The culinary culture of the Bangladeshi people originated from the influence of the indigenous population

(33 indigenous communities) within the territory of the country, the Bengali community around India, and the medieval foreign settlements.

There is a common proverb "Mache Vate Bangali" meaning rice and fish are very common traditional food in Bengali food culture. The most common sweets and desserts in Bangladesh are "Mishtidoi" (baked sweet yogurt), "Roshogolla, Sandesh and Roshmalai" (traditional sweets), "Payesh and Phirni" (traditional rice pudding), "Jorda and Shimai" (traditional vermicelli) etc. Besides, these sweets desserts are usually made during festivals and special occasions like weddings. Varieties of "Pitha" (handmade cake) are also special sweets or desserts in Bangladesh during the winter and all other seasons. Bangladeshi food is known for the variety of dishes cooked from different geographical regions inside the country. Each area has its own method of preparing food using local herbs and spices, as well as vegetables and fruits.

Medical Tourism

Medical tourism refers to a phenomenon of picking and traveling across the national border to international one to access modern health care services. The main aspects work behind medical tourism are the availability of highly trained specialized doctors and reputation, modern medical specialization, comparatively, cost-effective treatment, and the vacation opportunity to visit another country (Bookman 2007). From the problematic framework, there are two broad types of medical tourists. Firstly, those who are travel explicitly only for medical treatment. Secondly, those who travel for vacation and treatment combined (Cohen 2008).

Medical science is the main source of medical tourism. Although medical tourism is not recognized in Bangladesh, it could soon create a great opportunity for international tourism because of the low cost, and skillfull doctors. Several international standard hospitals and medical colleges have recently been established in Bangladesh, for example, United Hospital Bangladesh and Apollo Hospital. These hospitals and medical colleges, university can create new horizons for medical tourism.

Other Type's Tourism

Besides the above following tourism, there are other forms of tourism include heritage tourism, cultural tourism, business tourism, nautical tourism, rural tourism, Halal tourism, sports tourism, conference tourism, virtual tour, walking tour, water tourism, and wildlife tourism.

Tourism Service Classification

Hospitality

In general, hospitality means people welcome other guests to their homes or other places where they work or spend their time. Collins Concise English Dictionary Plus states the definition of hospitality as "kindness in welcoming strangers or guests" (Hanks 1989: p. 604). "a harmonious mixture of food, beverage, and/or shelter, a physical environment, and the behavior and attitude of people" (Cassee and Reuland 1983: p. 144). Moreover, according to Tideman's (1983: p. 1), hospitality as "the method of production by which the needs of the proposed guest are satisfied to the utmost and that means a supply of goods and services in a quantity and quality desired by the guest and at a price that is acceptable to him so that he feels the product is worth the price". Hospitality is a human exchange that is characterized by being contemporary, voluntary, mutually beneficial based on specific products or services (Brotherton 1999).

Transportation

Tourism is all about traveling people from one destination to another, and transports are the main factor that tourism depends on to achieve its mission. Tourists can not reach the desired destinations, which may be far from each other without the need to use the available means of transportation in those regions. However, transport cannot only be viewed as a mode of travel; it can be a destination also. In terms of the transport modes, there are three categories to use for traveling purposes; whether by Air, sea, or land.

Visa and Immigration

Visa and immigration is the initial process for tourist who wants to travel from one country to another country. Before traveling to other countries, tourists need to apply for a visa. Tourist can apply the visa process by face to face or by online which depend on country visa and immigration process. Nevertheless, sometimes tourists can visit more than one country with one visa. Example Schengen visa or Europe visa, allows entitled persons to travel freely within the 26 participating Schengen Area countries.

Money Transfer

Money transfer means to transfer money electronically from one individual to another. Money transfer usually refers to the cashless ways of payment methods. There are several categories of money transfer methods are existing for example foreign exchange providers, money transfer operators (MTOs), community banks, peer-to-peer money transfer providers, online money transfer services, prepaid money cards, internet money transfers, etc. At present online money transfer services are more popular for tourists.

Sight-Seeing

Sightseeing is the activity of tourists visiting a city or region to see interesting tourist places. The first time, when tourist visits to a new destination, they have to deal with the problems of planning a spectacular trip that covers the most thematically interesting attractions and adapts to the time available for their trip. Travelers need to gather information from many digital sources, such as travel guides, maps, official sites, travel blogs (Brilhante et al. 2015). At present, several tourist agencies offer to tourists for visiting new sightseeing. For example, the BigBus sightseeing tour Company takes money by offering tourists for visiting sightseeing places in European countries.

Recreation

Recreation can be followed as an extra-time leisure activity (Tribe 2011) which includes various activities such as sport, fishing, golfing, and rock climbing. It is related to tourism as recreational entertainment. Recreation in tourism is the activities of spending leisure time visiting tourist places and spending time for amusement, enjoyment, refreshment, pleasure, and health benefits are considered to be fun. Recreational tourism activities can be divided into two groups: indoor tourism (basketball, swimming, volleyball, chess, table tennis, bowling, singing, reading, listening to music, watching movies and more of the same) and outdoor tourism activities (hiking and camping, river rafting, hunting and fishing, rock climbing, adventure park).

Factors that Influence the Demand for Products and Services in Tourism

In the tourism industry, several factors are influence tourism demand. According to Camilleri (2018) stated that the demand for tourism products may be influenced by the marketing mix elements such as the types of the tourism product or service, place or distribution, price, and promotional strategies. Moreover, personal, social and opportunity factors influence travelers in tourism-related events. The product includes all the elements (tourist place, accommodation, transportation, food, and entertainment) (Dolnicar and Ring 2014) that influence the tourist mind. Pricing is the key influential factor of demand for products and services that rely on the location of the destination, seasonality of the product, operating costs, profit margins, and competitors' price. Promotion strategy and emerging competitive factors are vital technique (Nekmahmud and Rahman 2018) that motivates people to take tourism experience and create demand to buy tourism products and services. There are different modes of tourism promotion for instance, TV, Radio, social media, newspapers, magazines, brochures, sales promotion, and word of mouth increases the demand for tourism products and services. Tourism place and distribution are related to how easily possible for a tourist can be able to reach and evaluate tourism products and services.

Besides, the conditions and socio-economic factors and personality profiles of the tourist spot location and structural conditions can also give better knowledge about the needs and wants of the tourists (Hall and Page 1999). Further, Johny (2002) observed that tourists' own demographics, economic and psychological characteristics significantly influenced their preferences for the duration of their stay in tourism spots.

In addition, conveyance used to reach the spots, mode of transportation, the pattern of tourist, accompaniment, the purpose of travel, length of stay, information, government tourists policy, visa & immigration process, climate, safety & security, media, religious, historical archeology, type of accommodation, activities, social media rating & review, tourists previous experience, expenditure, ecotourism & sustainable tourism, etc. also influence to the tourists to select the destination (Johny 2002). Figure 1.1 exhibits several types of factors that are influenced by tourism products & services demand.

Tourism Products and Services Development Framework

Tourism product is defined to fulfill a tourist's needs (Paul 1977). Nevertheless, Jovicic (1988) argued that tourist's needs cannot be satisfied without the movement of tourists from the place of residence to the expected destination. Primary tourism products are key draw cards that attract tourists to particular destinations. The diversification, intensification, and linkage of these products can be crucial for the

Fig. 1.1 Factors influence tourism products & services demand. (Source: developed by the authors, 2020)

competitiveness and sustainable development of destinations. Destinations depend on their primary tourism products as key pull factors motivating tourists to visit them.

Based on the critical explanations made in earlier sections of this chapter, the Framework of Benur and Bramwell (2015) above is presented as Fig. 1.2. This Figure outlines the theoretical explanation of mass and niche tourism products that are considered as having immense importance. In terms of such tourism product feature analysis, this Framework presents tourism product supply and the other side shows tourist demand and product use. Tourist demands can hardly be featured as static that ever changes depending on the availability and accessibility. From this context, tourist products and services need to be diversified to cater to the increasing demand for many tourist types. The later section of this chapter aligns this Figure in terms of critically analyzing tourism product and service development in the Bangladesh context.

Tourism Product and Service Offers in Bangladesh

The Context

South Asian country, Bangladesh is a fast-growing developing country in the world that has potential tourism industries such as mountains, deep and mangrove forests, vales, rivers, and the world's longest sea beaches. It has stunning sights and historic places that can attract international tourists. There are a lot of events for tourists
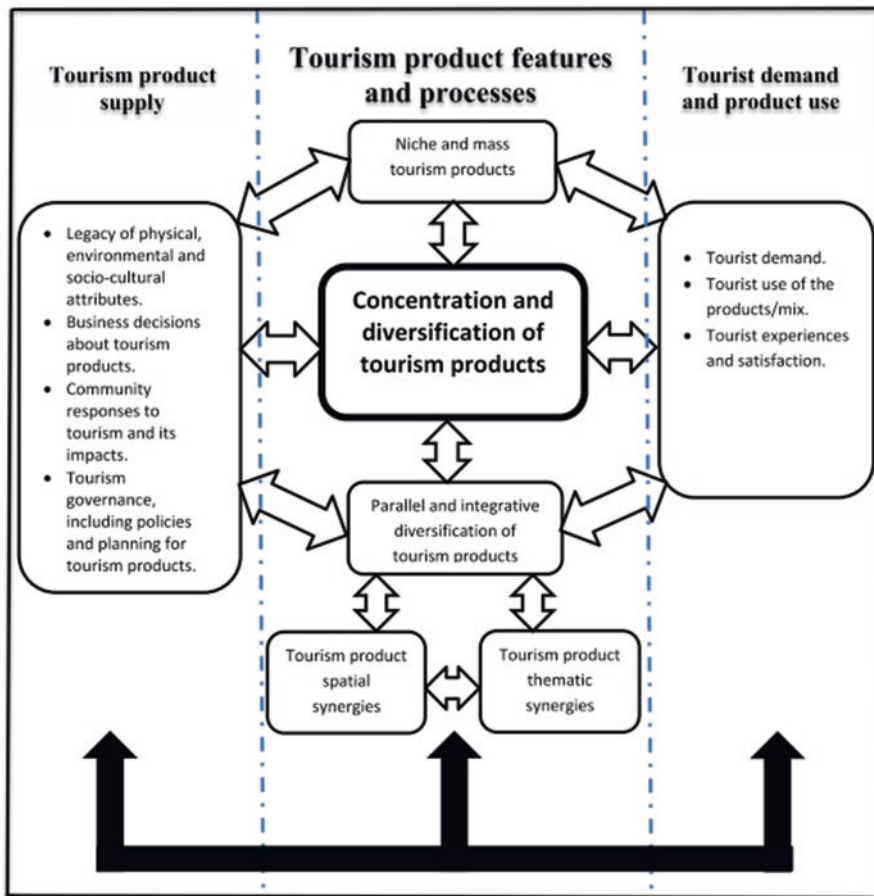
Fig. 1.2 Framework of tourism product concentration and diversification in destinations. (Source: Benur and Bramwell 2015)

include angling, water skiing, hiking, yachting, river cruising, rowing, and sea bathing, etc. There are several tourists places in Bangladesh like Cox's Bazar, the world's longest and sandy beach; the Sundarbans, the mangrove forest & home of the majestic Royal Bengal tiger and spotted deer; Chittagong, the country's largest port city & holy temple town; Rangamati, the heart of the panoramic lake district; Dhaka, the capital known as the city of mosques and the "Muslin" (special cloth); Sylhet, the land of holy shrines of great religious saints and fascination hills and tea gardens; as well as, Mainamati, Mahasthangarh, and Paharpur archaeological sites. The main motivations for potential tourists in Bangladesh are the beauty of all kinds of rivers, the colorful tribal life, and the ordinary life of millions of friendly people.

Developing tourism products and services is important for attracting potential tourists from both domestics and foreigners. It can create a tourist attraction for

almost all natural potential tourists. It is capable of almost all the natural potentials to create a center of tourist attention. While Travel and tourism industry accounted for 10.4% of global GDP and 9.9% of global employment in 2017, the contributions of this industry in Bangladesh in terms of GDP 4.4% of total economy (total GDP = usd11,821.4mn) and 3.8% of total employment 2414.4 jobs (000's) where the expected job is 3155.3 jobs (000's) within 2019 in Bangladesh (The World Travel & Tourism Council 2018, 2020). Tourism is one of the most profitable industries in Bangladesh (Elena et al. 2012) and foreign tourists have praised Bangladesh for its rich cultural heritage, unique natural beauty, and human hospitality. Bangladesh Parjatan Corporation (BPC) is a national tourism agency and a constitutional board under the Ministry of Civil Aviation and Tourism of Bangladesh, which is working to promote the country's tourism industry.

Policy Support

Bangladesh has the potential for domestic and international tourism levels where appropriate and effective policy is also needed. Tourism policy planning includes rules, regulations, guidelines, direction, development objectives, and strategies that help in the decision making and development of the tourism industry in a country (Ritchie and Crouch 2003; Goeldner and Ritchie 2009). The core goals of national tourism policy are to achieve the needs of the social and economic development of a country, like, creating opportunities for employment, earning foreign exchange, developing the local community and society, and developing of economy and sustainability (Hassan and Kokkranikal 2018). The Ministry of Civil Aviation & Tourism and Bangladesh Parjatan Corporation, Bangladesh Tourism Board is the main governmental agency for executing the tourism policy. Prior to 1992, Bangladesh had no tourism policy, but in 1990 there was a strategic master plan for tourism development by the United Nations Development Program (UNDP)/World Trade Organization (WTO). The first tourism policy was adopted by the government in 1992. The government adopted an updated tourism policy in 2009 to meet the global demand which was forced on 14 December 2009. There are 31 goals and objectives, including a brief policy of Bangladesh Tourism Policy 2009. Most recently in 2010, another version of the policy was published to more clearly define targets and priority areas for the tourism industry (Siddique 2010). According to Hassan, Kennell and Chaperon (2020), in the National Tourism Policy of Bangladesh of 1992, the main objectives are to create interest in tourism among the people, to preserve, protect, develop and maintain tourism resources, to create a positive image of the country abroad, to create employment, to built-up a recognized field for private capital investment, to support national unity & integrity, and to provide entertainment and recreation.

Lack of statistical data (Bangladesh Tourism Board 2020), language only in Bengali (Ministry of Civil Aviation and Tourism 2020), lack of access to current tourism policy, and tourism information can create confusion among various

stakeholders internationally and domestically. The lack of such a tourism policy results in insufficient knowledge of the current state and attitude towards the future direction of destination tourism (Hassan and Kokkranikal 2018; Hassan et al. 2020). Financial, personnel, and political support are mandatory for BPC and BTB. Collaboration and partnership among the public and private sectors can play a vital for sustainable tourism development (Hassan and Kokkranikal 2018).

Creating a contributing tourism industry requires political commitment, coordination and expansion of tourism agencies, identification of priority areas, and pay attention to support private sector, and investments need for their development. Besides, the capacity of government tourism agencies needs to be strengthened. Also, several issues related to the nurturing, climate change, sustainability, political instability, and security of tourism niches need to be considered appropriately.

Tourism Product Offers in Bangladesh

In Bangladesh, there are several types of tourism products that are making pleasure to the tourists. A number of scholars classified tourism products in several ways. Bangladesh offers different categories of tourism products like natural tourism products, religious, historical, archaeological, architecture, wildlife, man-made, event based, site-based, symbolic, and other tourism products (Nekmahmud et al. 2020). These are natural tourism products as hill stations (i.e. Bandarban, Khagrachori, Rangamati Hill, Jaflong, Sripur, Srimangal, etc.), lakes (i.e. Mohamaya lake, Kaptai Lake, Dhanmondi Lake, Foy's Lake, Madhobpur Lake, etc.), beach (i.e. St. Martin's Island, Kuakata sea beach, Nijhum Dwip, Patenga sea beach, etc.), islands (i.e. St. Martin's Island, Chhera Island, Bhola Island, Manpura Island, Sandwip Island, Sonadia Island, etc.); Archaeological tourism sites (i.e. Lalbagh Fort, Ahsan Manzil, the "Shait Gombuj Masjid" or the Sixty Dome Mosque, Sonargaon, Mainamati, Paharpur, Mahasthangarh, Kantaji's temple, etc.); Religious tourism sites (i.e. Seven dome Mosque, Binat bibi Mosque, Shrine of Hazrat Shah Paran, Shrine of Hazrat Shah Jalal, etc.); Historical tourism sites (i.e. "Central Shahid Minar", Martyred Intellectual Memorial, "Shilaidaha Kuthibari", National Poet's Grave, Curzon Hall, World War II Cemetery, etc.); Architecture tourism sites (i.e. Ahsan Manzil, Bara Katra, Curzon Hall, Jatiyo Sangshad Bhaban, Lalbagh Fort, Northbrook Hall); Wildlife tourism sites (i.e. wild lives of the Sundarbans mangrove forest etc.); Man-made tourism sites (i.e. the "Jatiyo Sangshad Bhaban" or the national parliament building, Foy's lake, etc.).

The natural tourism products (e.g. infrastructure, mountains, beaches, and climate) and man-made tourism products (e.g. transportation, accommodation, and meals) should have collaborated with professionals employed by tourism providers for increasing the quality level of the tourism industry (Sofronov 2018). Thus, each of these areas can be considered as a tourism products, whether the purpose of the trip is to execute an official mission (business traveler) or to enjoy time (leisure travel).

Tourism Service Offers in Bangladesh

The North American Industry Classification System (NAICS) classified tourism into five main areas such as transportation, accommodation, recreation & entertainment, food & beverage services, and travel services. So, each of these areas can be considered as tourism services. Similarly, Bangladesh also offers different kinds of tourism services such as transportation, accommodation, food, recreation & entertainment, medical service, travel services, and so on. Those are presented below:

- *Transportation:* Bangladesh provides three categories of transportation facilities for travelling purposes; Air transportation (Dhaka to Chittagong, Dhaka to Khulna, Dhaka to Saidpur, and Dhaka to Sylhet flight), Sea transportation (Chittagong to St. Martin's Island by ship) and Land transportation (bus, train, car).
- *Accommodation:* Hotels consider the main form of accommodation. Bangladesh tourism offers several types of motels, hostels, cottages, lodging, etc. which are close to tourist sport.
- *Food & Beverages:* Food & beverage are at the top of the tourist expenditure list and it has an economical positive impact on the food industry (Hall and Sharples 2003). Bangladesh has a lot of traditional and local foods. Restaurants, cafes, bars, caterers, special local foods, food festivals, etc are offering a variety of food services for tourists.
- *Recreation:* a number of recreational facilities such as theme parks, bowling, and alleys are provided for host guests. s
- *Entertainment*: entertainment invites listeners to physical venues such as a movie theater, circus, and theater or drama performance.
- *Health & Sports:* many kinds of sports facilities are offered to tourists such as ski hills and health-related services such as spas.
- *Ancillary Services:* there are some other categories of tourism services such as convenience, shopping, specialty services, conference, travel service, medical services, and culture.

Conclusion and Recommendations

Recently the tourism industry has been seen as a key driver of rapid economic growth and development for the world and more importantly developing countries. Bangladesh has massive potential in the tourism industy in South Asia. The tourism industry can make a great contribution to the national economy as well as local community development. Bangladesh's government is determined to achieve the sustainable development goal (SDGs) within 2030 by reducing poverty, unemployment, food crisis, etc. As such tourism can help to achieve the SDGs by creating employment opportunities, local community development, contributing economy, and so on.

Bangladesh has the potentiality to create opportunities for all categories of tourism (e.g. ecotourism, agritourism, riverine tourism, religious tourism, adventure tourism, community-based tourism, medical tourism, food tourism, and others). Those can attract local and international tourists. Especially, ecotourism has a vast opportunity to attract foreign tourists because Bangladesh has mountains, deep and mangrove forests, hills, vales, rivers, islands, and the world's longest sea beaches. This chapter discussed elaborately different categories of tourism products in Bangladesh from a global perspective. Moreover, it was investigated the potential of tourism services in the context of Bangladesh. In addition, this chapter discussed the several factors which are influenced the demand for tourism products and services, the existing tourism policy of Bangladesh.

If Bangladesh wants to attract more foreign tourists, tourism development is mandatory. The government must be committed to make an investment in the tourism industry and assure that there are an enabling environment and policy on the ground for the effective implementation and development of the tourism industry. Mobile advertising can play a vital role to attract tourists and inform about tourism destinations, products, and services (Huq et al. 2015). The main goal of any tourism industry is to satisfy the customers' needs; the tourism industry in collaboration with all other stakeholders needs to focus on developing new tourism products and services to ensure the continued growth of the industry and its vital contribution to GDP, employment and overall economic development. Ecotourism is an important factor in attracting tourists who are concerned about environmental and health issues (Nekmahmud 2020). That is why marketing people should design tourist products and services with environmentally friendly as well as they can offer green products or organic foods (Hasan et al. 2019; Nekmahmud and Fekete-Farkas 2020). The tourism policy should be supportive for developing the tourism industry. Moreover, the policy and regulations must emphasize sustainable tourism, ecotourism, international tourists friendly. Infrastructure development, safety and security must be ensured to attract the tourists. Available transportation facilities, easy visas and immigration, easy money transfer process, safe sightseeing opportunities, and healthy eco-friendly food and accommodation facilities should be ensured by public and private organizations or agencies. High investment, friendly tourism policy & regulation, and collaboration with several stakeholders could make the tourism industry to be one of the major service industries for earning GDP growth in Bangladesh.

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Part II
Selected Niche Tourism Products and Services in Bangladesh

Chapter 2
General Medical Tourism Products and Services in Bangladesh

Md. Alauddin, Julie Juan Li, and Md. Asad Iqbal Chowdhury

Abstract Medical tourism is growing rapidly due in part to increased health awareness throughout the world. Bangladesh has excellent prospects as a medical tourism destination in South Asia. Its potential as a medical tourism destination can be encouraged and exploited by developing appropriate infrastructure plans and marketing strategies. Patients from both developed and developing countries seek to reduce their healthcare expenditures and obtain quality treatment by travelling abroad. Asian countries, such as China, India, Singapore, and Thailand, have pioneered the development of health tourism as a means of earning foreign exchange and use various policies and strategies to attract patients. In spite of its potential, Bangladesh lags in this industry compared to these countries. Largely because sufficient attention has not yet been given to developing policies, plans and marketing strategies to support the industry. Using secondary data sources, this paper explores the present state and future potential of medical tourism products and services in Bangladesh. It also identifies various types of medical tourism products and services and compares medical tourism in Bangladesh to other South Asian counties. Finally, a theoretical analysis of medical tourism investments relative to future outcomes is presented.

Keywords Tourism · Medical tourism · Tourism products & services · Bangladesh

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Introduction

Demand for health services is increasing worldwide. Ageing populations' escalating need for medical attention and increases in chronic illnesses around the globe are driving demand for health services. Rising healthcare costs and the growth of a middle class in many low- and middle-income countries are also catalysts (Bies and Zacharia 2007). As healthcare in developed countries became increasingly expensive in recent years, consumers began to seek medical treatments and services in developing countries. Thus was born a genre of tourism known as medical tourism, in which high-income consumers access affordable healthcare in low- and middle-income countries (Mazzaschi 2011). Healthcare consumers or medical tourists are often able to receive better treatment overseas at less cost than they can in their home countries (Hazarika 2010). The increasing demand is reflected in the growth of the global health service sector which is marked by snowballing international trade in health products and services. Global gross income from medical tourism is projected to be about US$60 billion a year and is anticipated to rise by about 20% annually (Heung et al. 2011). In Southeast Asia as well, medical tourism is expanding exponentially and has emerged as a highly profitable business opportunity. Countries such as Thailand and Singapore are capitalizing on their reputations as tourist destinations by offering top quality medical services at very competitive prices. Medical tourism involves services based on healthcare and nursing, sickness and health, and recovery and rehabilitation. Other terms associated with traveling across international borders to obtain health care services include health tourism, medical vacationing, medical travel and wellness tourism. Medical tourism has emerged as a feasible option for many consumers in today's Internet-savvy world, and as health tourism can contribute significantly to foreign exchange earnings, the industry can significantly benefit the economy of the destination country.

Health tourism activities can include medical consultations, airport pick-up services, hotel accommodations, ground transportation to and from doctors and care facilities, medical procedures, travel reservations, trip itinerary planning, and much more. Many tour operators design special travel packages for healthcare consumers. But Bangladesh lags behind its neighboring countries in the race to develop medical tourism.

This paper explores the present state and future potential of medical tourism products and services in Bangladesh. It also identifies various types of medical tourism products and services and compares medical tourism in Bangladesh to other South Asian counties. Finally, a theoretical analysis of medical tourism investments relative to future outcomes is presented.

What is Medical Tourism?

Good health is a cornerstone of a fulfilling, well-rounded life (Tsao 2004). In pursuit of good health, people often seek treatments and procedures abroad (Borman 2004), and in lieu of leisure travel, today's consumers often go to other countries to obtain health check-ups, cosmetic surgery, dental or surgical procedures, or other types of medical treatment. The term "medical tourism" is used in some literature to refer narrowly to tourism for health. However, in modern times, it tends to refer more broadly to tourism for purposes of obtaining healthcare services involving medical technology at a reasonable price abroad. This expanded genre of health tourism includes medical and dental procedures, cosmetic surgery, spa treatments, and other medical treatments (Henderson 2003).

Lee and Spisto (2007) defined medical tourism as travel for purposes of obtaining medical procedures that promote the health condition or wellbeing of the tourist. Jagyasi (2009: 1) in his definition includes all sets of activities in which people travel and/or cross borders for medical services, often concurrent with direct or indirect engagement in leisure, business or other activities. Such tours appeal greatly to today's consumers. The leisure and cosmetic surgeries in Queensland near the Gold Coast of Australia are well-known examples (Connell 2005).

These definitions suggest that any travel activity which includes medical services as well as tourism can be incorporated into a model of "medical tourism". However, Bookman and Bookman (2007: 1) have defined medical tourism as "an economic activity that entails trade in services and represents the splicing of at least two sectors: medicine and tourism." This definition suggests an overlapping circle between the medical sector and the tourism sector which constitutes the medical tourism industry.

In developing countries, medical tourism is regarded as one of the most profitable components of the hospitality industry (Han and Hyun 2015). According to Connell (2013), the genre is gradually becoming more and more competitive. The medical tourism industry is illustrated in Fig. 2.1 below.

Impact of the Internet on Medical Tourism

The internet has had a profound impact on nearly every industry and every person in the world. It has enabled access and connectivity to nearly all countries. Accessing medical information is as easy as opening up a browser or app and performing a Google search on a smartphone, tablet or computer. People seek information about health conditions, whether simply attempting to discover a condition or looking closer at causes, symptoms, or treatments for a known problem or possibly performing provider searches and perusing reviews of providers as a routine aspect of personal health management. The Internet has made all of this possible. Interestingly, a search for the term "Medical Tourism" on April 30, 2017 showed about 20,100,000 results on Google. Only 10 years before on July 20, 2007 the Google search returned around 1,100,000 results (Horowitz et al. 2007).
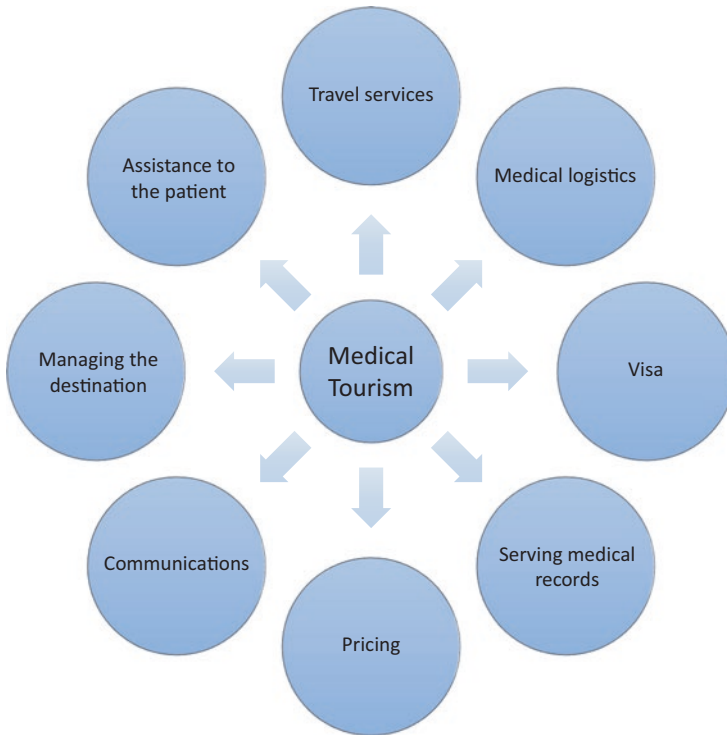
Fig. 2.1 Medical tourism. (Source: Connell 2013)

Sustainable Medical Tourism

According to Garrod and Fyall (1998), implementing a sustainable tourism development project requires that ten principles for sustainable tourism be transformed into practical methods that work toward sustainability. The ten principles of sustainable tourism are (Garrod and Fyall 1998: 202):

Using Resources Sustainably

The conservation and sustainable use of natural, social, and cultural resources is crucial and makes long-term business sense.

Reducing Over-Consumption and Waste

Reduction of over-consumption and waste avoids the costs of remediating long-term environmental damage and contributes to the quality of tourism.

Integrating Tourism into Planning

Tourism which is integrated into a national and local strategic planning framework and which is based on environmental impact assessments has increased long-term viability.

Maintaining Diversity

Maintaining and promoting natural, social, and cultural diversity is essential for long-term sustainability and creates a resilient base for the industry.

Supporting Local Economies

Tourism that supports a wide range of local economic activities and which takes environmental costs and values into account both protects those economies and avoids environmental damage.

Involving Local Communities

The full involvement of local communities in the tourism sector not only benefits them and the environment in general but also improves the quality of the tourism experience.

Consulting Stakeholders and the Public

Consultation between the tourism industry parties and local communities, organizations and institutions is essential if they are to work alongside each other and resolve potential conflicts of interest.

Training Staff

Staff training which integrates sustainable tourism into work practices along with recruitment of local personnel at all levels improves the quality of the tourism product.

Marketing Tourism Responsibly

Marketing that provides tourism with full and responsible information increases respect for the natural, social, and cultural environments of destination areas and enhances customer satisfaction.

Undertaking Research

On-going research and monitoring by the industry using effective data collection and analysis is essential to help solve problems and to bring benefits to destinations, the industry and consumers.

Value-Based Healthcare Delivery

Providing superior value to patients is the goal of the medical service provider, where value is defined as the health outcomes achieved from per dollar spent (Porter et al. 2013). This goal matters most to patients and unites the interests of all actors. If value is achieved, patients, payers, providers, and suppliers all benefit. Standardized measurements and improvement of value is the proper way to assess healthcare across geographical boundaries. Value shows the true measure of the efficiency of a system. By increasing value, the economic sustainability and quality of the overall healthcare system will increase as well. It is to be noted that mere cost reduction without considering outcomes is extremely dangerous, leading to false "savings" and limiting the system's effectiveness. As value depends on results, not inputs, healthcare value is measured by outcomes achieved, not volume of services delivered. Shifting the focus from volume to value is a central challenge in this sector. Benefits from a value-based healthcare system are shown in Fig. 2.2 below.

Push vs Pull Factors Affecting Medical Tourism

In medical tourism, the most distinct and important empirical push factor is price. Pricing is the primary motivating factor for patients who choose medical and dental care abroad. The care must be less costly than in the home country and the perceived quality must be equal or higher. The considerations described in this literature include expense (i.e. affordable therapies abroad and money-saving patients) (Jones and Keith 2006). Availability is another distinct empirical push factor. For example, the Swedish healthcare and dental care systems offer great quality, but many Swedes' motivation to seek treatment abroad is based on availability in terms of getting appointments in a timely manner. A third push factor is service, which can
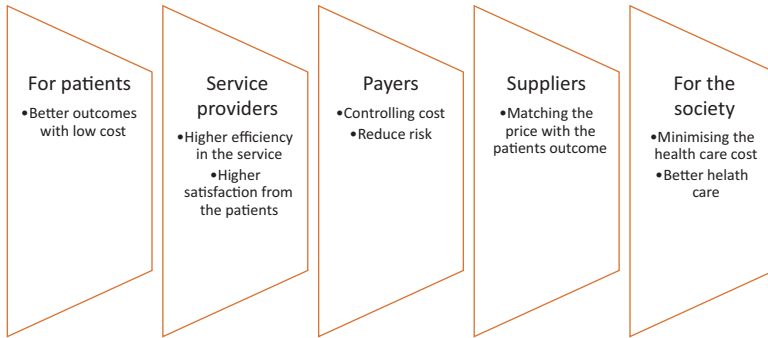
Fig. 2.2 Benefits from the value based health care. (Source: imtj.com, 2020)

be placed in the same category as availability, as the two are interrelated. Since patients pay for their treatments, they expect value added services that provide additional comfort. Glinos et al. (2010) suggested four reasons that consumers travel for medical services: availability, cost, perceived consistency, and popularity.

A key pull factor is the internal motive of combining healthcare with a vacation. This factor alone may prompt an individual to select one destination over another. For example, going to a destination such as Thailand offers both a holiday opportunity and a healthcare opportunity. Quality is another distinguishing pull factor in the choice of a destination. Though price influences quality, medical tourism consumers seek out the best quality at the most reasonably priced destination. In this regard, Thailand and India are popular choices as they offer quality service at a very good price point.

The push and pull factors may relate to different stages in travel decision-making, but they should be considered holistically. It should be noted that tourists travel based on their own internal motivations and interests, but they are pulled by the attractions and attributes of a destination.

Regional Medical Tourism Market Situation

The following Tables show the status of the regional medical tourism market (Tables 2.1 and 2.2).

International Medical Treatment Expenses

The cost of care is one of the most important metrics for destination attractiveness and drivers of health travel. Below, the prices of major surgical procedures in key medical tourism destinations in the world are listed (Tables 2.3, 2.4, and 2.5).

Table 2.1 Medical tourism revenue in four Asian countries (2006–2012)

Year/Country	India	Thailand	Malaysia	Singapore	Total (US$ billion)
2007	0.8	0.8	0.08	0.9	2.58
2008	0.86	0.85	0.01	1.15	2.96
2009	0.92	0.98	0.09	1.16	3.15
2010	1.0	1.11	0.12	1.28	3.5
2011	1.13	1.27	0.14	1.4	3.94
2012	1.25	1.44	0.16	1.55	4.4
Total increase	0.45	0.64	0.08	0.65	1.82

Source: World Travel Tourism Council (2012)

Table 2.2 Volume of international medical tourist arrivals in four Asian countries (2006–2012)

Year/Country	India	Thailand	Malaysia	Singapore	Total (million)
2006	0.6	1.2	0.30	0.41	2.51
2007	0.68	1.37	0.34	0.46	2.58
2008	–	1.48	0.37	0.53	–
2009	–	1.7	0.34	0.55	–
2010	–	1.74	0.39	0.62	–
2011	–	1.98	0.58	0.68	–
2012	16	2.24	–	0.74	–
Total increase	1.0	1.04	–	0.33	–

Source: World Travel Tourism Council (2012)

Table 2.3 Comparative price list for major surgery

Compared price lists (in US$)				
Country name	Angioplasty	Heart bypass	Dental implant	Spinal fusion
Colombia	7100	14,800	1200	14,500
Costa Rica	13,800	27,000	800	15,700
India	5700	7900	900	10,300
Israel	7500	28,000	1200	33,500
Jordan	5000	14,400	1000	10,000
Malaysia	8000	12,100	1500	6000
Mexico	10,400	27,000	900	15,400
Poland	5300	14,000	925	6200
Singapore	13,400	17,200	2700	12,800
South Korea	17,700	26,000	1350	16,900
Thailand	4200	15,000	1720	9500
Turkey	4800	13,900	1100	16,800
USA	28,200	123,000	2500	110,000

Source: Medical Tourism Association (2020)

Table 2.4 Comparative price list for major transplant

Country	Heart bypass	Hip replacement	Knee replacement	Face lift
India	7000	7020	9200	4800
US	133,000	57,000	53,000	16,000
Thailand	22,000	12,700	11,500	5000
Singapore	16,300	1200	9600	7500
Malaysia	12,000	7500	12,000	6400
South Korea	31,700	10,600	11,800	6600
Mexico	27,000	13,900	14,900	11,300
Costa Rica	24,100	11,400	10,700	4900
UAE	40,900	46,000	40,200	N/A

Source: Anita (2014)

Table 2.5 Healthcare Access and Quality (HAQ) rankings in South Asia

Healthcare Access and Quality (HAQ) rankings in South Asia			
Country	HAQ index score, 2016	HAQ index rank in 2016	Improvement in score between 1990 and 2016
India	41.2	145	16.5
Pakistan	37.6	154	10.8
Bangladesh	47.6	132	29.8
Afghanistan	25.9	191	10.1
Sri Lanka	70.6	71	23.2
Nepal	40	149	19.1
Bhutan	47.3	134	27.2

Source: Global Burden of Disease study published in the *Lancet* (2018)

Table 2.6 Regional tourist arrivals in South Asia

Destination	International tourist arrivals (000 s)				International tourism receipts (US$ Million)			
	2010	2011	2012	2013	2010	2011	2012	2013
Afghanistan	–	–	–	–	55	71	56	–
Bangladesh	303	–	–	–	81	87	108	–
Bhutan	41	66	105	–	35	418	63	63
India	5776	6309	6578	6848	14,490	17,707	17,971	18,397
Iran	2938	33,654	3834	–	2438	2381	1114	–
Maldives	792	931	958	1125	1713	1868	1877	2031
Nepal	603	736	803	798	344	386	352	436
Pakistan	907	1161	966	–	305	373	339	288
Sri Lanka	654	856	1006	1275	576	830	1039	1715

Source: United Nations World Tourism Organization (2014)

Bangladesh ranks after Sri Lanka in HAQ index of the neighboring countries. The table also shows, in South Asia, Bangladesh made the most improvement, of 29 points, improving its ranking from 180 in 1990 to 132 in 2016. In contrast, the rankings of Afghanistan and Pakistan worsened from 187 to 191 and 145 to 154,

Table 2.7 Comparison across the medical tourism industry in Asia

Country	India	Malaysia	Thailand	The Philippines
Organizational structure	Few big and multispecialty private sector hospitals (e.g. Apollo, Fortis)	Growing private health sector with inward movement of qualified workforce	Pockets of excellence in some private Bangkok hospitals (e.g. in Bumrungrad, Bangkok Hospital Medical Center)	Growing corporatization of hospital services sector; pockets of excellence
National Strategy	Worldwide medical tourist destination; but growth is strongly private sector-led	Industrial strategy to develop tourism	Regional health hub; extensive tourism infrastructure	On-off government push for medical tourism industry development
Sample of government support	Special medical travelers' visa and companion; promotion efforts; trade fairs; export subsidy	Subsidy; tax incentives for building hospitals; promotion; cost deduction for training	Infrastructure; promotion and advertising; push for international accreditation	Formation of public-private sector partnership; subsidized loans; import tariff exemption for medical equipment
Policy concerns	Growing urban-rural divide because of internal migration of doctors	Public-private divide	Urban-rural divide	None so visible yet arising from medical tourism

Source: Pocock and Phua (2011); and the author's compilation

respectively. India's rank is also worse than that of many poorer countries in the region (Tables 2.6 and 2.7).

Medical Tourism in Bangladesh

Tourism for medical and healthcare purposes is not a new phenomenon, but in the past it was primarily outbound from Bangladesh. Medical tourism in the region existed before and after the country's independence. Bangladesh has a good number of areas that are currently in use as medical tourism destinations, and there are other areas that have potential to become popular medical tourism destinations. Compared to neighboring countries, the development level of international tourism in Bangladesh is lower. However, the potential of this industry is huge, and development of the medical tourism industry could bolster the country's image globally.

Medical tourism sites in Bangladesh are located throughout the country but the communication network between them is often spotty. It is critical that there be improvement in the communication and transportation networks; otherwise there will be little gain from efforts aimed at promoting medical tourism in the country. In Bangladesh, several destinations such as Sylhet, Mymensingh, Dhaka and

Chittagong Hill Tracts (Bandarban, Rangamati, and Khagrachari) are famous for medical activities (mainly for Ayurveda or herbal treatments), while major cities like Dhaka and Chittagong are famous for general medicinal and surgical procedures. Other medical tourism destinations in Bangladesh are not well known. Medical tourism in Bangladesh thus mainly concentrates on relatively more developed cities like Dhaka and Chittagong. Dhaka, the country's capital, is the hub for national administration, while Chittagong is the most commercially prominent port city with its own international seaport and airport. Despite this access advantage, Dhaka is relatively more advanced and better equipped for medical and healthcare facilities due to the investments of both public and private sector entrepreneurs. The city also enjoys an influx of tourists from all over the world due to the availability of transportation facilities. Both cities are well known for general medicinal and surgical procedures; however, they are less renowned for alternative healthcare, and many urban facilities are regarded as archaic in nature and usage. Unani, homeopathy, Ayurveda and all other alternative medical practices are available in rural areas.

The Present State of Bangladeshi Medical Tourism

Healthcare facilities are being stood up in Bangladesh in greater numbers, and established facilities are expanding their capacities and capabilities, thus opening the door to the possibility of a nascent medical tourism industry. However, because marketing of high-quality local hospitals is very weak and many foreign hospitals have built a commanding presence in Bangladesh, the number of patients depending on foreign health continues to grow. Ironically, while Bangladeshi patients seek treatment in Apollo Hospitals in India and Sri Lanka, the Apollo Hospital in Dhaka is underutilized and has had to lay off staff. Marketing programs of new and specialized hospitals in Bangladesh need to be strengthened if medical tourism is to be effectively promoted.

The present state of Bangladeshi medical tourism can be examined using a SWOT analysis.

Strengths Low cost of medical treatment

- Experienced and talented pool of medical professionals
- English is the primary language of communication in hospitals and medical centers
- Strong established private hospital infrastructure

Weaknesses Bangladesh lags behind in the competitive market due to lack of adequate budgetary support for promotion and marketing as compared to competing destinations, including those in the Bangladeshi region

- Taxation norms related to tourism industry, imposition of service tax and fringe benefit tax

Opportunities Increasing number of health insurance plans will extend their networks to include selected healthcare institutions around the world and will provide incentives to encourage beneficiaries to use offshore facilities for expensive surgical procedures.

- Modern well-equipped private hospitals in major cities like Dhaka and Chattogram.
- The government of Bangladesh provides support for quick visa processing, improved flight connectivity and infrastructure development.

Threats Selection of the best destinations for the specific service poses a challenge to Bangladeshi medical tourism.

- Lack of modern communication infrastructure
- Cultural and psychological barriers of hosts towards outsiders
- Government restrictions imposed on tourists.

Benchmarking Medical Tourism: Bangladesh in a Global Context

To enable patients and payers to make informed decisions about costs, quality of care and outcomes, a global value-based standards and benchmarking system is required that will encourage competitiveness and bolster healthcare quality. A study of Baez and Cochon (Baez and Cochon 2016) proposed the following clinical and administrative indicators for value-based benchmarking:

Clinical Indicators

Average length of stay, ICU admits, infection rates, leak rates, re-intervention rates, average weight loss, surgeon availability, follow-up, team approach, cost of procedures, credentials of clinicians/surgeons.

Cost Indicators

Benchmarked using US billing standards, packaged (inclusive of all services) vs the procedure without incidentals (ICU time, additional tests, etc.). As per the study, a score system should be created that integrates standardized elements of quality with results in cost as a medical tourism value index (MTVI) based on specific clinical conditions. It should include a formal certification by leading medical travel authorities and, to maintain certification, providers should post results and ratings based on yearly results.

Table 2.8 List of medical tourism destinations selected for Benchmarking

Sl. No.	Selected destination developed	Developed/less developed	Geographical location	Established/potential destinations
1	India	Less developed	Asia	Established
2	Thailand	Less developed	Far East	Established
3	Singapore	Developed	Far East	Established
4	Malaysia	Less developed	Far East	Established
5	Jordan	Less developed	Middle East	Established
6	Lebanon	Less developed	Middle East	Potential
7	UAE	Less developed	Middle East	Potential
8	Tunisia	Less developed	North Africa	Potential
9	Hungary	Less developed	Europe	Established
10	Turkey	Less developed	Europe	Established
11	Germany	Developed	Europe	Established
12	South Africa	Less developed	Africa	Established
13	Costa Rica	Less developed	South America	Established

Source: Helmy (2011)

The following table lists established medical tourism destinations developed by Helmy (2011).

The following Table shows a list of established medical tourism destinations developed by Helmy (2011) (Table 2.8).

To benchmark medical tourism in Bangladesh, Helmy's selection criteria (Helmy 2011) can be used: first, pinpointing best practices of other countries offering medical tourism, such as India, Thailand, Singapore and Malaysia; second, integrating healthcare products into well-established tourist destination tour packages; third, considering the destinations offering medical wellness products (mainly thermal treatments and thalassotherapy); finally, identifying destinations offering specialised but successful and well-positioned medical tourism products (dentistry in Hungary and plastic surgery in South Africa).

Although most leading medical destinations are developing countries, Germany and Singapore are two exceptions that successfully market medical tourism. While Germany is a well-established destination in the field, Singapore represents a modern country that offers an array of healthcare providers, technology, medical research centers and a distinctive location hosting international medical tourism events in addition to its superb infrastructure and entertainment facilities.

Marketing Strategy for Bangladeshi Medical Tourism

Based on 4A factors, a marketing strategy for Bangladeshi medical tourism could be as follows:

Product Acceptability

Bangladesh does have adequate infrastructure for private sector medical tourism, but there is an issue regarding the acceptability of services among international visitors. Trust needs to be built so that the incoming visitors feel confident and secure about obtaining medical services in the country. Once trust is established, acceptability will follow, but this requires coordinated efforts from all stakeholders in this industry.

Price Affordability

The medical tourism industry is based on price competitiveness and service quality. If pricing is comparable to the service pricing of neighboring countries, the flow of international medical visitors will follow, subject to quality assurance.

Place Accessibility

Accessibility of service needs to be made easier so that the patients and payers can more easily search and obtain required medical services. Everything from the visa lodging process to dining and accommodation facilities should be made super accessible.

Promotion Availability

The most important thing is to promote the developed product in an effective way such that international patients prefer Bangladesh for medical services over the competing countries. All relevant information needs to be made available, particularly online, so that the visitors around the world can easily find facts and figures about medical services available in Bangladesh.

Challenges Ahead for Medical Tourism in Bangladesh

Countries such as Thailand, Malaysia, Singapore, South Africa, Hong Kong, the Philippines, Cuba, Hungary, Israel, Jordan, Lithuania, Croatia, Costa Rica, Belgium, Poland, and Greece are positioning themselves as attractive healthcare destinations. Bangladesh will, therefore, have to project itself as a holistic medical destination to

get an edge over these countries. Bangladesh can distinguish itself by offering not only treatment but also spiritual and mental healing.

A critical challenge for Bangladeshi entrepreneurs and the government lies in creating awareness about Bangladeshi medical infrastructure and facilities in foreign markets. Key priorities include standardizing a price band for graded hospitals and establishing a quality assurance model. Further, a database that summarizes procedures and services offered by the graded hospitals, number of patients received from different countries, reasons for choosing Bangladesh, stay durations, opinions/ratings with respect to availability of medical facilities and satisfaction levels should be created and used in developing specific promotional strategies.

Lack of international accreditation is a major challenge for the Bangladeshi medical industry. International accreditation will pave the way for Bangladeshi hospitals to become eligible for insurance remittances from insurance companies abroad. For example, the Joint Commission International (JCI) seal has enabled Indian hospitals to secure accreditation from some US insurance companies. Likewise, UK has its own system of accreditation: the Health Quality Service. Gaining accreditation from these bodies will attract medical tourists from around the world.

Finally, Bangladesh needs to invest not only in health related infrastructure but also in basic infrastructure. There is a critical need to improve the country's transportation system, to ensure a clean and hygienic environment, to upgrade safety and security conditions, and to present a modern look to visitors. Pleasant, modern tourist plant and clean, safe cities are essential. Tourists expect to enjoy their travel in Bangladesh when they come for treatment.

In addition to the lack of basic medical facilities throughout Bangladesh, there is a major concern regarding communicable diseases in the country. Due to its location and the prevalence of severe floods during the monsoon season, there are yearly outbreaks of major diseases including typhoid, dengue fever, malaria, and others. This is a serious problem and accounts for many deaths annually.

In an effort to reduce or eliminate diseases transmitted by poor drinking water, the Bangladeshi government has instituted a program to see all water systems monitored for contaminants. This program is not yet in effect, but does show that the government is aware of some of the major healthcare issues and is taking measures to tackle the problem.

Even though there has been progress in some areas, the quality and availability of healthcare throughout Bangladesh remains uneven. Most rural hospitals and clinics are unable to provide any care beyond emergency treatment. Additionally, many Bangladeshi medical facilities require cash payment prior to treatment. In some cases, cash payment has been requested even though an individual has health insurance.

Another significant problem is the lack of information about services available in local hospitals. Many patients are simply not aware about competitively priced service packages available to them. For instance, procedures such as coronary bypass surgeries are routinely performed in facilities such as the National Heart Foundation and the Ibrahim Cardiac Hospital & Research Center. A range of more

complex procedures, such as liver transplants, are also available in the country. However, lack of knowledge about these options has caused many patients to seek such services in other countries. If such information were more widely disseminated, it could help nurture medical tourism in Bangladesh.

When dealing with any healthcare system, the question of quality inevitably arises. Proper policy for evaluation of the quality of physician and nursing care in Bangladesh is absent. Physician registration is rarely updated, and there is no system that enables patients to scrutinize a physician's past record. Furthermore, physicians' licenses are rarely revoked for misconduct or malpractice. The dormant state of national medical bodies such as the Bangladesh Medical Association (BMA) and lack of oversight by the Ministry of Health allows hospitals and private practitioners to take advantage of patients, largely because ethical malpractice goes unchecked. To develop a medical tourism industry, patient confidence must be garnered through established evaluation procedures within the industry. Only then can such an industry, fully sustainable, be envisaged.

Health care service providers and planners in Bangladesh are often more concerned about the cost of health care than its quality. Although the majority of patient complaints relate to the behavior, conduct, and attitude of healthcare workers, nothing has yet been done to incorporate these aspects into the training of doctors and nurses at the national level. Factors influencing patients' dissatisfaction in Bangladesh, derived from popular media, include:

- Unavailability of experts
- Absence of a strong regulatory framework to control quacks
- Absence of training in communication and interpersonal skills
- Absence of innovativeness
- Absence of international standard service and quality
- Inadequacy of supporting staff
- Absence of hygienic environment at tourist destinations, hospitals, hotels, restaurants, etc.
- Irregular supply of drugs at hospital premises
- Irregular supervision of patients by care providers
- Long waiting time obtain service
- Negative word-of-mouth that dissuades others from pursuing health care in the country
- Lack of assurance of recovery
- Low accessibility to hospitals
- Scarcity of doctors and nurses
- Low-capacity and overpriced services at quality hospitals

These issues must be vigorously addressed before local and/or foreign patients can feel confident about utilizing medical services in Bangladesh. This research explores the reasons why Bangladeshi patients prefer to be treated abroad. Insights from the findings can lay a foundation for developing medical tourism to serve patients from other countries. The development of such an industry in the country can generate foreign currency and further strengthen the general tourism through

joint programs. With a decrease in the number of patients travelling abroad, foreign currency losses can be dedicated to other industries.

Recommendations

- Coordinated efforts should be initiated to utilize existing medical infrastructure and expertise to create a positive image both in country and abroad.
- Accommodations and dining/catering services need to be upgraded, especially near airports and major hospitals.
- The natural and cultural tourism industries should be encouraged to associate medical tourism with holiday tourism.
- Effective marketing plans and strategies need to be developed for sustainable development.
- Market research is needed to determine and develop tourism services and products, pricing, security issues, safety and quality, which will provide input for developing marketing plan and strategies.
- Online resources need to be developed to attract visitors.
- A central web portal might be initiated to coordinate all stakeholders.
- Publicity and materials used for promotional aspects should be made tax free
- Tourism and hospitality training should be improved to create the awareness of new niche areas of tourism.

Conclusion

As a lower cost alternative with good quality healthcare services, Bangladesh holds great promise as a medical tourism services destination. To reap the benefits of its potential, Bangladesh needs to focus on medical tourism and develop strategic marketing and communication plans to educate and encourage potential medical tourists. This paper discusses in theoretical terms the state of medical tourism in Bangladesh and consider its future potential. Further research is needed to pinpoint opportunities in the industry, capitalize on the country's competitive advantages and to identify key insights for marketing purposes.

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Chapter 3
Medical Tourism in Bangladesh: Present Scenario and Strategic Model for One-Stop Service

Mallika Roy, Bablo Biswas, and Anowara Jenny

Abstract Human health is an uncompromising substance. The word "health" refers to a state of complete emotional and physical well-being. Health can be defined as physical, mental, and social wellbeing, and as a resource for living a full life. It refers not only to the absence of disease, but the ability to recover and bounce back from illness and other problems. Medical tourism is the concept of traveling far and wide for better medical treatment. It is an economic activity that entails trade in services and represents the mixing of two of the largest world industries: medicine and tourism. The globalization of the health care sector and the massive demand for low cost-high quality treatment in recent times has caught the attention of many developing countries that have the adequate resources and potential to meet these demands. The main purpose of the paper is to evaluate present status of medical tourism in Bangladesh and based on strengths, weakness, opportunities and threats to develop a strategic one-stop service model. We hypothesized that the key competitive advantages of Bangladesh in medical tourism stem from the following: low cost advantage in treatment, low tuition fee in medical education, opportunities of many diversified treatments such as medical, dental, surgical, paramedical, Ayurveda, homeopathic, acupuncture care etc. and the diversity of tourist destinations available in the country. Two surveys were done: One from the patients and other from the doctors. Furthermore, some doctors and medical technologists were interviewed face to face. Having collected all the qualitative and quantitative data, we have done appropriate analysis and apply relevant statistical tests of significance

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to ensure validity and reliability of result. SWOT and TOWS matrix have been composed to explore current status. To find out the principle factors, structural equation modeling has been done with path diagram analysis. For robustness checking, OLS analysis has been constructed. Various types of chart analysis were adopted to display actual fact and figures. In order to realize the full potential of medical tourism industry, this paper will open a door of opportunities in this industry.

Keywords Medical · Tourism · Development · Suggestion · Bangladesh

Introduction

Medical tourism has emerged as a result of consumers being exposed to a wider range of choices of medical services and exponential growth in global healthcare market (Lajevardi 2016). A combination of the terms "medical" and "tourism", its main target is patients who visit other regions or countries for medical treatment. Therefore, the medical tourism industry is geared toward significant efforts to meet people's desire for a better wellness with quality medical treatment (De la Hoz-Correa et al. 2018; Ngamvichaikit and Beise-Zee 2014). According to Organisation for Economic Co-operation and Development (OECD) (2011), medical tourism can be defined as when clients go for medical treatment and choose to travel across international countries for medical services such as dental problem, beauty surgery, and different type of surgery and fertility treatment. According to the Allied Market Research (2018), the net worth of the medical tourism market worldwide is estimated at US$61.172 billion as of 2016 and is expected to increase to US$165.3 billion by 2023.

The travel industry is the biggest and most broadly developing world industry. The portion of the travel industry and travel industry involves 11% of the global export of goods and services (World Tourism Organization 2020). Medical tourism is turning into a mainstream and popular decision for visitors over the globe. It incorporates fundamentally and predominantly bio-medical techniques, combined with the tourism industry. The term medical tourism has been imagined by travel agencies and the mass media to depict the quickly developing act of making a trip across worldwide fringes to get hi-tech medical care in minimum cost. Different Asian nations like Thailand, Malaysia, Singapore, India, and so on are advancing medical tourism rapidly.

Background of the problem of this research is diverse. First, the Indian medical care facility appears to be a favorite of the people from Bangladesh, as Bangladeshis constituted about 55% of the total medical tourists coming to the country from abroad last year. The inflow of medical tourists coming from Bangladesh increased to as much as 83% in the last 3 years. While as many as 120,388 Bangladeshis came to India for medical treatment in 2015, this number increased to 221,751 in 2017. Overall, the number of medical tourists saw an increase of more than double in these 3 years. While 2.33 lakh foreigners came to India for medical treatment in

2015, this number increased to 4.95 lakh in 2017. The ministry's figures are based on the data received from the Bureau of Immigration, Government of India (TSG Sunday Guardian Live 2018). This is alarming news for Bangladesh. But in this paper, authors try to display that Bangladesh is developing in health care sector day by day. Demand for health care system in Bangladesh is increasing. Along with some limitations, there are some hopes also in this sector. This paper will open a door of information on medical tourism for interested people. Medical tourists may keep Bangladesh as their one of the medical tourism destinations. Second, although in hospitals some foreign patients come, but they do not come purposively for medical tourism. If international tourists feel sick suddenly, then they go to visit a doctor. Finally, Bangladesh has all the factors of medical tourism. But the problem is taking an attempt to make people know about all the information.

Purposes of this study are multi-fold. They are: first, to develop a theoretical structural one stop service model of medical service demand and medical service supply. Second, to identify the major strengths and shortcomings of the local healthcare facility. Finally, to shed lights on the opportunities and threats of local health care facility.

Thus, this study is expected to achieve the objectives: first, to examine the structural relationship of medical tourist's motivational behavior and perception model. Second, to assess the moderating effect of international medical tourists' repeat visit on relationship between motivation and perceived destination image, perceived quality and perceived value, perceived quality and overall satisfaction. Third, to examine the relationship between medical tourists' demographic profiles on motivation factors, perceived destination image, perceived quality, perceived value, overall satisfaction, word of mouth, repeat visit, and willingness to pay more. Fourth, to emphasis on the demand and supply side of medical tourism in Bangladesh. Finally, to recommend medical tourism strategies to town in Bangladesh in order to facilitate the medical tourist expectations and strengthen the services for future competition.

Research questions of this research are thus very straightforward and answers to the following three basic research questions: first, does the medical treatment and services satisfy the patients?; second, does the supply of medical treatment and services fulfill the demand of medical treatment and service?; finally, does patients' experience during medical tour impact post-experience of other elements related to medical tourism?

A research model is proposed to answer these questions. This model as the outcome of this study is expected to contribute to both theory and practice of medical tourism regarding customer experience through the decision-making process of medical tours.

Literature Review

The definition of medical tourism varies among researchers depending on the choice of place and location (domestic or foreign) of medical tourism, the method and procedure applied, application, and/or processes. Generally, it is referred to as tourism activities related to medical treatments or activities to improve tourists' well-being. Medical Tourism Association (2020) defines medical tourism as where people who live in one country travel to another country to receive medical, dental and surgical care while at the same time receiving equal to or greater care than they would have in their own country, and are traveling for medical care because of affordability, better access to care or a higher level of quality of care. Wongkit and Mckercher (2013) defined medical tourism as the travel of people to specific destinations for seeking medical help that forms the primary purpose of their trip.

Medical and healthcare tourism are an expanding segment in global tourism and present an opportunity for hospitals to increase growth by capturing the international patient market (Teh and Chu 2005; Tourism Research and Marketing 2006). The prospective of the healthcare industry has same challenges and development that the software and pharmaceuticals business which have shown in the previous years (Reddy 2000). Health care industry is emerging and largest service sector in developing countries as it shows the trade of approximately US$ 4 trillion and US$ 750 million is shared by the developing countries as compared to the developed countries. Literature has reported that the demand for lower cost health care services is driving patients from developed countries to seek medical treatment on a globally competitive basis. Patients together with insurers and employers are searching for opportunities for global outsourcing of medical care to diminish their costs (Bies and Zacharia 2007; Forgione and Smith 2007; Rogers 2008). Researchers analyzed that, the position of India in health care industry in increasing day by day (Baxi 2004; Mochi et al. 2013). As compared to other countries in the world the medical expertise by India is finest in the globe and the job done by doctors in India is accepted all over. Mohanty and Madhav (2006) have explored that the Indian health care businesses began to come out as a major destination for tourists coming for medical treatment as compared to other countries in the world is just because Indian Industry is upgrading its knowledge, skill, fasting better familiarity with many advanced medical practices and humanizing its picture in terms of eminence and price.

Previous studies in the field of medical tourism have primarily focused on an overall effect on the health care industry or macro perspective of medical tourism. A number of articles also focused on the effect of medical tourism on medical and healthcare systems (Burkett 2007; Forgione and Smith 2007; Horowitz and Rosensweig 2007; United States Congress Senate Special Committee on Aging 2006). Additionally, several researchers have concentrated on the suppliers' or medical service providers' side by identifying and analyzing the strengths, weaknesses, opportunities and threats (SWOT) of specific locations as medical tourist

destinations (Bernal 2007; Caballero-Danell and Mugomba 2006; Diaz-Briqutes Diaz-Briquets 2001; Tourism Research and Marketing 2006).

Pachanee (2009) found that the emergence of health care services in Thailand was commenced by the private sector. Multilateral and regional trade agreements are not included in it. Hudson and Li (2012) concentrated on the literature on medical tourism which studies about the International medical tourism, where people travel to acquire best health care services. They also emphasize that not only foreign patients but there is increasing number of domestic patients who travel for health care services inside their own country.

Ehrbeck et al. (2008) suggested five factors that promote medical tourism through a survey of 49,980 patients: most advanced technology (40%), better-quality care for medically necessary procedures (32%), quicker access to medically necessary procedures (15%), lower-cost care for medically necessary procedures (9%), and lower-cost care for discretionary procedures (4%).

Crooks et al. (2010) presented the following as the most frequently discussed topics on patient experience: (1) decision-making (e.g. push-and-pull factors that shape patients' decisions); (2) motivations (e.g. procedure, costs, and travel-based factors motivating patients to seek care abroad); (3) risks (e.g., health and travel risks); and (4) first-hand accounts (e.g. patients' experiential accounts of having gone abroad for medical care).

Trivedi (2013) studied about the yoga and meditation in their research work. It has been more than 5000 years ago the yoga has come into existence. Many group of students related to health care and medical travelers approach India to be trained more on Yoga and other forms of natural and Ayurveda medicines.

The main reasons for the growing popularity in medical tourism in Bangladesh are: first, the long waiting lists in the developed countries. Second, the low cost of medical treatments in Bangladesh compare to other developed countries. Third, the affordable international air fares and favorable exchange rates. Fourth, the state-of-art technology, specialist physicians, qualified nurses and trained para-medical staffs that has been adopted by the big hospitals and diagnostics centers. Medical staffs are helpful. Finally, medical tourism or health care tourism is quickly developing multibillion-dollar industry around the world.

Ali and Medhekar (2012) opine that in order to improve the Bangladesh healthcare system, the country has to face challenges from the growing global medical tourism in the neighboring countries such as India, Thailand, Malaysia and Singapore.

Medical Education in Bangladesh

Bachelor of Medicine, Bachelor of Surgery (MBBS) in Bangladesh is one of the most useful choices for students considering starting a worldwide medical career ahead. Students from India, Sri Lanka and Nepal are coming frequently to pursue the medical education for their career development. They are serving their country

people after completion of their degree. From this viewpoint, we can conclude that the quality of education is equivalent. Doctors in Bangladesh are not far behind from other doctors, specialists.

Government of the People's Republic of Bangladesh has announced admission of foreign students in government medical and dental colleges for the educational year 2019–20. This year total 107 seats have been reserved for the foreign students, 57 from The South Asian Association for Regional Cooperation (SAARC) countries and 50 from non SAARC countries. Admission of foreign students in the MBBS and Bachelor of Dental Surgery (BDS) courses in the government owned or non-government medical colleges, dental colleges units or institutes in Bangladesh under self-finance scheme at very low cost. Generally, studying medical abroad quality education with low affordable budget only possible in Bangladesh. That is why, many Indian students choose medical college of Bangladesh due to the reasons: Medical Council of India (MCI) approved medical study outside India. Under MCI Act 1956, MBBS in Bangladesh best alternative low cost Medical Study outside India. Recognized by Bangladesh Medical & Dental Council & Member of South East Asia Regional Organisation for Medical Council Enlisted in the Directory of IMED and AVECENA (Formerly W.H.O.). Student can register to Medical Council of India by giving Screening Test to practice in India after completion of MBBS degree in Bangladesh. Least financial cost to complete MBBS course in private medical college and free seats under SAARC quota in government medical college. Adequate patient flow for clinical studies and practice maintaining global medical education standard. Socio-cultural similarity with India, environment and climate are almost same. Very close to home country. Security and safety of individual is ensured in the campus. Affordable medical study at low package for middle class family best option for MBBS, BDS, MD/MS study outside India (Smile Education Consultancy 2020).

Government Medical Education in Bangladesh

The following are the lists of government medical colleges in Bangladesh (Table 3.1).

Eligibility criteria for admission are: must have passed qualifying examinations (HSC/ 'A' level) or equivalent examination; SSC/ 'O' level or equivalent examination passed not before 2016 and HSC/ 'A' level or equivalent examination passed not before 2018; minimum aggregate GPA in SSC / 'O' level or equivalent and HSC / 'A' level or equivalent examination:8.00 (eight); minimum GPA either in SSC / 'O' level or in HSC / 'A' level or equivalent examination:3.5; minimum GP in Biology: 3.5; for calculation of GPA against the marks obtained in SSC/ 'O' level or equivalent exam, only top 5 subjects are considered for calculation of GPA. Therefore, GPA in 'O' level = (total marks obtained in top five subjects)/5. For calculation of GPA against the marks obtained in HSC/ 'A' level or equivalent exam, only 3 subjects (Physics, Chemistry and Biology) are considered for calculation of GPA. Qualifying Grade in each subject individually is "C". Therefore, GPA in 'A' level = (total marks obtained in three subjects)/3.

Table 3.1 List of Govt. medical colleges

1	Abdul Malek Ukil Medical College
2	Armed Forces Medical College
3	Bangladesh College of Physicians and Surgeons
4	Cantonment Medical College, Bogra
5	Cantonment Medical College, Chattogram
6	Cantonment Medical College, Cumilla
7	Cantonment Medical College, Jessore
8	Cantonment Medical College, Rangpur
9	Chittagong Medical College
10	Comilla Medical College
11	Cox's Bazar Medical College
12	Dhaka Medical College
13	Dinajpur Medical College
14	Faridpur Medical College
15	Gonoshasthaya Samaj Vittik Medical College
16	Govt. Homeopathic Medical College
17	Jessore Medical College
18	Khulna Medical College
19	Kushtia Medical College (KMC)
20	MAG Osmani Medical College
21	Mymensingh Medical College
22	Pabna Medical College
23	Rajshahi Medical College
24	Rangpur Medical College
25	Satkhira Medical College
26	Shaheed Suhrawardy Medical College (ShSMC)
27	Shaheed Ziaur Rahman Medical College
28	Shahid Syed Nazrul Islam Medical College
29	Sheikh Sayera Khatun Medical College
30	Sher-e-Bangla Medical College (SBMC)
31	Sir Salimullah Medical College

Source: Smile Education Consultancy (2020)

Private Medical Colleges in Bangladesh

There are many private medical colleges in Bangladesh (Table 3.2).

Eligibility criteria for admission are: must have passed qualifying examinations (HSC/ 'A' level) or equivalent examination; SSC/ 'O' level or equivalent examination passed not before 2016 and HSC/ 'A' level or equivalent examination passed not before 2018; minimum aggregate GPA in SSC / 'O' level and HSC / 'A' level or equivalent examination: 7.00 (seven); minimum GPA either in SSC / 'O' level or equivalent or in HSC / 'A' level or equivalent examination: 3.0; minimum GP in biology: 3.5. For calculation of GPA against the marks obtained in SSC/ 'O' level or equivalent exam, only top 5 subjects are considered for calculation of GPA. Therefore, GPA in 'O' level = (total marks obtained in top five subjects)/5. For calculation of GPA against the marks obtained in HSC/ 'A' level or equivalent exam, only 3 subjects (Physics, Chemistry and Biology) are considered for calculation of GPA. Qualifying Grade in each subject individually is "C". Therefore, GPA in 'A' level = (total marks obtained in three subjects)/3 (Smile Education Consultancy 2020).

All these information affirm that medical education in Bangladesh follows international standard. So, the medical graduates are qualified.

Health Care System in Bangladesh (Fig. 3.1)

Above figure demonstrates health care system in Bangladesh. There are three divisions in health care system: (1) Primary (2) Secondary and (3) Tertiary. Bangladesh has built a good network of primary, secondary and tertiary care hospitals.

Primary Division

World Health Organization (2018) highlighted primary health care as being "about caring for people, rather than simply treating specific diseases or conditions". The core principles of primary health care include: universal access; community participation in defining and implementing health agendas; inter-sectoral approaches to health; and commitment to health equity (World Health Organization n.d.). Primary health care is then the first point of contact that people have with the health system. This care is integral for a community's wellbeing. It is also important that everyone

Table 3.2 List of private medical colleges

Name	Location	Official website
Dhaka National Medical College	Dhaka	www.dnmc.edu.bd
Monno Medical College	Manikganj	www.monnomch.org
Kumudini Medical College	Tangail	www.kwmcbd.org
Community Based Medical College	Mymensingh	www.cbmcb.org
Medical College for Women's and Hospital	Dhaka	www.medicalcollegeforwomen.edu.bd
Sylhet Women's Medical College	Bangladesh	www.swmc.edu.bd
Barind Medical College and Hospital	Rajshahi	http://bmc.edu.bd/
Khwaja Yunus Ali Medical College & Hospital	Sirajganj	www.kyamch.org
Southern Medical College	Chattogram	www.smchbd.com
Eastern Medical College	Cumilla	www.emccomilla.com
Bangladesh Medical College	Dhaka	www.bmc-bd.org
Green Life Medical College	Dhaka	www.gmch-bd.com
Jahurul Islam Medical College	Kishoregonj	www.jimedcol.org
Z. H. Sikdar Women's Medical College	Dhaka	www.sikderhospital.com
East-West Medical College & Hospital	Dhaka	www.eastwestmedicalcollege.com
Tairunnessa Memorial Medical College	Gazipur	www.tmmch.com
Enam Medical College	Savar	www.emcbd.com
Central Medical College	Cummila	www.cemecbd.com
Uttara Adhunik Medical College	Dhaka	www.uamc-edu.com
TMSS Medical College (TMC)	Bogra	www.tmssmedicalcollege.com
Prime Medical College	Rangpur	www.pmc-bd.org
Rangpur Community Medical College	Rangpur	www.rcmcbd.com
Popular Medical College	Dhaka	www.pmch-bd.org
Shaheed Monsur Ali Medical College	Dhaka	www.smamedicalcollege-bd.com
North East Medical College & Hospital	Sylhet	www.nemc.edu.bd
International Medical College Hospital	Gazipur	www.imc-bd.com
North Bengal Medical College	Sirajgunj	www.nbmc-bd.org
Islami Bank Medical College	Rajsahai	www.ibmcr.com
Ibn Sina Medical College	Dhaka	www.ismc.ac.bd
Chattogram Ma-O-Shishu Hospital Medical College	Chattogram	www.maa-shishu-ctg.org
Northern International Medical College	Dhaka	www.nimch.com.bd
Delta Medical College and Hospital	Dhaka	www.delta-hospital.com
Ad-din Women's Medical College (AWMC)	Dhaka	www.ad-din.org
Dhaka Community Medical College Hospital	Dhaka	www.dcmch.org
Anwer Khan Modern Medical College	Dhaka	www.akmmc.edu.bd
MH Samorita Medical College	Dhaka	www.mhsamorita.edu.bd
Rangpur Dental College	Rangpur	www.rdch.com.bd
Saphena Women's Dental College & Hospital	Dhaka	www.saphenaw

Source: Smile Education Consultancy (2020)
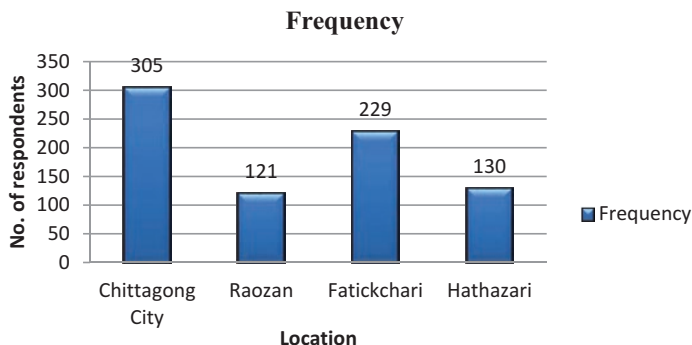
Fig. 3.1 Authors illustration based on the system. (Source: developed by the authors, 2020)

can access this health system for the services they require (Bryar 2000; Kendall 2008; VON Canada 2018; World Health Organization 2018). The primary health care system in Bangladesh consists of: Upazilla Health Complexes, Union Health and Family Welfare Centers and Community Clinics (Kouam et al. 2014; World Health Organization 2015). This decentralized system is seen as efficient because the facilities are the first way of contact for rural communities. These facilities often fulfill the similar medical demand like District Hospitals (Abbas and Routray 2013). Despite the above achievements, there are concerns about the outreach of primary health care in rural areas in Bangladesh (Islam and Biswas 2014). However, many of Upazilla health complexes have specialists who provide specialty care like secondary and tertiary division's service.

Secondary Division

Secondary health care provides more advanced health care facilities than primary health care. District hospitals are termed as secondary health care hospitals. They have less specialty care than tertiary health care hospital. There are also different types of specialty care centers such as infectious disease hospitals, tuberculosis hospitals, leprosy hospitals which fall under health care service of secondary care (Health Bulletin 2012).

Tertiary Division

Medical college hospitals provide specialty care services. They are located in such way that one medical college is for several districts. These are affiliated with medical hospitals. That is why; they are included in tertiary division of health care services. Tertiary division also includes the super specialty care hospitals which are

located at national level and centers which provide high end medical services of specific disease treatment (Health Bulletin 2012).

Strategic Model of One Stop Service for Medical Tourism

Medical tourism is a major decision problem for the patient; it is much more involved than deciding to visit a local healthcare provider. The customer's experience of medical tourism is the main factor that influences his/her satisfaction which in turn would influence revisit intention. Thus, it should be a major strategic priority for medical tourism hospitals and their administrators to develop a system that can provide positive experience to customers. Many tourism hospitals have a one-stop service system for their customers that may include such services as government documents (visa service), transportation (air flight reservations, airport pickup, shuttle service, etc.), language help, local hotel reservations, insurance processing, financial arrangements, local tour attractions, and the like. For example, Bumrungrad Hospital in Bangkok, Thailand, which is ranked ninth in the top ten hospitals in the world, provides a very efficient one-stop service to foreign customers (VIP airport transfers, interpreters, concierge services, embassy assistance, international insurance arrangements, and medical coordinators (Ontoplist 2014) (Fig. 3.2).
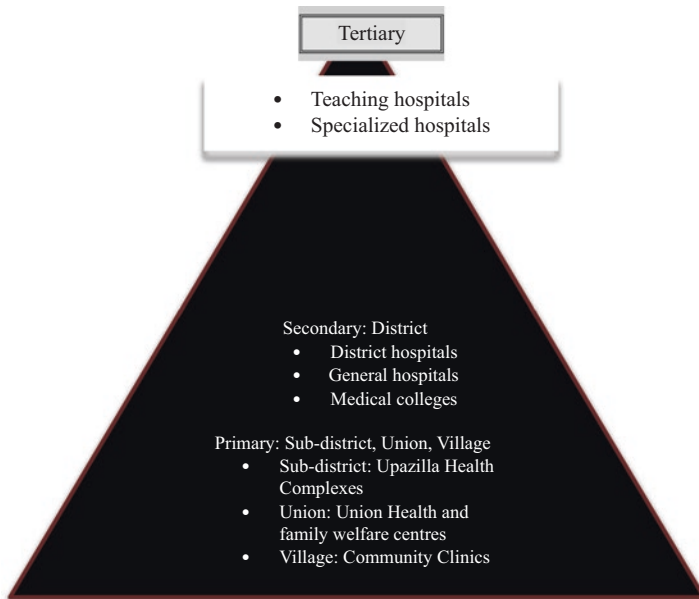
Fig. 3.2 Model of one-stop service of medical tourism. (Source: illustrated by the authors, 2020)

As we can see, figure displays the model of medical tourism. All the ingredients of medical tourism have been considered in the model.

First, quality of treatment should be good. Hospitals and clinics should offer patients good facilities and equipment for better treatment. Services provided by doctors and staffs need to be flawless along with the treatment. Foreigners can get complete information through effective communication.

Second, Legal framework is a necessary process for foreigners. Patients from abroad cannot enter to a foreign country without visa processing and immigration procedure. Sometimes it seems very complex to them. That is why, they need a guideline. One stop service model suggests that a printed guideline for foreigners need to be available. They can upload a pdf copy of that so that foreigners easily can avail that. Also they can help them to processing visa.

Third, effective communication is one of the important factors. Foreigner should get all this information with a complete information website. They may maintain Facebook page and group also. They could have "we chat", "WhatsApp" or "Imo" account so that foreigners can easily contact with them.

Fourth, accommodation is most important part for patients. Each hospital can arrange accommodation for patients in reasonable cost. This is not mandatory that hospital authority will arrange that. The one-stop service provider can build up some houses for rent the patients in lowest possible cost. And the houses should be like service apartment. The apartments or houses should be fully furnished available for short term or long term stay. They should have private cooking facilities, kitchenette with dishwasher and washing machine.

Fifth, they often should have access to restaurants and some hotel-like services. They can offer varieties of foods. They can keep Bangladeshi, Indian and Pakistani foods. Also they can provide Chinese, Mexican, Italian etc. food to attract the medical tourists.

Sixth, the one-stop service provider can provide tourists information about different tourist destinations near the hospital so that tourists can travel there. And also can provide necessary services to them. When tourists come to a new place, they want to keep memory of that place. Though mobile camera is available to all, some tourists want to get high resolution good quality photos. So the one-stop service provider can provide their own expert photographer or videographer according to tourists' demand.

Seventh, one-stop service provider can offer the tourists all the transportation facilities such as transport from home to hospital, to market, to parks, to beaches, to lakes etc. in reasonable cost so that they do not need to take any hassles.

Finally, shopping is another factor which is closely connected with tourism. One-stop service provider can provide information about shopping malls and market in details according to the demand for the products. Usually, tourists want to take traditional and branded items in low cost. So they need the right information for buying the products.

If Bangladesh can apply the concept of the one-stop service model in medical tourism, then this will surely improve this industry. All the ingredients of the model are available in the country. Only sincere attempts are needed. Public or private or coordination of both industries can provide the following services together in one umbrella:

Legal Framework

A legal framework refers to the policies that the host country has in place in order to encourage medical tourism, a less restrictive policy is better for international patients seeking medical care. Thus amenable legal framework in Bangladesh promotes ease in facilitation of visas: Visa on arrival (VOA) in Bangladesh is easiest to get if travelers are eligible for it. There is no requirement of any sponsor if their purpose is tourism. VOA is also comparatively cheaper (Arona International 2015).

Different types of visas are provided for foreigners who are interested in making proper use of investment opportunities provided by Bangladesh Government. Obtaining visa from any foreign country is comparatively easy (OGR Legal Resource Portal (2020). Process of getting employment visa in Bangladesh is comparatively easy whereas in Indonesia it takes several months to get a work permit. In Bangladesh the process requires 7 working days (Emerhub 2018). Benefit of Bangladesh business visa is it allows tourists to stay for 6 months (Emerhub 2018). Lucidity in the regulatory process is one of the important factors.

Effective Communication

Communication is a very important tool in any field, especially in tourism field. A good communication is very important in being able to sell a medical tourism offer and keep your clients and make them loyal. In the hotel or tourism in general, there are many groups of people who involved in the communication process: customer, employees, relatives, support organizations, and suppliers. Communication takes many forms: written, verbal, nonverbal. An important form of communication in tourism is represented by auditory and visual messages from the environment (picture and sound). Communication methods include face-to-face discussion, by phone, e-mail, the Internet etc. Generally, phone, email and the Internet browsing are used before coming to the destinations. These are also used if hotel authority provides transportation facilities to their customers. The owners of hotels, motels, guest houses, travel agents can use communication techniques to delight customers.

Accommodation

Sanjeev (2007) explored the relationship between the efficiency and size of hotels in India and found no clear link. Assaf and Knežević (2010) examined the effect of the hotels' business year, star rating and size and found that they are positively related. Davutyan (2007) found out that 4-star hotels in Turkey have higher efficiency scores than 5-star hotels. Large hotels and chain hotels have better performance results than small and independent hotels (Assaf et al. 2012). One of the most popular forms of accommodation is that of hostels. Bangladeshi hostels provide a good service at a very affordable rate so tourist will be able to spend more money on things like clothing, touring and mementos. Of course, the service level of each individual hostel cannot be guaranteed but those that choose this form of accommodation find it to be quite adequate. However, there are a number of cheap Bangladesh hotels available. So these are also affordable for tourists. Accommodation can be included in one-stop service.

Food

Food is an important element of tourism. Gastronomy is part of the cultural, social, environmental, sustainable and economic history of nations and their people. This is because it reflects a certain lifestyle of the different geographical areas, strengthening traditions in rural areas and modernity in urban areas, as it is something rooted in their own culture and tradition (Mitchell and Hall 2006). Local and regional food could give added value to the destination and contribute in this way to the competitiveness of the geographic area (Crouch and Richie 1999). The promotion of a destination through its own gastronomy is carried out by presenting a clear differentiation from its culinary resources, which must have a cuisine that is recognizable by travelers and have a varied and large number of establishments where travelers can enjoy this cuisine. Enright and Newton (2004), in their research on Hong Kong, show how the cuisine is the second most important element of attraction, second only to public safety and, as a way of example, even in front of certain tourist attractions. According to Bhuiyan (2015), restaurant facilities are very important for tourists. Tourists have to take meals in various restaurants. Bengali cuisine is a culinary style originating in Bengal region in the eastern part of the Indian subcontinent, which is now divided between Bangladesh and the Indian states of West Bengal, Tripura and Assam's Barak Valley. Traditional, authentic Bangladeshi cuisine is made up of a diverse range of delicious spices, herbs, rice, fish meats and breads. Similar to many other countries in Asia, Curries are one of the most popular forms of Bangladeshi food. Bangladeshi restaurants offer various types of foods such as local foods, Indian foods, Mexican foods, Chinese foods etc. There are some specialized restaurants in Bangladesh. As varieties of food are available here, tourists like the food culture of Bangladesh. Food facility can be included in one-stop service according to tourists' demand.

Traveling

Though medical tourists come for medical treatment purpose, they would like to visit some new places if they have time. All people do not get time and opportunity to visit a new place. If they go for a purpose, they also want to utilize their visit fully. That is why traveling also can be included in one-stop service. Although there are opportunities of developing tourism attractions and facilities across the country, at present many tourism spots are available for visits by tourists. Some major tourist attractions are listed in the Table below (Table 3.3).

Bangladesh is very rich in her natural resources of tourism. Authorities can consider some packages to go for trip in these places for foreign patients and include in one stop service of medical tourism.

Shopping

Shopping is one of the important factors of tourism. Tourists want to shop some traditional goods and also basic goods from a tourism destination country. Tourists those who have never visit to a country, they face difficulties to find a good market for shopping. Sometimes they do not get their expected products because of information gap. There are many shopping malls in Bangladesh such as Police Plaza concord (Dhaka), Mustafa Mart (Dhaka), AFMI Plaza (Chattogram), Sanmar Ocean City (Chattogram), Bashundhara City (Dhaka) etc. Bangladesh is rich in readymade

Table 3.3 Lists of natural resources in Bangladesh

Category	Sites name
Archaeological sites	Lalbagh Fort, Mughal Eidgah, Ahsan Manjil, Sonargoan, Wari Bateshawar, Mainamati, Paharpur, Mahasthangarh, Kantajew Temple, Sixty Dome Mosque
Beaches	Patenga, Parki. Cox's Bazar, Teknaf, Kuakata, Kotka
Religious places	Mosque, Hindu temple, Churches, Buddhist temple
Hills and Island	Rangamati-the lake district; Kaptai-the Lake Town, Bandarban-the roof of Bangladesh, Khagrachhari-the Hilltop Town, Mymensingh, Sylhet, Moheskhali Island, Sonadia Island, St. Martin's Island
Historical Places	Museum of Father of the Nation, National Memorial, Central Shahid Minar, Martyred Intellectual Minar, National poet's grave, Curzon hall, Baldha Garden, Suhrawardi Park, Old High Court Building, Bahadur Shah Park, Dighapatiya Palace, World War II Cemetry, Shilaidaha Kuthibri, Sagordari-Jessore, Mujibnagar Memorial, Trishal, Gandhi Asram
Forest and Swamp Forest	Sundarbans, Ratargul swamp forest
Others Attractions	National Assembly Building, Bangabhaban, Shankhari Bazar, National Park, National Botanical Garden, National Zoological Garden, Batali Hill, DC Hill, Rajshahi, Jamuna Bridge, Kirtankhola, Madhabkundu, Jaflong

Source: Bangladesh Parjatan Corporation (2004)

garments products. Many international branded shops import Bangladeshi knit and oven garments products. There is huge demand of denim products of Bangladesh in abroad. The positive thing is that tourists in Bangladesh can get same products in lowest cost from Bangladeshi shop. Foreign tourists need help to get all information about all these shopping malls. When patients from abroad will come for their treatment, authority can provide them shopping mall's information and transportation facilities if they need in one-stop service of medical tourism.

Quality Treatment

A major factor behind patients repeatedly visiting a particular country such as India for its services, especially in areas that require advanced medical care and life saving surgeries depends on: availability of skilled doctors/specialists; availability of paramedical staff; sufficient equipment; cost effectiveness; and less time consuming.

Methodology

Research Design

This study has two major parts. One part is secondary data based and another one is on primary data based. Author tried to make a conceptual framework of medical tourism in this study. Secondary data mainly focuses on the infrastructural elements of medical tourism based on the conceptual framework. Furthermore, significant part of this study is the part related to primary data. This part includes two sub-portions. One portion is medical demand and other portion is medical supply. To investigate medical demand side, author collected possible variables of patient satisfaction by collecting primary data through questionnaire. On the other hand, to explore the supply side of health care, author interviewed some doctors. And based on both respondents' studies, author designed a strategy on activities-challenges-prospects.

Data Collection

Primary Data

- Demand side: the primary data included age, gender, and occupation of the patients coming to Chittagong, Bangladesh for their treatment.
- Supply side: the primary data included details about the doctors who are also respondents.

Secondary Data

Activities and current conditions of medical and healthcare sectors are demonstrated by using secondary data from various sources such as website, journal etc.

Sample Size and Response Rate

Demand Side

Sample size of 785 was chosen from different hospitals in Chittagong, Bangladesh. Sample was collected during October, 2019 to January, 2020 period. Authors collected a sample of 1350. Out of 1350 respondents, only 820 respondents were domestic medical tourists who came from other places. But 20 respondents denied participating due to their personal reasons. Out of 800 responses received, 18 questionnaires were incomplete as they were not able to answer some questions (Table 3.4).

The usable responses were received from the following areas (Table 3.5):

Figure below demonstrates the frequency of the data according to places (Fig. 3.3).

Hospitals from Raozan were: Raozan Upazilla Health Complex; and Sultanpur 31-bed Health Complex, Raozan. Hospitals from Fatickchari were: Fatickchari Upazilla Health Complex; Janani Diagnostic Center; Alif Hospital and Diagnostic Center; Care Point Clinic; Janata Diagnostic Center; Sheba Clinic and Investigation. Hospital from Hathazari was Hathazari Upazilla Health Complex. Hospitals from Chattogram City were: Chittagong Medical College Hospital; USTC; Royal Hospital; Metro; Max hospital; Bellview hospital.

Table 3.4 Sample size and response rate

Sample size	Total number of responses received	Usable responses received	Response rate
820	800	782	97.56%

Source: Survey result (2020)

Table 3.5 Usable responses

Chattogram City	305
Raozan	121
Fatickchari	229
Hathazari	130

Source: Survey result (2020)
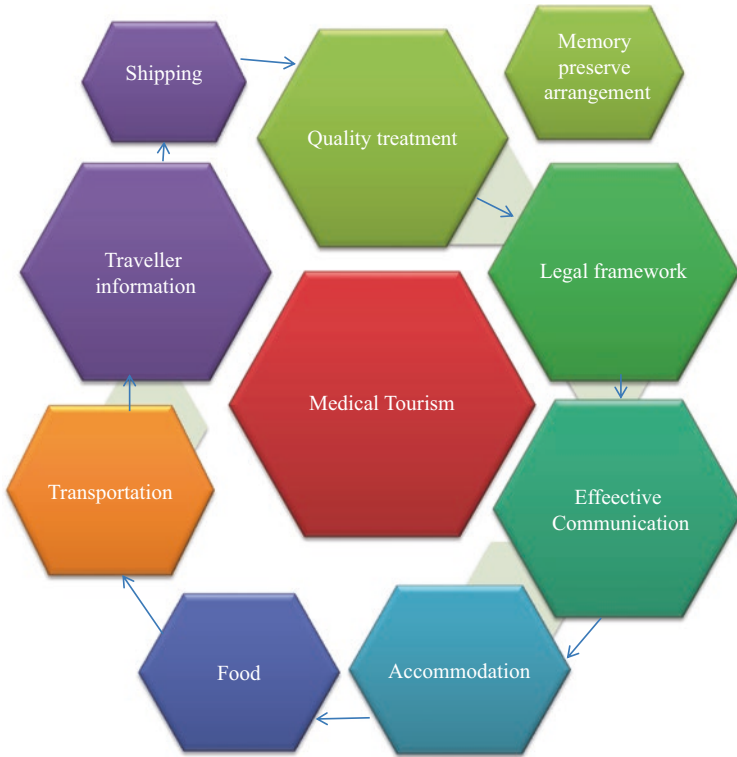
Fig. 3.3 Frequency of respondents by region. (Source: survey result, 2020)

Supply Side

A questionnaire was supplied to the doctors to explore their perception about their working experience with patients and to know their viewpoint about our proposed model. Response rate of doctors are 100%. All the doctors responded flexibly.

Statement of Hypothesis

Some hypotheses have been developed to complete this study. The hypotheses of medical tourists are the following:

1. Medical tourists are satisfied for

   (a) low cost
   (b) Staffs behavior
   (c) Services provided
   (d) Location

2. Medical tourists are dissatisfied for

  (a) Lengthy process in queue
  (b) Cleanliness
  (c) Sufficient bed/ cabin service

Questionnaire Design

Demand Side

Questionnaire was prepared keeping in view the objectives of the study. Questionnaire-based interaction was also held with the patients to know the factors that encourage them to seek healthcare in Bangladesh especially in Chittagong. An attempt was also made to understand the factors that determine the selection of a hospital. There were three parts of the questionnaire: Part A, Part B and Part C. Part A focuses on overall satisfaction of medical treatment, Part B focuses on services along with attitudes and behavior of medical staff and Part C concentrates on medical services of different categories. We also included some open ended questions so that we can explore the actual facts in-depth. The doctors were asked to suggest steps required to tap medical tourism opportunities in a more concerted manner. Out of 785 usable responses, 305 responses were from Chittagong City and the rest 480 were from comparatively remote area. As in Bangladesh, international medical tourism is very few; our study focuses on domestic medical tourism only.

Supply Side

A separate questionnaire was prepared for the doctors. There were some basic questions on medical service and treatment. Authors' objective was to justify the actual facts of supply side of medical service and treatment from the viewpoint of doctors who are directly related to hospitals or clinics.

Data Analysis

The data collected through questionnaire was processed by editing; processing, classifying, tabulating and inference were drawn out of it. To analyze the obtained data, various procedures were followed.

Demand Side

For demand side of this study, following analyses were done: Bar chart, Histogram, ANOVA, Structural equation modeling, Path analysis, and OLS regression analysis for robustness checking of the model.

Supply Side

To explore the supply side condition, some factors were specified according to doctor's response.

Results and Recommendations

Demand Side

Sample collections were from primary and secondary division of health care system. From primary division, data was collected from three public and five private hospitals. Most of the patients came there to get the treatment for small issues of health diseases. Out of 480 patients, 71 patients came due to fever, cold diseases etc. Most of the patients came there for seasonal sickness treatment. 58 patients were suffering from allergic problem and 30 were suffering from diarrhea. Beside all these diseases, most of the female patients were admitted for pregnancy issues and most of the male patients were admitted for diarrhea, fever and stomach diseases.

When the patients were asked about homeopathic treatment, very few patients (only 43) took homeopathic treatment earlier. Based on their response, most of the patients did not take Ayurveda treatment as they do not believe the doctors. They fear to have this treatment because of some fraud cases. Very few chose this treatment due to hair fall, stomach disease and asthma.

A 2 years old patient's mother named Ruksana Begum (26 years old) said, "overall performance of medical services and treatment is good. Doctors are very responsible and serious. But according to doctor's prescription, all medicines are not free from medical. Specially prescribed antibiotics are not available for full dose of medicine. And another problem is that in that medical, all types of test are not available".

Ziaul Hoque (33 years old), a patient said, "I was a cancer patient before two years. I went to visit some doctors. But most of the doctors wrote prescriptions before listening all my problems. That's why I am dissatisfied to those doctors. Then I went to Chennai and according to their advice, I started to take my chemotherapy. As in Chennai, the cost of chemotherapy is higher than Bangladesh; I started my chemotherapy in Bangladesh. But Chennai's doctor performed a surgery there. Now I am fully cured".

A patient, Anzu Akter (21 years old) came for pregnancy issue. She said, 'doctor is very well-behaved. She does regular check-up very attentively. My first baby's delivery was done in this hospital. I was fully satisfied. That is why, I have come again second time. All the arrangements are good here. The hospital is very neat and clean".

Lokman Hossain is a patient of 62 years old. He came with asthma and weakness. He said, "I am very poor. Doctors of this hospital help me a lot. They provide me food and medicine. I admitted here for 7 times. All the times, I got good services from them. They are really very good people".

35 years old women named Urmi Banik came to get treatment of her child who was suffering from fever and tonsillitis. She said, "the treatment is easily available. All the family members of me come here to get treatment regularly. I would recommend this hospital for instant treatment. But for treatment of complex diseases, I will not recommend this hospital. Laboratory is not well-developed here".

Factors of Treatment and Service

- Mean of the factors of treatment

As we can see from the bar chart mean of language interpretation is almost same like less time needed in treatment. Lowest mean is in appointment. Mean of variety of medical services is higher than treatment information and appointment factor (Fig. 3.4).

- Mean of the factors of services

According to our plotted bar chart based on survey, mean of offer for second time is lower than highly skilled staffs. Two types of security systems (inside hospitals in green bar and outside of hospitals in red bar), quality of authorized hospital are almost same (Fig. 3.5).

Medical Insurance

In histogram, density of medical insurance of the patients has been shown. The study area has been divided into two major categories: i. City Corporation area; ii. Non- city corporation area.

The respondents were asked: "Is your treatment excluded from medical insurance benefits?" The options were: yes, no and no opinion. According to respondents, few people answered that their treatment are not under insurance benefit. More people answered that their treatment are under the insurance benefit in both areas. But most of the people had no comments on this (Fig. 3.6).
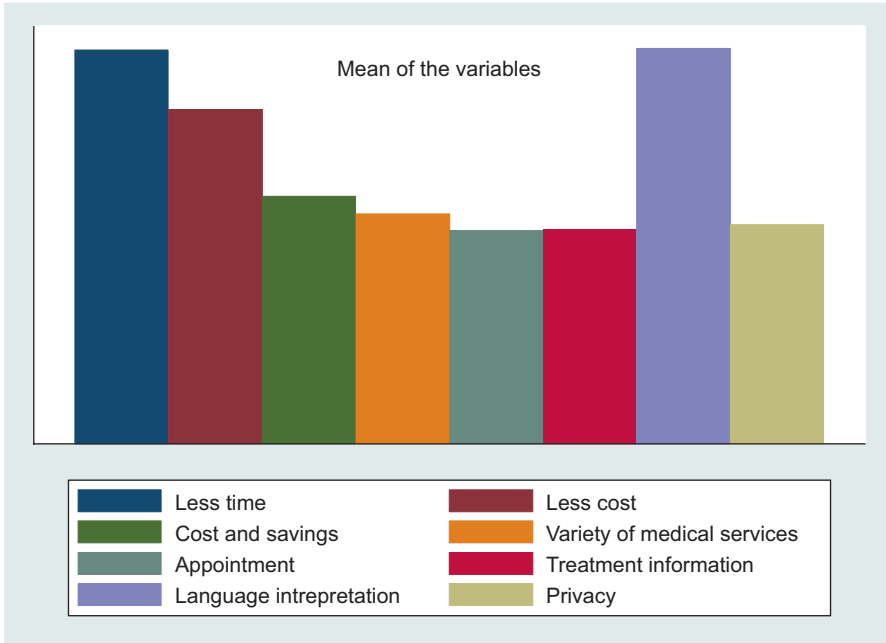
Fig. 3.4 Variables of treatment demonstrated by the authors. (Source: survey result, 2020)
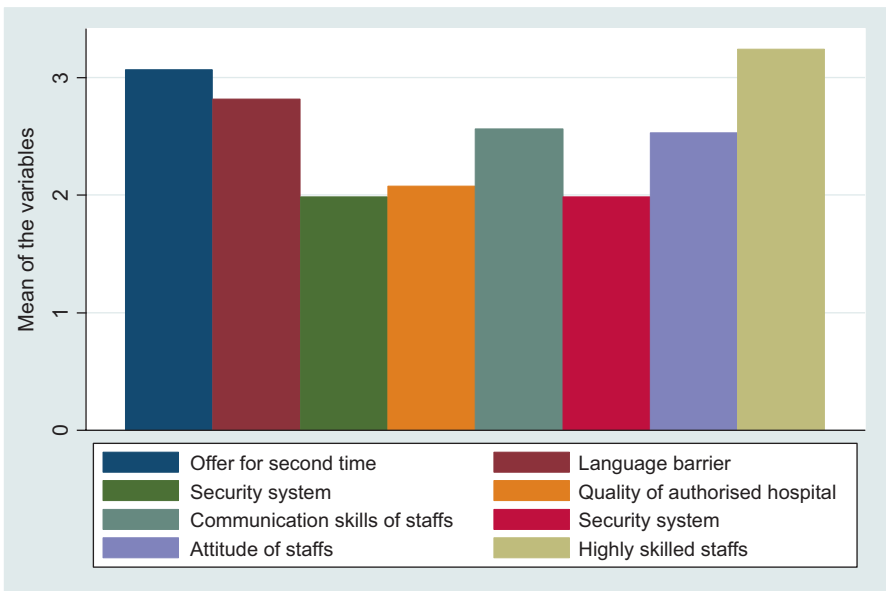
Fig. 3.5 Variables of services demonstrated by the authors. (Source: survey result, 2020
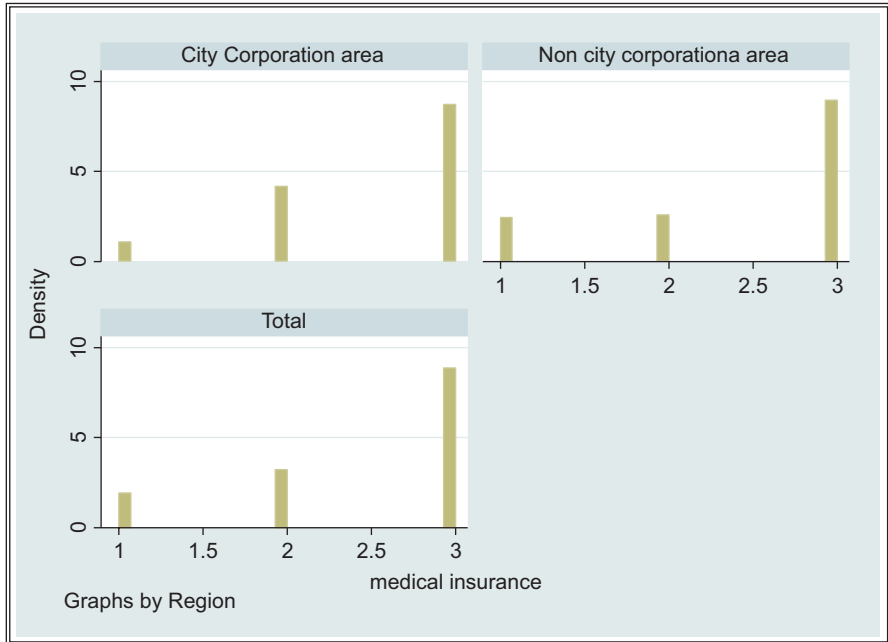
Fig. 3.6 Histogram of medical insurance by region based on authors. (Source: survey result, 2020)

Two Groups T Test: (City Corporation and Non-city Corporation)

Following two tables show the case about doctor's performance before test and after test:

First row of the tables shows summary statistics for city corporation area and second row shows summary statistics for non-city corporation area. And the third row shows combined summary statistics. Fourth row shows summary statistics for the difference. The mean difference between city corporation and non-city corporation area is $-.43$ in the case of before test and $-.42$ in the case of after test. That means they are very small in both cases. t statistics are -9.43 and -9.49 in first and second table respectively. One sided t test shows that difference is less than zero where p-value is significant. Again, in case of two sided t test, difference is equal to zeros p-value is significant. Thus we can say, in both the cases (before test and after test) there is no significant difference at all between city corporation area's respondents and non-city corporation area's respondents (Tables 3.6 and 3.7).

Table 3.6 Performance of doctors before test

```
 Two-sample t test with equal variances
────────────────────────────────────────────────────────────────────────────
   Group        Obs        Mean    Std. Err.    Std. Dev.    [95% Conf. Interval]
────────────────────────────────────────────────────────────────────────────
City Cor        305    1.131148      .02197     .3836892    1.087915     1.17438
Non city        480    1.564583    .0338853     .7423906    1.498001    1.631166
────────────────────────────────────────────────────────────────────────────
combined        785    1.396178    .0236348     .6621977    1.349783    1.442573
────────────────────────────────────────────────────────────────────────────
    diff              -.4334358     .045982                 -.5236985   -.3431731
────────────────────────────────────────────────────────────────────────────
    diff = mean(City Cor) - mean(Non city)                          t =  -9.4262
Ho: diff = 0                                       degrees of freedom =      783

   Ha: diff < 0                    Ha: diff != 0                    Ha: diff > 0
Pr(T < t) = 0.0000          Pr(|T| > |t|) = 0.0000           Pr(T > t) = 1.0000
```

Source: Calculated by the authors (2020)

Table 3.7 Performance of doctors after test

```
 Two-sample t test with equal variances
────────────────────────────────────────────────────────────────────────────
   Group        Obs        Mean    Std. Err.    Std. Dev.    [95% Conf. Interval]
────────────────────────────────────────────────────────────────────────────
City Cor        305    1.140984    .0204927     .357889     1.100658    1.181309
Non city        480    1.560417    .0327264     .716999     1.496112    1.624722
────────────────────────────────────────────────────────────────────────────
combined        785    1.397452    .0227309     .6368718    1.352832    1.442073
────────────────────────────────────────────────────────────────────────────
    diff              -.4194331    .0441924                 -.5061826   -.3326835
────────────────────────────────────────────────────────────────────────────
    diff = mean(City Cor) - mean(Non city)                          t =  -9.4911
Ho: diff = 0                                       degrees of freedom =      783

   Ha: diff < 0                    Ha: diff != 0                    Ha: diff > 0
 Pr(T < t) = 0.0000          Pr(|T| > |t|) = 0.0000           Pr(T > t) = 1.0000
```

Source: Calculated by the authors (2020)

ANOVA

As we can see, in table two important factor's effect has been shown. One is facilities and instrument of the hospital and another one is scope of conversation with the doctors. P-value is much smaller than 0.05 which suggests that the model is significant and as well as the variables are significant separately (Tables 3.8 and 3.9).

In the above table, three more important variables are displayed. They are: i. highly skilled staffs; ii. high quality medical facilities; and iii. Reputed doctors from abroad.

From the result of ANOVA, F-score of the model is 15.54. F-score of highly skilled staffs, High quality medical facilities and reputed doctors from abroad are 11.74, 21.93 and 8.14 respectively. We can see that model is significant as well as

Table 3.8 ANOVA for two variables

Internal Factors / External Factors	Strengths	Weaknesses
	• Advanced level treatment • Cost effectiveness • Doctors and staffs have special training • Some international standard sub specialty hospitals provide quality treatment and service • Quality of Medical education is very good • Sufficient doctors, nurse, medical assistants and medical technologists are available	• Very few effective communication systems • No one-stop service system • National health policy is not up-to date • Existing health policy implementation is not perfectly followed • Private medicals work only based on profit motive. They do not consider it as service • Doctors face cultural problem with foreign patients • Language problem with foreign language and ethnic language
Opportunities • Quality medical education • Enriched natural resources • World class products available for shopping • Different types of accommodation facilities at affordable cost • Sufficient medical colleges, nursing colleges and institutes are available	SO-strategy Provide quality medical care along with whole one-stop service package to the patients at affordable cost	WO-strategy By improving effective communication and utilizing the facilities, world class medical tourism products and services can be provided
Threats • Politically involvedness of doctors. • Brain drain of doctors, specialists and medical technologists	ST strategy Doctors, specialists and medical technologists should be given incentives and facilities to stop brain drain problem	WT strategy National health policy should be reformed and handsome salary should be given to doctors, specialists and medical technologists

Source: Calculated by the authors (2020)

all the variables are significant separately as all the values of p-value is smaller than 0.05.

Structural Equation Model

The variable descriptions for structural equation model are given below (Table 3.10 and Fig. 3.7):

Table 3.9 ANOVA for three variables

```
       Source | Partial SS        df        MS         F     Prob>F

        Model | 190.25879         12   15.854899     15.54   0.0000

   highlyski~s | 46.951102          4   11.737775     11.50   0.0000
   higherqua~s | 87.713416          4   21.928354     21.49   0.0000
   reputeddo~y | 32.567428          4    8.141857      7.98   0.0000

     Residual | 476.48913         467   1.0203193

        Total | 666.74792         479   1.3919581
```

Source: Calculated by the authors (2020)

Table 3.10 Variable description of structural equation model

Variable description			
Time	T	Reputed doctor's availability	RDA
Cost	C	Authorized hospital's quality	AHQ
Medical insurance	MI	Higher quality medical facilities	HQMS
Privacy	Pr	Highly skilled staffs	HSS
Cost and savings	CS	Experienced doctor from western countries	EDA
Insurance benefits	IB	Communication skills of staffs	CSS
Variety of medical service	VMS	Friendly attitude of staffs	AS
Appointment	App		
Treatment information	TI		
Medical test	MT		
Overall performance of doctors	PD		
Scope of conversation with doctor	SCD		
Facilities and instruments	FI		
Hospital services	HS		
Cafeteria and phone	CF		
Security system	SS		
Communication system	CS		
Language interpretation	LI		
Attraction offer for second time	AOP		
Language barrier	LB		

Source: Developed by the authors (2020)
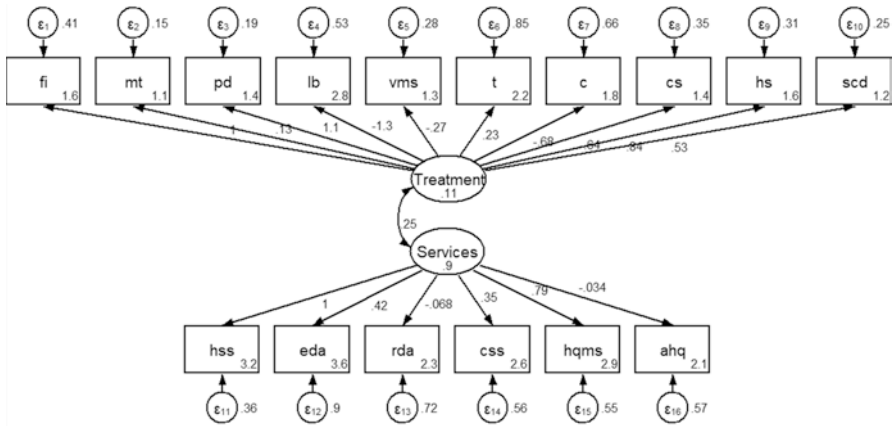
Fig. 3.7 Path analysis of structural equation modeling, plotted in Stata based on survey. (Source: calculated by the authors, 2020)

Above figure is a path diagram derived from Stata analysis of structural equation modeling. Our questionnaire was divided into two different parts of medical treatment: i. treatment; and ii. services.

The numbers shown in the figure are path coefficients for the variables of treatment and the variables of services. Upper part is showing the path coefficients of treatment variables and lower part shows the path coefficients of services variables.

Treatment (Table 3.11)

As we can see the result from structural equation modeling is showing significant results for all the variables. Some variables' coefficients are positive whereas some variables' coefficients are negative.

Services (Table 3.12)

From the above table, we can see the result of the variables of services. Hss, eda, css and hqms have positive coefficients whereas rda and ahq have negative coefficients. The P-value suggests that the results are significant except rda. Though the P-value of rda is quite near to 0.05.

Table 3.11 Result of structural equation model of treatment

		OIM				
	Coef.	Std. Err.	z	P>|z|	[95% Conf. Interval]	
Measurement						
fi <-						
Treatment	1	(constrained)				
_cons	1.610191	.0257538	62.52	0.000	1.559715	1.660668
mt <-						
Treatment	.1321259	.0506004	2.61	0.009	.0329509	.2313009
_cons	1.135032	.0140524	80.77	0.000	1.10749	1.162574
pd <-						
Treatment	1.053497	.1140224	9.24	0.000	.8300176	1.276977
_cons	1.396815	.0198637	70.32	0.000	1.357883	1.435747
lb <-						
Treatment	-1.271998	.1471116	-8.65	0.000	-1.560331	-.983664
_cons	2.816561	.0300265	93.80	0.000	2.75771	2.875411
vms <-						
Treatment	-.2744999	.0715066	-3.84	0.000	-.4146503	-.1343495
_cons	1.257325	.0193203	65.08	0.000	1.219458	1.295192
t <-						
Treatment	.2316366	.1195883	1.94	0.053	-.0027521	.4660253
_cons	2.15414	.0330805	65.12	0.000	2.089303	2.218977
c <-						
Treatment	-.6817777	.1196917	-5.70	0.000	-.9163692	-.4471863
_cons	1.826752	.0300496	60.79	0.000	1.767855	1.885648
cs <-						
Treatment	-.6384954	.093582	-6.82	0.000	-.8219127	-.4550781
_cons	1.35414	.0224127	60.42	0.000	1.310212	1.398068
hs <-						
Treatment	.841887	.092703	9.08	0.000	.6601923	1.023582
_cons	1.571975	.0221445	70.99	0.000	1.528572	1.615377
scd <-						
Treatment	.5328461	.0809894	6.58	0.000	.3741098	.6915823
_cons	1.225478	.0189415	64.70	0.000	1.188353	1.262602

Source: Calculated by the authors (2020)

Variance and Co-variance (Table 3.13)

Above table shows variance of the variables and covariance between treatment and services. As we can see from the table that treatment and service are related to each other. And the P-value for the covariance is much smaller than 0.05 which suggests that it is significant. From the LR test of model, we get the significant result from the P-value.

To conclude, we can say that our structural equation modeling result is satisfactory which can be a touchstone for medical service management authorities. They can focus on these factors to improve in treatment and service sector so that they can attract domestic patients as well as foreign patients.

Table 3.12 Result of structural equation model of services

	Coefficient	Standard error	z	P-value	95% Confidence Interval	
hss <-						
Services	1	(constrained)				
_cons	3.23949	.0400206	80.95	0.000	3.161052	3.317929
eda <-						
Services	.4177758	.0414705	10.07	0.000	.3364951	.4990565
_cons	3.578344	.0367319	97.42	0.000	3.506351	3.650337
rda <-						
Services	-.0677817	.0353944	-1.92	0.055	-.1371534	.0015901
_cons	2.33121	.0303036	76.93	0.000	2.271816	2.390604
css <-						
Services	.3529567	.0337032	10.47	0.000	.2868996	.4190137
_cons	2.56051	.0293098	87.36	0.000	2.503063	2.617956
hqms <-						
Services	.7936049	.0518591	15.30	0.000	.6919631	.8952468
_cons	2.935032	.0376537	77.95	0.000	2.861232	3.008832
ahq <-						
Services	-.0343214	.0316139	-1.09	0.278	-.0962834	.0276407
_cons	2.073885	.0269545	76.94	0.000	2.021056	2.126715

Source: Calculated by the authors (2020)

Results of OLS Regression Analysis: (Robustness)

For robustness checking of our structural equation modeling, OLS regression analysis has been done.

Variables Related to Patients' Satisfaction on Treatment (Table 3.14)

Variables Related to Patients' Satisfaction on Services (Table 3.15)

Table a and Table b show the result for OLS regression. In Table 3.14, five econometric models and in Table 3.15, four econometric models are included. As we can see, all models are significant in both cases. And if we focus on the variables, we can see that most of the variables are significant separately. From these results, we can say that our model is robust as this is almost similar to structural equation modeling.

Table 3.13 Variance and co-variance of the variables

	Coefficient	Standard error	z	P-value	95% Confidence Interval	
var(e.fi)	.4123348	.0236599			.3684747	.4614155
var(e.mt)	.1531238	.0077639			.1386385	.1691225
var(e.pd)	.189512	.0125277			.1664823	.2157274
var(e.lb)	.5324869	.0304042			.4761093	.5955404
var(e.vms)	.2848574	.0145262			.2577631	.3147997
var(e.t)	.8532312	.0431737			.772673	.9421884
var(e.c)	.6584877	.0342098			.5947384	.7290701
var(e.cs)	.3501692	.0185171			.3156938	.3884095
var(e.hs)	.3081705	.0175693			.2755896	.3446032
var(e.scd)	.2508883	.0132361			.2262422	.2782192
var(e.hss)	.3599043	.0493595			.2750731	.4708971
var(e.eda)	.9025214	.0474877			.8140857	1.000564
var(e.rda)	.7167501	.0362279			.6491484	.7913918
var(e.css)	.5625687	.0297521			.507176	.6240111
var(e.hqms)	.5477925	.0421406			.4711235	.6369382
var(e.ahq)	.56928	.0287476			.5156343	.628507
var(Treatment)	.1083224	.0195982			.0759827	.1544265
var(Services)	.8973885	.0761826			.7598342	1.059845
cov(Treatment,Services)	.2523553	.0264386	9.54	0.000	.2005366	.3041741

LR test of model vs. saturated: chi2(103) =   662.67, Prob > chi2 = 0.0000

Source: Calculated by the authors (2020)

Supply Side

A good number of doctors' interviews were taken over phone and also some were provided questionnaire as they were very busy to fix an appointment.

Five respondents' doctors dealt with foreign patients. They expressed that most of the patients came to Bangladesh for other purposes. When they felt sick, then they went to visit a doctor. Very few patients come to this country on medical purposes. They faced some cultural and communication problems with the patients. Due to language barrier, their communications with patients were not so effective. However, Dr. Chhanda Saha, (Dental) talked to a foreign patient of Apollo Hospital Dhaka, who came from Saudi Arabia came on medical purpose to visit a Sri Lankan doctor. This suggests that there is medical demand for specialist doctors from abroad in Bangladesh.

All of the respondent doctors assured that there are different types of training for doctors and staffs in their hospitals, which are very helpful to get some practical experience about some certain treatment or medical equipment. This type of training helps them to become specialized in certain treatment process.

Doctors and staffs' behavior with patients are as usual, they said. However, Dr. Chhanda Saha opined a different opinion about these. She said, "Doctors' and Staffs' behavior is one of the most important factors of patients' satisfaction. But

Table 3.14 OLS regression result for treatment

Model		Coefficient	Standard error	t	P value	R-squared	Adjusted R-squared	Significance
1	Constant	.8903268	.0471933	18.87	0.000	0.2424	0.2414	0.0000
	Facilities and instruments	.4233335	.0267463	15.83	0.000			
2	Constant	.7814638	.0710757	10.99	0.000	0.2464	0.2445	0.0000
	Facilities and instruments	.4203133	.026733	15.72	0.000			
	Medical test	.1001963	.0489935	2.05	0.041			
3	Constant	.6961707	.0772246	9.01	0.000	0.2537	0.2508	0.0000
	Facilities and instruments	.4031964	.0273328	14.75	0.000			
	Medical test	.0942865	.0488342	1.93	0.054			
	Performance of doctor after test	.0855574	.0309875	2.76	0.006			
4	Constant	.656957	.085836	7.65	0.000	0.2544	0.2506	0.0000
	Facilities and instruments	.4017644	.0273681	14.68	0.000			
	Medical test	.0914856	.0489011	1.87	0.062			
	Performance of doctor after test	.0804264	.0315295	2.55	0.011			
	Communication system	.0447906	.0418384	1.07	0.285			
5	Constant	.8472738	.0954077	8.88	0.000	0.2605	0.2567	0.0000
	Facilities and instruments	.3917185	.0275611	14.21	0.000			
	Medical test	.0973304	.0486558	2.00	0.046			
	Performance of doctor after test	.0622387	.0320714	1.94	0.053			
	Insurance benefits	−.0608079	.0227138	−2.68	0.008			

Dependent variable: Patients' satisfaction on treatment

Source: Calculated by the authors (2020)

sometimes doctors' and staffs' behavior with the patients are not well enough". She added, "Some doctors go through heavy mental stress due to their duty and even they do not have enough time to listen the patients' problem in details".

'Why should medical tourists come to Bangladesh?' Authors tried to find the answer of this question from doctor's opinion. Dr. Md. Kamrul Azad, Junior Consultant of medicine department, Borguna District Hospital recommends Bangladeshi medical treatment due to cost effectiveness and standard level of treatment. Another doctor Dr. Chhanda Saha (Dental) opined that there are qualified doctor with advanced level of medical education, good treatment and also some dedicated doctors whose main motive is patients' welfare; even do not think about govt. incentives. Dr. Md. Hafizur Rahman, Assistant Professor, Transfusion

Table 3.15 OLS result for services

Model	Coefficient	Standard error	t	P value	R-squared	Adjusted R-squared	Significance
1 Constant	1.524359	.1122659	13.58	0.000	0.2582	0.2544	0.0000
Highly skilled staff	.3674314	.0327491	11.22	0.000			
2 Constant	1.019882	.114503	8.91	0.000	0.2518	0.2498	0.0000
Highly skilled staff	.1297884	.0375478	3.46	0.001			
Higher quality medical equipment	.4341759	.039908	10.88	0.000			
3 Constant	1.213372	.1435275	8.45	0.000	0.2565	0.2536	0.0000
Highly skilled staff	.154544	.0390693	3.96	0.000			
Higher quality medical equipment	.4378379	.0398414	10.99	0.000			
Experienced and reputed doctor from abroad	−.0794879	.0357078	−2.23	0.026			
4 Constant	1.16066	.2572892	4.51	0.000	0.1489	0.1417	0.0000
Highly skilled staff	.1146175	.0629613	1.82	0.069			
Higher quality medical equipment	.3751509	.0549571	6.83	0.000			
Demand for experienced and reputed doctor from abroad	−.0392716	.0598449	−0.66	0.512			
Reputed doctor's availability	.1463472	.058716	2.49	0.013			

Dependent variable: Patients satisfaction on services

Source: Survey result (2020)

Medicine Enam Medical College, Savar, Dhaka told that medical tourists should come to Bangladesh to get advanced level medical treatments at affordable costs.

Dr. Narayan Chandra Dey, Senior Lecturer, H.M. Parbotto Homeopathic Medical College and Hospital said, "Hospitals in Bangladesh arrange quality increasing training program for staffs and doctors frequently which helps them to increase their capacity. Tourists should come to Bangladesh for getting good health services in reasonable cost".

Dr. Nasrin Akter, Assistant Surgeon, Ministry of health and family welfare said, "Health is the most important factor for everyone. But unfortunately, health sector

is not getting that much of importance which it should. Even though the health workers are dedicated and responsible for the patients, they are not conscious about self-health protection. I want to change some system from the root level. However, I think that medical tourists should come to Bangladesh as the health services are well-organized and doctors and staffs are really dedicated and well-trained".

Served Foreign Patients or Not

According to our survey, only 31% of the doctors served foreign patients whereas 69% doctors never dealt with patients from abroad. We can get a clear picture from out pie diagram (Fig. 3.8).

Bangladesh needs to take action for increasing medical tourism facilities.

Language Barriers Related to Ethnic or Foreign Language

Language barrier is one of the crucial factors for the doctors and staffs. If they cannot understand the language of the patients, then they will not able to provide appropriate services to the patients (Fig. 3.9).

According to our survey, 65% doctors do not face problems due to ethnic or foreign language. Only 35% told about the problems.

Opinion about Sufficient Facilities and Equipment (Fig. 3.10)

As we can see from our column diagram, 75% doctors told that they get sufficient facilities and equipment where only 25% doctors opined that facilities and equipment are insufficient and they recommend increasing funds in this section.

Fig. 3.8 Percentage of doctors who dealt with foreign patients, based on authors' survey. (Source: survey result, 2020)

Served foreign patients

Yes, 31%

No, 69%
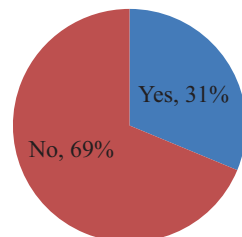
Fig. 3.9 Percentage of
doctors who faced problem
due to language barriers.
(Source: survey
result, 2020)

**Faced problems due to ethnic or foreign
language (%)**
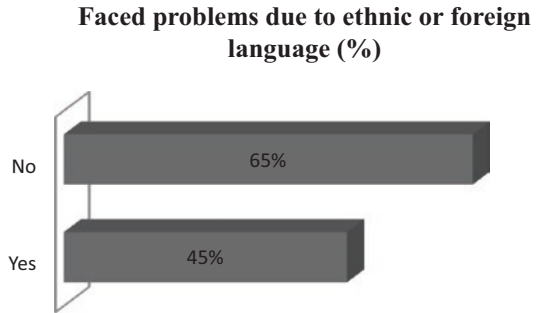
Fig. 3.10 Percentage of
sufficient facilities and
equipment, based on
authors' survey. (Source:
survey result, 2020)

Sufficient facilities and equipment

	Yes	No
Yes No	75	25
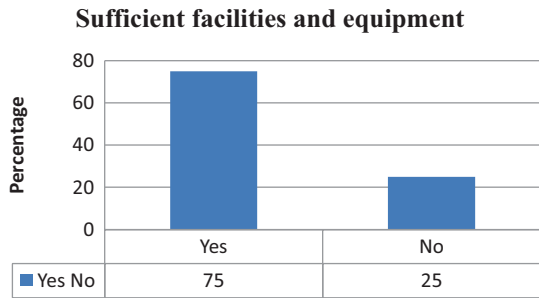
Complexity to Get doctor's Appointment

To attract medical tourists, hospital authorities should take initiatives of online or phone booking based appointment. It will be easier for the patients (Fig. 3.11).

Doctor were asked that if there any complex formalities to get the doctor's appointment in their current workplace or not. Unfortunately, most of the doctors agreed with the actual fact that it is not so easy to get reputed doctor's appointment. Furthermore, they mentioned that many doctors do not follow any kind of online or phone appointment receiving options. Thus patients suffer a lot in this case. We can see from our bar diagram, most of the doctors said 'yes' regarding the case of complexity.

Quality Treatment

Quality treatment is the most important factor of medical care. To attract medical tourists, this factor needs to improve much (Fig. 3.12).

A vital question was asked to doctors: "Are Bangladeshi hospitals providing quality treatment?" 95% doctors think that quality treatments are available in Bangladesh. Only 5% think that there is scope of improving the quality.

Complexity to get doctor's appointment (%)
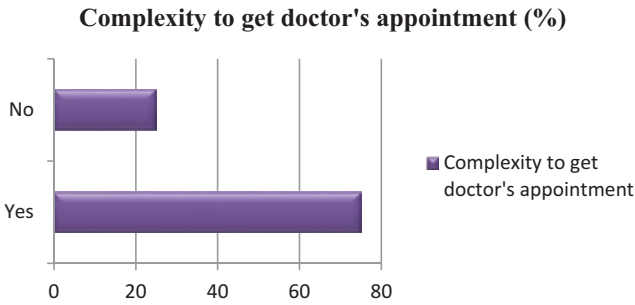
Fig. 3.11 Complexity to get doctor's appointment based on respondents' doctor's opinion, 2020. (Source: survey result, 2020)

Fig. 3.12 Quality treatment availability based on respondents' doctor's opinion. (Source: survey result, 2020)

Quality treatment (%)
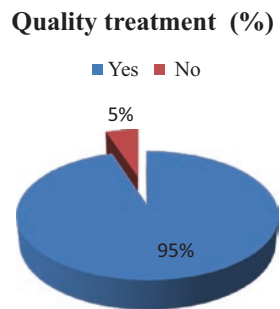
Offer for Second Time Comer (Fig. 3.13)

Sometimes doctors or hospital authorities in developed countries offer some discount or other incentives to the patients who come for second time. Unfortunately, very few doctors or hospital authorities offer these kind of incentives. According to cone diagram above, around 70% doctors'/ hospital authorities do not offer where only 30% offer the incentives.

Support One Stop Service Model (Fig. 3.14)

Author explained about the one stop service model to the respondents' doctors and staffs. 90% respondents supported this scheme where only 10% do not support it due to few reasons. However, those 10% also agreed that the reasons are not a major fact. Appropriate policy can be adopted to solve these problems. After that these one stop service model can be implemented.

According to doctors' opinion, internal and external strategic factors are identified. Authors analyzed the factors with SWOT analysis and TOWS matrix to find out the best strategy (Table 3.16).

Authors' also tried to find out some suggestions and recommendations from doctors' opinion. These are discussed below in details:

Offer for second time comer (%)
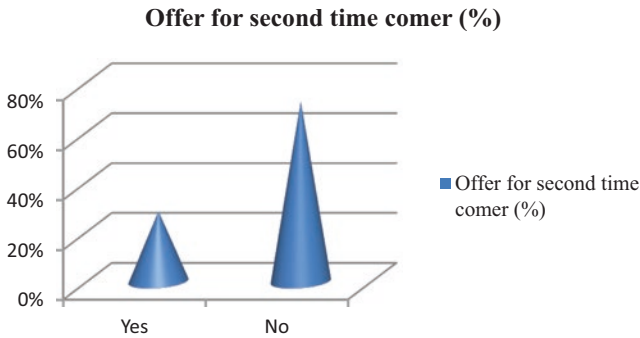
Fig. 3.13 Offer for second time comer patients based on respondents' doctors' opinion. (Source: survey result, 2020)

Support one stop service model (%)
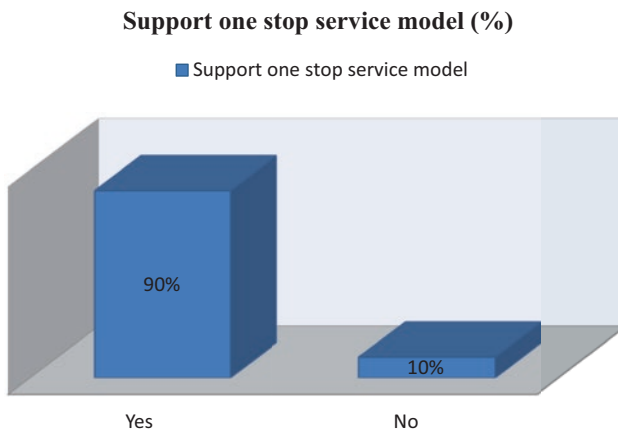
Fig. 3.14 Respondents doctors support one stop service model designed by authors. (Source: survey result, 2020)

Dr. Hafizur Rahman said, "to increase medical tourism growth govt. should ensure some facilities to doctors and staffs such as transportation from their home to workplace, accommodation, security etc.". He also added, "Govt. need to provide incentives to doctors' and staffs' who are working with their life risk such as recent pandemic situation of COVID 19". Dr. Sk. Mahmudur Rahman, Medical officer, Sheikh Russel Gastro Liver Institute, Mohakhali, Dhaka also focused on the incentives for their risky duty. He also suggested ensuring full-proof security at that time.

Dr. A.S.M. Julfekar Helal, Consultant Nephrologist, Labaid Specialized Hospital, Dhanmondi, Dhaka recommended to ensure socio-economic security of the doctors. He told that at least Doctors need some food incentives during duty hours to maintain their good health. However, Haradhan Bikas Dey, Medical technologist (Dental), Raozan Health Complex told that sufficient foods are given to patients and as well as doctors.

Table 3.16 SWOT analysis with TOWS matrix

Internal factors/External factors	Strengths	Weaknesses
	Advanced level treatment Cost effectiveness Doctors and staffs have special training Some international standard sub specialty hospitals provide quality treatment and service Quality of medical education is very good Sufficient doctors, nurse, medical assistants and medical technologists are available	Very few effective communication systems No one-stop service system National health policy is not up-to date Existing health policy implementation is not perfectly followed Private medicals work only based on profit motive. They do not consider it as service Doctors face cultural problem with foreign patients Language problem with foreign language and ethnic language
Opportunities	SO-strategy	WO-strategy
Quality medical education Enriched natural resources World class products available for shopping Different types of accommodation facilities at affordable cost Sufficient medical colleges, nursing colleges and institutes are available	Provide quality medical care along with whole one-stop service package to the patients at affordable cost	By improving effective communication and utilizing the facilities, world class medical tourism products and services can be provided
Threats	ST strategy	WT strategy
Politically involvedness of doctors. Brain drain of doctors, specialists and medical technologists	Doctors, specialists and medical technologists should be given incentives and facilities to stop brain drain problem	National health policy should be reformed and handsome salary should be given to doctors, specialists and medical technologists

Source: Developed by the authors (2020)

Dr. Nasrin Akter, Assistant Surgeon, Ministry of health and family welfare recommended recruiting some experienced technicians to operate the medical equipment perfectly. She also suggested to stock sufficient medical instruments so that medical tourists can get the services smoothly.

Dr. SK Masiur Rahman, Junior Consultant (Paediatrics) Shoheed Sheikh Abu Naser, Specialized hospital, Khulna said, "all the doctors' appointment is not online-based. Authority should focus on effective communication so that domestic tourists as well as foreign tourists can get information easily".

Dr. Md. Kamrul Azad and Dr. Chhanda Saha both told about central politics of doctors' which is a threat to medical tourism as qualified doctors do not get better opportunity to serve the patients. Doctors' should be allocated according to their qualifications and specializations.

Dr. Narayan Chandra Dey, Senior Lecturer, H.M. Parbotto Homeopathic Medical College and Hospital opined that manpower is needed to serve the patients more efficiently. Most of the hospital authorities do not vacant sufficient staffs. As a result, patients face difficulties to get doctor's appointment and admission in hospitals. Maintenance of the hospitals' services is also a problem. Authority should solve the maintenance problem to attract medical tourists. He added that he has a future plan to reform the medical infrastructure according to his capability.

Haradhan Bikas Dey, Medical Technologist, Raozan Health Complex said, "Health complexes are suitable for primary treatment support. But though doctors and staffs are qualified, very less medical equipment are available in hospital. That is why; doctors and staffs get very few opportunities to utilize their knowledge and experience through using the medical equipment. This is obviously a threat. Ensuring necessary equipment is highly recommended".

Conclusion

Medical tourism or healthcare services industry is a rapidly growing industry worldwide. Having identified the challenges and potentials, we conclude that Bangladesh could be one of the best and desired destinations for medical tourists coming from foreign countries; just we need to take several steps to overcome the drawbacks of this industry. As our country is full of expert professionals but the main problem is to retain them, which is one of the biggest challenge in front of our country, because of not offering remunerations to them. Generally developed countries hire people from developing countries by offering higher salary to them. Based on our study we find out that one of the biggest barriers in medical tourism is from cultural and language front. Many patients, doctors and nurses are not able to understand the foreign or ethnic language of each other, apart from the specialized doctors and extremely refined medical systems. With the help of best and high capacity advertising many countries are promoting and attracting the bulk of patients, which is fully absent in our country. That suggests an effective communication through websites and social media requirement.

Before selecting the country, patients also focuses on the infrastructure, which is a main concern affecting Bangladesh as a destination. Good accommodation, transportation system all over the country, availability of products and services easily are some of the concerns for foreign patients which lacking behind Bangladesh in the race of medical tourism. First, this paper is a unique attempt to systematically evaluate the phenomenon of medical treatment and service in Bangladesh from a tourism-based standpoint. Second, this study is one of the first academic examinations of what medical tourism is; who it is affecting, and to what ends it might lead

perspective Bangladesh. The authors examine how these hospitals are participating in medical treatment. Third, this shows a revolutionary way to find best strategy by analyzing both medical demand and medical supply. Most of the previous papers on medical tourism only focused on medical demand or medical supply. The authors break the phenomenon of medical tourism into these two sides. Fourth, the most significant contribution of this paper is model of one-stop service recommended from the authors. This model can be adopted by any developing country who wants to develop in medical tourism industry. Fifth, to find out the principle factors of medical treatment and services various statistical analyses have been done. Sixthly, to sort out the best strategy SWOT and TOWS matrix have been used. Finally, authors' mentioned some recommendations according to doctors' opinion which will help for improving medical related issues as well as medical growth.

Though the study was quite successful, it has some limitations. The limitations of the study are: as some respondents were busy and could not spare enough time during the interview schedule. Some hospital authorities were not willing to give permission for collecting data from their patients. Some hospital authorities were not interested to share the exact statistical data. Unavailability of empirical data on the Internet and medical journals.

It is believed that Bangladesh will accomplish its mission successfully regarding medical tourism if it can follow all the strategies and recommendations suggested in this paper.

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Chapter 4
Medical Tourism: The Islamic Perspective

Muhammad Khalilur Rahman, Moniruzzaman Sarker, and Azizul Hassan

Abstract Islamic medical tourism is defined as a short-term journey of individuals to destinations, outside their usual environment, primarily seeking health benefits at hospitals that practice Islamic principles in the delivery of their health services. With the growing market demand worldwide, hospitals around the world are increasingly equipping themselves to serve Muslim tourists who have specific needs and requirements. Providers of Islamic medical tourism are required to have a sound understanding of Islamic medical service components to ensure the satisfaction of patients who come from different nations. The main purpose of this chapter is to search the predominant medical tourism-related aspects of the Islamic perspective that will contribute to the niche market of Islamic medical tourism industry in the local and global process. This study employs a search method and synthesizes the relevant literature in the discipline of medical tourism services and highlight that Islamic medical tourism is a promising tourism concept with huge business prospects. This chapter explores the concepts, development, and challenges of Islamic medical tourism services, and finds that its development depends on good infrastructure, environment, technology, investment and marketing strategy. The study proposes some strategies, policy and managerial recommendations for the provision of Islamic medical tourism.

Keywords Medical · Tourism · Islamic medical services · Prospects · Challenges

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Introduction

Islamic medical tourism is a temporary or short-term visit of individuals to foreign nations primarily to receive Muslim-friendly medical care services along with enjoying general tourism experiences. Statistically, the Muslim population around the world is rapidly increasing. According to Thomson Reuters (2014), the Muslim population grows 1.5% yearly, twice as fast compared to the growth of the non-Muslim population. The Pew Research Centre (2017) estimates that the Muslim population will grow to 2.8 billion by 2050 and it may become bigger than the population of Christian followers in the world. Therefore, there is a huge market for Islamic medical tourism services (Iranmanesh et al. 2018). Despite a lucrative opportunity, there is a dearth of knowledge that explores the basic concepts of Islamic medical tourism. The objective of this chapter is to explain the concept of Islamic medical tourism along with its mechanisms, challenges, and opportunities related to the industry.

Tourism service providers worldwide actively seek to address Islamic/halal tourism needs (Rahman et al. 2019, 2020; Battour et al. 2019). Based on Frost and Sullivan's (2014) report, the increasing rate of the global medical tourism market was between $50 billion to $65 billion in 2014, and it is growing at approximately 20% per annum, which implies an upwards of $60 billion markets in 2015. Frost and Sullivan further estimate that the top five global medical tourism destinations are Thailand, Hungary, India, Singapore, and Malaysia. Some of these medical tourism (Rahman 2019) destinations are also specifically targeting Islamic medical tourists. Practically, Islamic medical tourism services have seen much success in recent years among certain destinations, particularly in Iran, India, Thailand, and Malaysia. Iran received a 207.5% increase in the total of medical tourists between 2007 and 2011 (Izadi et al. 2012; Iranmanesh et al. 2018), while India attracted 1.11 million Muslim medical tourists who looked for Islamic medical care in the year 2008 (Iranmanesh et al. 2018; Rahman et al. 2017a). According to the report of Halal India (2017), 75% of medical tourists in India came from Muslim countries. These medical tourists were not only from the neighboring countries of Pakistan and Bangladesh but also from the Middle East and Africa. Countries such as Thailand, Singapore, and Malaysia are the market leaders of Islamic-friendly destinations. Thailand and Singapore are ahead of Malaysia regarding offering Islamic medical tourism, as they have been promoting it for 15–18 years, while Malaysia only started promoting this medical tourism service in 2011 (Shafaki 2016). According to the MHTC (2018) report, Malaysia's medical tourism has been growing with an average rate of around 15% since the last 5 years.

Due to the rapid growth in the global Islamic medical tourism market, competitions and challenges are inevitable. Hence, a key concern arises among the Islamic medical tourism practitioners is how to attract new medical tourists and motivate them to receive Islamic medical services (Han 2013; Iranmanesh et al. 2018; Rahman et al. 2017b). In general, retaining an existing customer (Jiang and Rosenbloom 2005) along with attracting a new customer (Chiu et al. 2012) are

essential to improve the profitability of the business. Thus, it implies that the crucial factors determining repeat purchase by consumers and their recommendations as positive word-of-mouth (WOM) would be a pertinent knowledge to be used by the decision-makers (Battour et al. 2019). Following so, it is essential to distinguish the key factors of Islamic medical services which are vital in determining satisfaction among Muslim medical tourists. The following section elaborates on the concept of Islamic medical tourism, patient satisfaction, religious values, and Islamic medical service components. It also discusses the challenges and opportunities of Islamic medical tourism.

The Concept of Islamic Medical Tourism

The word "Islam" is an Arabic term that means peace and it signifies a person who actively submits to God (Allah). Whereas, tourism means people's traveling to foreign nations for pleasure or business. Islamic tourism is a subcategory of tourism which is defined as any tourism activity following Islamic standards such as free from consuming any substance (i.e., pork or alcohol) forbidden by Islam. Muslims usually travel for various purposes including leisure, medical care, pilgrimage, and business. Islam encourages its devotees to travel for acquiring knowledge and witnessing the glory of Allah (SWT). Muslims who travel for Islamic medical care prefer to choose destinations where Islam is the dominant religion of the nation (Rahman et al. 2018a). In regards to Islamic medical tourism destinations, Muslim countries are leading this emerging market. It has become an expansion-oriented concept which focuses on the importance of intra-Muslim and intra-Arab tourism concentrating on new tourism markets or tourism destinations. After the massive crash of the international tourist markets following the event of September 11, the importance of intra-Arab tourism became apparent. Following this incident, Muslim-dominant countries like Egypt, Syria, United Arab Emirates, Lebanon, and Bahrain seized the opportunity to attract more Muslim medical tourists from other countries.

Muslim tourists usually prefer halal dietary products (Selim et al. 2019) including medicines consumed (Rahman et al. 2018b). Some foods are forbidden to be consumed by Muslims such as pork, alcohol, blood, poisonous animals (e.g. snakes, centipedes, scorpions, and rats) and undesirable insects (e.g. flies, cockroaches, and worms). Muslim patients are recommended to consume halal medicines which are produced using halal ingredients and are porcine free (Rahman et al. 2017b). However, this requirement may not be strict in emergency cases. For example, in the situation where halal medicine is not available, Muslim patients may consume alternative medicines which contain non-halal ingredients. In this case, physicians or pharmacists must openly inform Muslim patients about any non-halal ingredients contained in the medicines.

Muslim friendly hospitals should follow Shariah principles which include gender-concordant medical care. For instance, female patients are preferably treated

by female physicians. If such service is not available, medical service providers should inform medical tourists or patients and/or offer other alternative services such as requesting a female staff to be present during the medical examination by a male doctor. Some Shariah-compliant hospitals accommodate Muslim patients by offering a single-bed occupancy, which allows the patient's greater privacy. Also, a modest dress or the Islamic dress code for both male and female medical staff may uphold the moral values and protect a person's honor. Female medical staff is required to wear a modest dress or uniforms which are not tight-fitting, and their hair and legs should be covered.

Prayer is compulsory for Muslims. If Muslim patients/visitors are interrupted during their prayer, they may feel discomfort (Rahman 2014). Thus, a clean and quiet well-maintained prayer room in the hospital is essential. Precisely, medical service providers in Shariah-compliant hospitals are responsible for ensuring the patient's daily activities which comply with the Islamic principles. During the stay at hospitals, nurses are required to assist female medical tourists in performing ablutions and prayers if they are too sick and unable to do so independently. Halal tourism activities are also crucial for Muslim medical tourists. For instance, tourists' leisure activities should comply with Islamic teachings along with restaurants, hotels, and hospitals, as they should serve halal foods. Therefore, Islamic medical tourism encompasses a wide array of medical and tourism services following the teachings of Islam.

Fundamental Considerations in Providing Islamic Medical Services

Patient Religious Value

A patient's religious values and commitments are the main sources of decisions with regard to the choice of Islamic medical destinations (Rahman and Zailani 2016). Many people adhere to the values, beliefs and practices of their religion and practices in their daily life (Worthington et al. 2017). Almost 99% of patients said that the medical staff respects their religious beliefs (Rathor et al. 2009). Also, service providers have no problems in providing medical services in times of need. Patients are reasonably informed about their illnesses along with privacy while religious beliefs are duly respected (Alam et al. 2011). As many patients have a strong desire to receive Muslim-friendly medical services, respecting their religious values and treating them with dignity are essential aspects of Islamic medical care (Beach et al. 2005).

Patient Satisfaction

Patient satisfaction is the outcome of medical services which should be given the highest priority by the strategy maker including Muslim-friendly medical service providers. Thus, a systemic investigation of patient satisfaction is a must in order to stand out among the stiff competition in the medical tourism industry (Musa et al. 2012). Assuring quality medical care in each contact point of Muslim-friendly hospitals can play an important role in long-term success. Also, it functions as a mechanism to attract more inbound medical tourists and ensures their satisfaction. Linder-Pelz (1982) states that a patient's satisfaction is influenced by different service attributes such as doctor's treatment, nurse services, the service process, etc. The following section discusses the components of medical care services which are explained in alignment with Islamic values and practices.

Islamic Medical Tourism Service Components

Islamic Amenities and Services at Hospitals

Hospitals are responsible for upholding not only patients' rights and dignity but also a patients' Islamic/religious concerns and expectations (Dargahi 2011). Mohezar et al. (2017) state that the hospital needs to understand Islamic values in medical care and introduce a tailored-made well-designed package that suits various cultures of Islamic societies. For instance, Islamic medical care services should include providing halal food, a good environment, cleanliness, Shariah-compliant toilets and gender-concordant care to cater to Muslim tourists from different nations. Rahman and Zailani (2017) state that many countries are trying to provide quality medical care along with practicing Islamic values in treating their patients and managing hospital amenities. Countries such as India, Malaysia, Singapore, and Thailand, are now offering healthcare services for Muslim medical tourists by delivering services in accordance with the Islamic values. Table 4.1 presents the Islamic amenities and services which are essential for doctors, patients, hospital staff, and patients' attendances in Islamic medical care.

Islamic Physician Service

Islamic medical care practice is an Islamic obligation and a form of worship (Al-Sheikh 2003). Medhekar and Haq (2010) identify that Muslim patients from the Middle East and Africa seek Islamic practices in medical care services. Al-Sheikh (2003) points out that the most important aspect of Islamic medical care is the doctor's adherence to Islamic principles and conducts. Muslim physicians should be

Table 4.1 Islamic amenities in hospitals

Criteria	Islamic amenities
Basic needs of Muslim patients	Prayer mats in each male and female wardroom Kiblah direction Copy of Al-Qur'an Different utensils for patients
Islamic information	Availability of information related to the location of the mosque, halal restaurant, halal food, pharmacy and halal medicines at the concierge desks
Islamic service operation	Prohibition of alcohol Availability of halal food and beverages Medical staff with Islamic values Male staff for male patients and female staff for female patients Islamic TV channels
Islamic guidelines	Islamic dress code for staff, nurses' halal practice, doctors' halal practice, staff' halal practice The simple interior design of the room
Islamic funding	The hospital may follow zakat principles Islamic financial arrangement
Design and interior	Separate recreational facilities for men and women Islamic entertainment Hospital beds and toilets not placed in the direction of Qibla (Mecca)
Government role	Government policy, good infrastructure, and implementation Development of Islamic compliant hospitals Islamic holiday attractions

Sources: Henderson (2010) and Salleh et al. (2014)

true believers in the oneness of God (Allah) (Rahman and Zailani 2017; Rahman et al. 2018a) and be aware of His (Allah) power over disease and its cure. Those physicians who practice Islamic medical care services should have a firm belief that all life is from Allah; He gives it, and it is He who takes it away. In the Islamic medical tourism context, medical tourists' beliefs regarding Islamic medical care practices of the doctors may influence their satisfaction towards the medical care services delivered. As medical care practices are considered as high-credence services, Muslim patients place great faith in the doctor's ability to provide medical care (Mudarri and Fisk 2007; Rahman and Zailani 2016). The patients' evaluations of the medical care services offered by doctors can be referred to as the relationship between physicians and patients in which they will look for friendly, helpful, attentive and caring doctors (Gaur et al. 2011; Suki et al. 2011).

For example, Islamic values suggest medical care services need to be provided by similar gender – male physicians for male patients (Halligan 2006). Al-Shahri (2002) suggested that in an unavoidable situation of examining patients, a male doctor should never attempt to examine a female patient without the presence of any of her family members, relatives or a female nurse. In Islamic teaching, unnecessary touching is prohibited. Physicians and nurses need to be familiar with these Islamic practices to deliver care with respect to Muslim patients. Hence, physicians need to

practice medical ethics and high-quality services to satisfy Muslim patients which are directly linked to the hospital image of a Muslim friendly medical hospital.

Islamic Nurse Services

Nurse services are one of the major components of medical care which reflects the tender care and kindness towards the patients. In Islamic medical care, frail Muslim patients may also demand help from nurses to perform ablution and prayer (Rahman et al. 2017a). They should help patients in cleaning their body parts which are contaminated by blood, body secretions, urine or feces before patients perform their prayers. Nurses should be aware of the required Islamic amenities and services in medical care procedures. It is a must to understand and respect Muslim patients' beliefs and principles while delivering medical care services. Furthermore, providing security, safety, and privacy to the patients during performing prayers is desirable (Rahman et al. 2017b). Nurses should also collaborate with other members of the medical teams to deliver the best Islamic care to the patients.

Physician-Patient Interaction

Trust is one of the key features of physician-patient relationships (Pearson and Raeke 2000). Rapid changes in the medical care system create fear among patients and threaten the trust of patients in the quality of medical treatment. That is why the nature of the interaction between patients and doctors play a leading role in determining patients' satisfaction. Chang et al. (2013) opine that the perception of trust amongst patients has a positive effect on their satisfaction. This interaction is mutually inclusive in a service delivery system including a medical service organization. Generally, in a medical care system, patients' experiences are influenced by the dyadic interaction between patients and doctors offered by the institutions (e.g. hospitals, clinics). During the interaction, patients encounter various core elements of medical services such as - the competency of doctors, quality care, responsible attitude, and patient's welfare services, etc. (Ehsan and Ashill 2014). Patients' assessment of Islamic medical services depends on how the patients and doctors interact (Suki et al. 2011). Thus, the core elements of medical services must be aligned with Islamic teachings. A doctors' treatment of Muslim patients with a friendly and caring way of respecting a patients' religious beliefs facilitates the sense of security and confidence among patients towards the physician (Gaur et al. 2011).

Islamic Accommodation

Typically, medical tourists travel to other nations with their family members. Thus, it is crucial to provide accommodation for them. Those who prefer to stay in an apartment rather than a hotel could be accommodated by healthcare providers in one apartment where they can continue their daily activities such as cooking, bathing, cleaning, performing religious practices and maintaining a Muslim lifestyle (Rahman et al. 2017a). Medical tourism operators and hospitals are required to follow clearly-defined guidelines in line with the religious needs of Muslim patients including their family members (Rahman et al. 2018a). Hence, tourism service providers could encourage hospitals to become halal-certified to accommodate the auxiliary needs of Muslim patients and their families.

Medical Services as a Brand

The success of any destination offering Islamic medical tourism services is not only dependent on the perception of quality medical care but also based on the general perception of the destination from a tourism perspective (Iranmanesh et al. 2018). For example, Thailand has branded itself as a service-oriented holiday tourism spot in which medical tourism is the extension of the current brand image. Likewise, Malaysia is well-reputed as a Muslim friendly medical hub, India is as a low-cost medical tourism destination, whereas South Korea and Singapore have an image of modern and expensive medical tourism destinations (Jadhav et al. 2014). Therefore, a unique brand image of Islamic medical tourism is required which will help Muslim patients choose the destination for their medical treatment (Heung et al. 2011). In this aspect, Malaysia has built a favorable brand.

Incorporated Tourism Package

Medical tourists are not confined to only seeking medical treatment in foreign countries; patients and/or their attendees also engage in general tourism activities (Burkett 2007; Yu and Ko 2012). Thus, the service offerings of hospitals should comprise of Muslim friendly medical care services and leisure activities which comply with Islamic values and principles. Travel and tourism operators should partner with hospitals to offer Islamic medical tourism packages. The package may include medical procedures, medical check-ups, along with sightseeing and shopping. Due to the variation in culture and customs among Muslim societies, the service packages should be tailored to meet the specific needs of Muslim patients from different cultural regions.

Islamic Medical Tourism Challenges

The medical care service industry faces many challenges in practicing and delivering Islamic medical care services. Among the challenges are funding, human capital and information on Islamic medical care services. There is a lack of information and promotional campaigns about Muslim-friendly medical services available on the web portal. As a result, target audiences fail to collect the required information which could facilitate in deciding where to receive Islamic medical care in foreign nations. Although many countries in the Asia Pacific region and Europe are targeting to attract more Muslim tourists, transfers of the fund and human capital have become major threats to the service-providing countries. Islamic medical tourism is recognized as an excellent business opportunity for the Muslim-minority countries such as Australia, North America and Singapore. In these countries, practicing Islamic values in medical service provisions is a major challenge. In fact, the Islamic values in medical services are also not even properly followed by the Muslim majority countries like Malaysia and Indonesia. The reason is, there are different races and backgrounds of medical staff working together in the hospitals in these countries. Ideally, it is desirable to embrace and follow the Islamic values completely while providing medical services at the hospitals which aim to attract this lucrative market.

International hospital accreditation for Islamic medical services is still at its infancy stage. Although there are hardly any international councils that give certification to medical service centers for Islamic medical service standards, some local accreditation councils such as the Islamic Hospital Consortium (IHC) Malaysia and the Standard and Industrial Research Institute of Malaysia (SIRIM) serve this purpose for the country. Having such accreditations could function as a branding tool for Muslim-friendly medical hospitals to attract the potential market segment. However, after being accredited by any Muslim-friendly hospital certification organization, hospitals still need to also be accredited by the Joint Commission International (JCI). JCI is the renowned International accreditation body that certifies the service standards of general medical services. In reality, many hospitals including Islamic medical hospitals do not have the essential accreditation from JCI. Only 12 hospitals in Malaysia are accredited with the JCI certification in 2014, whereas, Thailand has 37 hospitals accredited (Mohezar et al. 2017). Thus, the lack of JCI and Muslim-friendly hospital accreditations may lead to a poor image and doubt about the medical service standards by the potential patients who are seeking appropriate Islamic medical tourism destinations. The top management of tourism operators also advocates that it is necessary to get such types of accreditation for the Muslim-friendly hospitals in order to sustain the business in the long run.

Furthermore, having an appropriate policy and regulations to run the sector is another prevailing challenge. Most of the hospitals have their own policies, strategies, rules, and regulations which often create misunderstandings within the industry. For instance, Moghavvemi et al. (2015) stated that most of the Islamic hospitals in Malaysia do not completely apply Islamic medical care practices due to the lack

of common Islamic medical service provision standards to be followed. Besides, the interpretations of Islamic principles are not uniform among the service providers. Muslim patients can also have different Islamic perceptions of medical tourism services. Although it is permitted based on the necessity of patients, some Muslim medical tourists may be very strict on the use of some vaccinations containing forbidden ingredients. Therefore, a clear code of conduct and ethics should be developed to guide both hospitals and pharmaceutical companies to comply with the Shariah standard medical services.

Development, Investment, and Marketing

Bangladesh is a tourist-friendly country around the world. Now it has been ranked 120 out of 140 tourist-friendly countries. The list of 140 countries has been considered based on the major criteria for accommodation, travel opportunities, culture, transport, and security for tourists. There is a significant development of the tourism industry in Bangladesh due to its natural resources and cultural heritage. However, there are few challenges for the tourism industry of the country that is facing water logging, poor tourism services, and pollution. For these reasons, the tourism industry of Bangladesh is threatened. According to the report of Dhaka Tribune (2019), growing wildlife reserve for sustainable tourism improvement of Bangladesh, preservation of natural resources, and averting deforestation can assist to develop of the tourism industry. The World Travel & Tourism Council reported that the total contribution of tourism to GDP was USD 10.6 billion in 2016 and it is expected to raise USD22.6 billion in 2027 (Howlader 2018). The total contribution of travel and tourism to employment in the same year was 21,87,000 and it is predicted to increase 26,95,000 of total employment in 2027. Bangladesh has huge prospects for both foreign and local investors in the tourism industry. The tourism investment in 2016 was USD 0.9 billion of the total investment of Bangladesh. Moreover, currently, the country's tourism boards have been developing their relationship with various organizations (e.g. organization of Islamic cooperation) for tourism marketing and promotions. Kamal and Pramanik (2015) point out that Bangladesh is not only a tourism destination but also a business destination if the government of this country properly promotes tourism marketing to other countries.

Conclusion

Islamic medical tourism is a lucrative tourism industry around the world with potential growth opportunities. There is a scope for collaboration among industry players to foster innovation in the Islamic medical tourism sector. From the understanding of Islamic medical tourism, the pharmaceutical industry should preferably make efforts to manufacture halal medicines. Moreover, successful marketing strategies

could help the patient become aware of Islamic medical tourism products and services. There are very few Islamic friendly hospitals who have websites to promote their service offerings. In fact, a significant portion of Muslim patients is still not well-informed about the existence of such medical tourism services. A well-planned marketing communication strategy is inescapable in this regard. Industry players can use social media such as Facebook, YouTube, etc. along with international tourism portals to expand the geographical coverage of Islamic medical service information and communication. Islamic hospitals should avail international certifications along with Muslim-friendly medical service standards as a means to instill confidence among potential Muslim medical tourists. Furthermore, the offering of a tourism package should include general tourism services like - holiday tourism, leisure tourism and sightseeing along with medical tourism services. While a standardized medical service package can be designed, it is suggested to customize it based on the specific needs of individuals in order to ensure the satisfaction of Muslim medical tourists.

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Chapter 5
Sustainable Tourism Principles and Practices in Bangladesh

Sadia Afrin Ananya

Abstract Tourism is the industry that works for the development and has contributed 10.4% to the global GDP in 2018. With so many positive impacts, tourism activities can be the reason for the negative change in society, substantial use of resources and environmental pollution. That's why, the adaptation of sustainable tourism principles is needed because it is a guide for managing all resources in a way for meeting the social, economic, and environmental needs of a destination. The alignment of sustainable tourism principles in Bangladesh will ensure the best practices of tourism in every zone of tourist business management and operation. Moreover, it also ensures to identify the mechanisms for visitor management, appropriate planning and development of service and infrastructure, quality tourism experience. This chapter finds out the significance of formulating sustainable tourism principles in Bangladesh and its use so that it is possible to detect the gap between the exact use and current use of tourism resources. It will also help to draw the attention of the concerned authorities to take action for filling the gaps and improving the service and tourism product quality.

Keywords Sustainability · Sustainable tourism · Socio-cultural growth · Economic progress · Environmental impacts

Introduction

Tourism is the diversified sector that is contributing an immense amount to the economy of a country. It works for the socio-economic progress as well as the promotion of natural and cultural heritage. World Tourism Organization (UNWTO) defined sustainable tourism as "Tourism that takes full account of its current and

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future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities" (World Tourism Organization 2013, p. 17). Liu (2003) defined tourism that is compatible and donates to sustainable development is sustainable tourism. From the concept of Hunter (2002), there are two approaches of sustainable tourism. Firstly, light green that discusses assumed tourism benefits, maintenance of tourism activity and products, environmental action, industry's self-regulation, and directly involved personnel in tourism. Secondly, dark green that discusses demonstrated tourism benefits, maintenance of natural resources, trained personnel in the sector, environmental and economic effects. Sustainable tourism drives tourism with a contribution towards a green economy by achieving sustainable development. Sustainable tourism ensures social equity, employment quality, visitor fulfillment, economic viability, local affluence, community wellbeing, local control, physical integrity, biological diversity, resource efficiency, cultural richness, environmental purity (World Tourism Organization 2013).

Jost Krippendorf from the University of Bern, introduced soft tourism at first to minimize the negative impacts that are derived from tourism activities (Weaver 2006). In the early 90s, the practice of sustainable tourism has been started by different authors in academic publications. This form of tourism arises to support the community, preserve the environment and save the local culture. But it was considered as an impossible dream to gain sustainability because the stakeholders were not taking seriously the concept. Actually, the development of sustainable tourism started through an institution called the United Nations. From Earth Summit 1992 to Agenda 21, the United Nations (UN) made it possible to prove that tourism can work as a tool for sustainable development but with respect towards the environment, culture, community, and economy (Sustainable Development Goals 2020). After that, in 1999, Commission on Sustainable Development was held in New York with the recognition of the importance to economy thorough tourism and the challenges including the minimization of impacts derived from pollution, engagement of all stakeholders in the decision making process, partnership with the community. Then, in 2002, Sustainable Tourism-Eliminating Poverty Program was launched within the context of Millennium Development Goals. In 2006, United Nations Environment Program established a task force on sustainable tourism where the focus was given on suitable policy and its best practices, education, strategies and pilot program, development of the information, community, and networks. From the discussion of the RIO+UN Conference on Sustainable Development, a final document has been published named "the future we want" where the importance is given on sustainable development, green economy and funding for sustainable tourism (The United Nations 2012).

Bangladesh is enriched with so many natural and manmade resources. These resources are needed to preserved and conserved in a way so that, tourism activities do not cause any long-term damages to the environment, society, and economy. The practice of sustainable tourism in Bangladesh is in the early stage. Stakeholders like national and local government, destination bodies, employees, local communities,

Non-Governmental Organization NGO's, tourists are engaged with the sector and directly-indirectly are affected by tourism. Sustainable tourism movement can combat the adverse impacts of tourism. It needs a perfect operational plan for the perfect resource and non-renewable energy use. It may design the product and service of tourism in a way where international standard facilities will be ensured, the tourism-friendly environment will be established, community-based tourism will be prioritized. The objective of the discussion in this chapter is to analyze the practices of sustainable tourism in Bangladesh and find out the gap in the case of establishing the principles. It also develops suggestions to maintain the best practice of tourism resources by which sustainable tourism can be ensured.

Sustainability

Sustainability is the term that refers to the use of resources in such a way which may fulfill the demand of the present generations and conserves it for the future with its major focus on environmentalism, social equity and economic growth (Portney 2015). In 1987, through the Brundtland Commission report, Gro Harlem Brundtland introduces sustainable development as a holistic approach that does not compromise the ability of future generations and meet the needs of the present with a clear vision of integrating ecology with prosperity (McManus 2014). There is a mention of three E's of sustainability in the report which has been shown in Fig. 5.1.

Instead of Brundtland's report, several writers (i.e. Wan and Li 2013; Montella 2017) have elaborated the idea of sustainability. Sustainability indicates biological resource management, sustainable agriculture, minimum carrying capacity, the critique of technology, eco-development, sustainable energy, sustainable society, sustainable economy and overall sustainable development (Brown et al. 1987). Caradonna (2014) identifies sustainability as the green, low carbon and resilient

Fig. 5.1 3Es of Sustainability defined by Brundtland Commission. (Source: Portney 2015)

economy that supports renewable energy and rejects any growth that creates hampers for humans and other organisms. Sustainability is needed in every sphere of life to cinch the standard of living in a society, development of the community and people, prosperous economy, employment generation, increase of national income, gender equality, sustainable business openings, protection of natural and cultural heritage, education and healthcare for all. It can upsurge the potentiality to build better lives for all. For a sustainable future, sustainability is required that may benefit everyone.

Sustainability is needed to be maintained for the deeds of the planet. If the situation can be described by sustainability Venn diagram, it is visible that sustainable tourism comes up with a greater purpose for people by ensuring social, economic, environmental variables such as social resources, health, education; healthy profit by meeting the bottom line and expected revenue; safe planet by the maintenance of natural resources.

Sustainable Tourism

From the worldwide recognized definition by UNWTO, tourism is the combination of activities of tourists who stay outside of their residence country for different purposes like leisure, business, recreation, etc. (Goeldner and Ritchie 2012). The success of the industry will be ensured by establishing sustainability as it will help to face off the challenges, decline the unsustainable operations, expansion, and improvement of the existing facilities, identify the gap of the service and develop a sustainable plan. Now the question arises how to ensure sustainability in this sector? Actually, to make sure the existence of sustainability, sustainable tourism is needed.

Sustainable tourism considers the benefits of the tourism and the host country with the responsible consideration of local people, tradition, cultural heritage and the environment (Amin and Jahan 2014; Chris Cooper et al. 2008). The presence of sustainable tourism improvises the destination with the increasing amount of benefits, amenities, utilities. Some authors suggested calling sustainable tourism as responsible tourism because it supports the responsible behavior from tourists, tourism operators, stakeholders, and other involved groups. From the idea of Butler (1999), tourism that maintains the validity of the place for an indefinite period of time is sustainable tourism. His thoughts mainly focus on the long-term sustainability where the tourism industry will run in its own way buy without causing any damage to the environment, host community and place. This tourism is interconnected with all types of tourism and it is donating to minimize the destructive impacts coming from tourism. Though tourism is the fastest growing industry that contributes a big amount of GDP in the world, it has also become one of the reasons greenhouse gas, energy consumption, climate change, CO_2 emissions, global warming (World Tourism Organization and United Nations Environment Programme 2012). Sustainable tourism encourages the development of national policy to make sure green environment, identify the sustainability drivers and way of implication to link

up with the local economy, biodiversity, cultural heritage, energy, climate, waste management, utility cost management.

Sustainable tourism is the tourism that uses environmental resources in an optimum way, admires the socio-cultural authenticity of the destination, and runs long-term economic operations (World Tourism Organization and United Nations Environment Programme 2012). So, sustainable tourism has three major dimensions-social, economical and environmental. It is a vehicle that fosters social growth, economic growth, and environmental belonging capacity. It is a tool of creating economic viability which may increase the competitiveness and attractions of the destination. By fairly distributed benefits from economic operations, the destination is able to generate maximum profit and contribute to the green economy. This tourism minimizes pollution and creates environmental purity because it does not create any hamper in essential ecological process, conserve the resource and maintain biodiversity (World Tourism Organization and United Nations Environment Programme 2012). Biological diversity is ensured through lessening the damage of natural resources, wildlife, habitats, flora and fauna; less use of scarce and non-renewable energy (Wall 2012). The role of sustainable tourism is also maximizing the tourist satisfaction level by creating awareness about sustainability issues (Sustainable Tourism 2019). Sustainable tourism also believes on maintaining social equity as social benefits can raise from the improvement of the destination, strengthen of quality of life, intensification of the value of culture and heritage, the involvement of local community in tourism, available services, local jobs and satisfying experience of visitors (Butler and Szromek 2019).

There is a necessity of imperative planning and management of destination. Dodds (2012), prioritizes the role of stakeholders in maintaining sustainable tourism practices. Their views, extensive participation, contribution can influence or impede the long-term viable management of the destination. If sustainability is ensured, the destination has the highest possibility to go over exploration, involvement, development and consolidation, stagnation, rejuvenation whereas unsustainable destinations will go over the decline stage. The overall management needs to be planned in such a way where the destination will not lose its appeal and do not reach in the declined stage, elaborated by Butler's destination life cycle model (Dodds 2012; Butler 1980).

The Principles of Sustainable Tourism

According to World Tourism Organization (2013), coping up with the guidelines of sustainable tourism is the primary requisite for any destination development. Strict following of the guidelines ensures to maintain the viability of the destination. From the idea of UNWTO, there are three principles for sustainable tourism (Fig. 5.2).
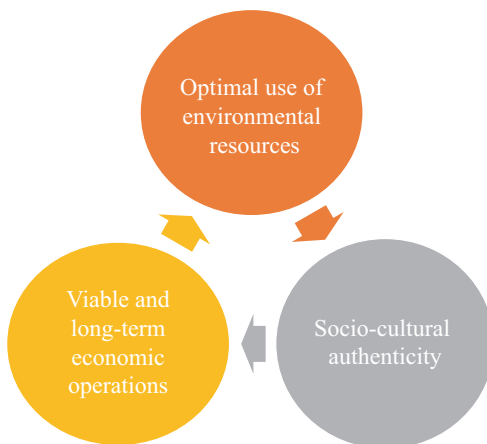
Optimal Use of Environmental Resources

The industry has to utilize the resources in a way so that the overall ecological process does not get hampered by tourism-related activities. Quality water consumption, energy consumption needs to be safeguarded. A preventive maintenance program can reduce creating wastewater. The use of renewable energy makes sure to reduce local pollution, maintain the quality of the destination, and enhance the visitor experience (Holden 2016). Customers and employees should be educated to use water and energy responsibly. They have to be involved with the conservation and management of the natural area for supporting the environment. Native plants can be used to decorate the destination's landscape areas and the use of agrochemicals must be avoided. Microclimate creation, energy conservation, air quality maintenance, volatile organic compound emission, hydrology maintenance, noise reduction, ecological benefits are needed to be measured in producing sustainable tourism (Taylor 1994). Tourism activities have no right to disturb wildlife and endangered species. Unsustainable products cannot be used in the destination. Destinations can reduce purchasing the products, non-reusable packages that are hard to consume for the environment. Waste management techniques should include reuse, recycling, feasible compost making practice, disposal in fixed places. Sustainable tourism does not support the use of resources in a way that creates pollution. Proper use of channels, actions, use of biodegradable products can reduce pollution and oxygen deficiency like noise pollution, soil pollution, emissions, etc.

Socio-cultural Authenticity

Sustainable tourism says to respect the social and local cultural heritage of the destination to host communities, stakeholders. It helps to conserve built and living cultural heritage, values, inter-cultural understanding. Cultural activity is a material component which is composed of physical artifacts that are produced by human societies. These activities should support and promote cultural, recreational, sports-related activities, local business. Sustainable tourism supports local development. It develops organizational experience and actions with development goals, favors the communities to involve as tourism employees, uses of services from businesses that have a sustainable nature, endorses the production and purchase of local products (Read 2013). Socio-cultural authenticity ropes to preserve and protect historical and cultural heritage. By this, the value of cultural heritage and cultural assets will be enhanced and used for society, social awareness will be increased. The principles of sustainable tourism adopt and implement policies to protect historical and cultural heritage, abstain the selling archaeological artifacts without permission from the authority. If business operations support the provision of services to adjacent communities and encourage an understanding as well as respect for indigenous culture and customs, socio-cultural authenticity is also established.

Viable and Long-Term Economic Operations

Tourism and hospitality activities can bring out socio-economic assistance to all stakeholders. Viable and long-term economic operations ensure economic benefits, steady employment (World Tourism Organization 2013). Moreover, it creates more income-earning opportunities that will help to alleviate poverty. The economic operations must be functioned through reliable policy and planning. Action plans and programs consider the environmental realm and reach the information of the policy to employees, guests. Respect for laws and regulations ensure sustainable tourist businesses. Strategic economic planning includes the programs to protect wildlands in such a way that generates income and financial self-sufficiency of the zone. Mechanisms establish to run long-term economic operations for reservations, accounting, marketing, administration and payment with a fair wage (Johnston 2013). Business organizations of tourism can adopt a system of long-standing manufacturing principles that make the company competitive. The measurements of sustainable tourism ensure the quality of products and services to intermediaries and customers. Responsible tourism businesses take measures to adopt an internal communication program, strategic marketing plan, situation analysis, forecasting, pricing, distribution, advertising, and promotion policies. It will help to meet organizational purposes with environmental protection and social well-being. These organizations can arrange a training program where training guides influence the staff and businesses to move forward by the teaching-learning process,

communication-cooperation process. The overall design and construction for the company consider the integrity of landscape and surroundings in an appropriate scale. Furthermore, companies should prioritize the health and safety of the employee. Secure health and safety conditions in organizations, contingency plans for emergencies, safety measures of the organizations help to run economic activities by the employees. Suppliers must be appointed those who are connected with environmental and social practices. Lastly, monitoring and corrective actions should be carried out to make sure service and product quality, identify environmental impacts caused by the company, detect customer's evaluations and comments.

Practices of Sustainable Tourism in Bangladesh

Bangladesh, the country of Bengal, is blessed with its tourism resources and unique hospitable people. To observe these beauties, travelers from different parts of the world come over here. Nowadays, Bangladesh needs to attract green consumers who have knowledge about environmental issues. To attract these tourists, the country desires to establish sustainable tourism by which it may provide an authentic and meaningful experience to travelers. But, the practice of sustainable tourism in Bangladesh is not significant yet. All dimensions and principles of sustainable tourism are not maintained in all destinations. The situation is elaborated below:

Economic Perspective

Tourism impacts the economy of Bangladesh in a direct, indirect and induced way. The direct effect indicates the immediate effects of changes from tourism expenditure. Due to tourist spending in tourism, the sale of various department increases. Direct effect influences the salary of employees, destination's expenditure, suppliers, associated services. The changes caused by the backward linked industry are known as indirect economic effects. An example of indirect effects can be the industries that supply products and services to the hotels of Bangladesh. Induced impact indicates the economic activities that are generated from direct and indirect income of household spending (Stynes 1997). An example can be the employees who spend their income from this sector in utilities, groceries, etc.

When it is a matter of sustainable tourism, Bangladesh is trying to accomplish this one for eliminating poverty, increase the quality of life and foster long-term economic development. Destinations in Bangladesh are growing up based on natural attractions, cities, themes, particular zone. Explored destinations get developed by the progress of accommodation, transportation, utilities, motels, manufacturing, educational institutions and hospitals. By this, tourism is linked up with other sectors too. In 2018, the direct contribution of travel and tourism to the employment of Bangladesh was 1.9% of GDP (Knoema 2020). These sources of employment

give jobs to people and reduce poverty. Tourism offers permanent, part-time, contractual and shift jobs to capable people of Bangladesh. Jobs of low categories over these places are often temporary. So the workforce has a tendency to shift and look over for other opportunities. In the off-season, a high level of unemployment is visible sometimes due to this reason. Moreover, new entrepreneurs are seen who are interested to work in this field. This is a positive side that, young entrepreneurs make their income generating source by this.

A large number of residents of the country are not conscious and knowledgeable enough about the tourism and hospitality sector. They have fewer ideas about the scope and broadness of the industry. The parents are very conservative and do not feel secure to let their child work in hotels. Political violence, strike, crime discourage travelers to visit. Purchasing from domestic industries by tourism of Bangladesh create additional revenue for the country and reduce the chance of foreign exchange leakage by importing. But all organizations do not follow this path. Weak promotional activity, improper marketing strategy, political instability, unskilled jobs, foreign exchange leakage cause threats to the sustainability of the tourism economy. The host community of each destination should give the opportunity to local businessmen to sell, promote and inform about the local products to the tourist. Tour operators and tour guides can influence tourists to purchase from these shops which may help to develop the local economy of the destination. Destination managers in Bangladesh employ the local communities in fewer quantities but this actually needs to be increased as they know the destination better than any others. Community Based Tourism (CBT) and Pro-Poor Tourism (PPT) development in these destinations may reach the goal of sustainability. Tourism is able to create a multiplier effect in the economy by creating new demand and ensuring sustainability in Bangladesh.

Environmental Perspective

Undoubtedly, tourism activities are related to environmental impacts (Khandakar 2014; Cooper et al. 1998). The use of resources for tourism purposes can often create high pressure, disturb flora and fauna. As a result, the short supply of products or environmental damage can be seen in a few destinations of Bangladesh. There is an absence proper littering and solid waste management system. So, it threatens the environment, wildlife, habitats, soil, air, and ecosystem. New tourist destinations are exploring in the country and after exploration, tourism infrastructure and facilities development get started in that region. Though it is a positive side, the continuous construction of few tourism projects does not focus on the conservation of natural, cultural and built environment.

Most of the businesses that are operating in the local tourist zone in Bangladesh are not environment friendly and do not conserve cultural heritage and traditional values (Amin and Jahan 2014). Service providers of the tourism industry in Bangladesh are sensitive towards the environment. New innovation of

environmental management must be applied in the tourist destination by them. Though authorities are conscious about the environment, there is a need for ensuring environmental education among them as well as communities. Local communities are friendly in Bangladesh but do not have the awareness to conserve the environment. Tourists do not have proper guidelines to behave as a green tourist and to be conscious about the environment. The principles of sustainable tourism suggest destinations to maximize biodiversity with optimum use of resources that can ensure to gain the maximum benefits by a perfect environmental adaptive design. Due to the absent of consistent tourism policy and strategies, Bangladesh is unable to ensure the sustainable environment in the destination.

Tourism planning and development demand further modification with the cooperation of local, national, regional governments. Continuous promotion of the disastrous effects of environmental degradation needs to be clarified and the measurements to minimize the negative impacts must need to be ensured. The visitor management system needs to initiated in Bangladesh which can control limit the number of visitors by maintaining carrying capacity, use of other zones in the destination, develop the problem areas by initiating the improved facilities. Destinations of the country do not reuse and recycle the resources. Proper recycling and management can preserve these resources for the future by protecting and saving it. Few destinations use chemicals that are very harmful to the environment. They can use environment friendly chemicals and be very careful regarding the purchasing of products. The engagement of communities in the destinations is obvious but their participation in decision making can make them aware to save the atmosphere.

Socio-cultural Perspective

Bangladesh is enriched with its different lifestyles of people, unique culture and heritage. The tourist zone generates the chances of communication between host parties and guests. The host community helps the guests to serve as their best through services, information, hospitable behavior and other things. The interactions with hosts and local people make guests feel comfortable in the new place. Local people in Bangladesh are very friendly and famous for their hospitality. Tourist gets satisfied with their behavior and influences others to visit more. So, as a result, the stakeholders of the industry get benefitted and the local economy is profited. In a few cases, cultural clashes are seen due to the mixing up of different cultural values, beliefs, philosophies. There is a lack of sufficient qualified employees in Bangladesh, those who can solve the problem of cultural erosion smartly. Though commodification problem is not that much acute over here, there must be actions for not converting the religious rituals, ethnic rites to conform to tourist satisfaction. With the rise of mass tourism in an area, there is a chance of generating crimes. Bangladesh has a security and punishment policy for them which is needed to be strictly applied.

Tourism made it possible to change the mindset of the local people of Bangladesh as they have proved the benefits of joining the industry and influence them to involve over here. New employments are continuously created in the industry that reduces the unemployment problem from society. But in the country, the decision-makers of this industry mostly do not consider the overall gaining for the local people from tourism. Most of the local people worked in sub-ordinate levels and part-time jobs. They need to have full time and stable employment opportunities. They don't get a chance to participate in the decision making session that may influence their community. Tourism impacts the standard of living of the community of tourist destination but does not make major impacts to influence social welfare. Consideration of local attitudes and their perceptions is very important now to consider by the policymakers.

Sustainable tourism from a socio-cultural perspective supports to conserve cultural and heritage sites (Khandakar 2014). Bangladesh faces the crisis of having enough investment for conserving the sites. Earnings are also spent on the development of health, education, infrastructure, utilities, and the betterment of underprivileged people. A very less amount of earnings from the tourism sector of Bangladesh is spent on the conservation of tourism resources. In the tourist destinations, few businesses sell local goods to people which aids them to support their family. Moreover, the development of the major and supporting facilities in these places is quite less. Accommodation, food and beverage, transportation, recreation, and other supporting facilities are available but not up to the mark. In Dhaka, there is the availability of all ranges hotels from low range to upscale level which is not available in the other regions of the country. So, tourists of other districts are deprived.

The proper planning and utilization of the strategies can enhance the well-being of the communities in the society as well as create visitor satisfaction (Schweinsberg et al. 2018). The quality of all department's services is needed to be secured. Tourism can be a tool to foster understanding between people and their culture which may contribute to working for peace. It may boost the cultural and historical tradition of Bangladesh by preserving and conserving the resources, protecting the heritage and indigenous culture. The destinations can open more opportunities for income earning like homestay, personal guiding, local concierge, information provider, souvenir selling, cultural events, local cuisine, etc. Sustainable tourism development, job creation and earning, professional training and development of the community can strengthen the community. The overall facilities development from tourism can provide benefits to residents.

Conclusion

The term entitled sustainable tourism is not new in the perspective of Bangladesh but the practice is inaccessible in all over the country. The initiates of establishing sustainability in the destinations are increasing. Instead of this, Bangladesh faces several constraints for attaining sustainable tourism. First of all, the concept of

sustainability is not clear to all and those who are aware of that, do not appreciate others to work for that. Service providers are working for the preservation and conservation of the environment of destinations but it needs strong and willing co-operation from the local community. Lack of proper and innovative marketing strategy is one of the reasons behind it. The current tourism policy does not clearly indicate the exact ways of treatment of tourism and hospitality activities. It requires the development of strategies and tactics to improvise the service as well as the destination. The absence of a properly trained workforce in the industry brings out poor service. The coordination from the private and public sectors both is needed for the dynamic growth of the sector. Private sector is stepping out of this. Absence of suitable directions for tourists while staying at the destination, less promotional awareness, lack of strategies to become competitive, less participation of all stakeholders are also the downsides for establishing sustainable tourism in Bangladesh.

In Bangladesh, tourism and hospitality industry needs tactical approaches to develop tourism so that it can contribute to maintain biodiversity, work for the well-being of the local community, identify the exact roles of tourists and other stakeholders, respect culture and heritage, create low impact on resources, control the development of tourism facilities, execute the perfect visitor management system, start educational and capacity building program, reinforce the rules, increase preservation and conservation effort, identify domestic and foreign direct investment opportunities. It will help to ensure sustainable tourism in the country as a vehicle to foster economic, social growth with declining the impacts on the environment.

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Chapter 6
Product and Service Offers Diversification for Beach Tourism in Bangladesh

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Abstract Beach tourism, actually as the resort based destination, is attached to the development of modern tourism because of the strangeness and danger of beaches gradually transformed into pleasure and recreation. Bangladesh is a country with number of natural beaches and needs to be aware about the possible effects of the global climate change. The country having the sea border facing the Bay of Bengal is said to have numerous sea beaches that can promote tourism and attract millions of tourists every year with Cox's Bazar and Kuakata as the example. Beach tourism as a form of recreation is one of the earliest modern tourism types and a key player of the tourism industry. This tourism type at coastal resorts is very often regarded as an outcome from an unavoidable attraction to the beach. But satisfying increasingly conscious tourists having changing demand with beaches as the only offering become tougher day by day. This research aims to provide a brief outline to help both promoting and diversifying tourism in beaches in Bangladesh. This research mainly relied on reviewing both published and online resources. Findings reveal that there are many sea beaches in the country and the type of tourism products and services that these beaches can offer can be diversified. This chapter therefore presents a general model of beach tourism product and a conceptual framework for beach tourism product and service offer diversification in Bangladesh. Besides, this research suggests that products and services development, marketing and promotion for beach tourism need to be based on proper demand and supply research.

Keywords Tourism · Beach · Cox's Bazar · Kuakata · Beach tourism · Bangladesh

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Introduction

Travel and tourism industry has been surfaced in recent years as one of the fastest growing industries in the world with a direct growth rate of 4.6%, surpassing the global economy for the succeeding year (World Travel and Tourism Council 2018). This industry is considered as the largest industry in terms of job creation and income generation (Cortes et al. 2007). Travel and tourism industry contributes 10.4% to the global GDP and generates 319 million jobs worldwide, hence, creates 1 in 5 and supports 1 in 10 new jobs (World Travel and Tourism Council 2019). Tourism is increasingly placed as a powerful factor in the socio-economic development policies of most of the countries in the world. In Bangladesh, tourism also experienced continuous growth in recent years and contribute a lot for the socio-economic development of Bangladesh. In 2018, travel and tourism industry in Bangladesh totally contributes BDT 987.1 billion to GDP (4.4% of total GDP) and generates 2,414,400 jobs (3.9% of total employment) with international tourism receipts BDT 26.5 billion representing 0.8% of total exports (World Travel and Tourism Council 2019).

Bangladesh offers an ample collection of tourist products and services and beach tourism is one of the key offerings of the country (Hasan et al. 2015). Bangladesh has number of sandy sea beaches like Cox's Bazar, Kuakata, Saint Martin's, Parki, Sonadia etc. that attracts millions of domestic and international tourists every year (Hossain et al. 2013). Therefore, these beaches are recognized as essential resources of Bangladesh tourism. Beach tourism refers to the exploitation of the beaches and adjacent coastal environment that attract domestic as well as international tourists to the beaches. More than one crore tourists visit our beaches every year representing more than 60% of the total visitation in Bangladesh (Daily Industry 2020; The Independent 2018).

Tourists at Cox's Bazar and Kuakata beaches are welcomed with a large assortment of tourism products. However, changing preferences of more conscious tourists' questions the future of mass tourism and encourage the tourism policy-makers to think about product diversification (Bramwell 2004). As a result, for beach tourism marketers and related tourism and hospitality services providers, the fundamental problem is to find out the answer of the question: what products make the tourists satisfied? What possible products and services could have been offered to tourists to provide a more memorable and pleasant experience? What are the ways of offering alternative products and services to tourists- as mass or niche tourism product; as separate product or linked product offered together- at the beaches? Depth interviews with tourists and beach tourism marketers and service providers revealed the answer of the above questions and shade lights on the need for products and services offer diversification. This chapter presents a general model of beach tourism product and a conceptual framework for beach tourism product and service offer diversification in Bangladesh.

Concept of Beach Tourism

Beaches are one of the resources which notably augment the tourism product offering of countries like Bangladesh that have coastal areas, sea shores, and river or lake banks. In tourism, beaches signify as precious tourist attractions and act as one of the prime trip motives of the tourist. Williams and Micallef (2009) described beaches as a cluster of unconsolidated materials (i.e. sand, gravel, clay or mud, or a mixture of all these things), which extend its landward edge to the seaward (i.e. dunes or seawalls), at the water depth where there is no significant motion of sediment. From a tourism perspective, it can be viewed as a part of the sea, river, lake or freshwater coast that can be natural or artificially built and usually ready for bathing, swimming and refreshment to tourists (Favro et al. 2013). Along with coastal defense, beaches perform a wide range of recreational functions (i.e. bathing, swimming, surfing, fishing, jet skiing and so forth) for tourist.

Beach tourism is a special type of tourism in which the tourists travel to the beaches for recreational, leisure or business reasons. It is one of the earliest types of modern tourism in which the beaches and coastal resorts act as the key destination (Picken 2017). Beach tourism offers sandy beaches, sociable local people, tranquil atmosphere, aquatic life and variety of water sports and activities for the relaxation of tourists (Ibrahim and Gill 2005). Beach tourism is increasingly perceived as one of the fastest growing (Sivadasan 2018) and most popular forms of tourism all over the world and a major economic driver for destinations (Alves et al. 2014; Dodds and Holmes 2019; Houston 2013; Loomis and Santiago 2013). In beach tourism, tourists can experience and enjoy the pleasure of sea, sun, sand, surf and sex (Picken 2017). Therefore, this type of tourism provides the tourists with relax, escape and beachfront recreation during their trip at a beach destination.

Features of Beach Tourism

Beach tourism is nature based dynamic form of tourism, purpose of which is changing persistently, that should be promoted as peripheral attraction and can be managed and marketed under private and government administration and ownership (Botero et al. 2014; Dodds and Holmes 2019; Klein and Dodds 2017; Picken 2017; Zadel 2016). The essential features of beach tourism include the following:

First, beach tourism is essentially nature based tourism. It is hard to comprehend the scenic beauty of beaches and the unimpeded view of colossal water body offers plentiful opportunity to enjoy the gift of nature. Beach tourism involves the utilization of aesthetic as well as natural features of beaches through the cautious exploitation of land and water resources. Therefore, any effort to use the potentials of any beach as tourism product offering should attend to the issues of sustainability.

Second, beach tourism is dynamic in nature and its appeal as well as purpose is changing constantly over time. Although beach tourism started initially as a form of

health or medicinal tourism, but with passes of time, it is increasingly popularized as languorous and relaxing form of tourism for the tourists seeking escape from urban life.

Third, products and services associated with beach tourism needed to be developed, promoted and offered to tourist as a peripheral attraction. Peripheral attractions are those supplementary activities such as handicraft shopping, eating local foods, watching cultural heritages etc. which can offer indispensable break to tourists from the monotony of beach and retain their interest for longer period of time. This variety seeking aspect of tourist to retain their interest and satisfy them leads the destination managers for diversifying beach tourism products.

Fourth, management and marketing of beach tourism for the river and lake bank beaches is done primarily by the administration of private ownership; whereas for the sea shore and coastal beaches, these functions are performed mainly by the government administration or the concerned NTO.

Fifth, in ensuring maximum pleasure and satisfaction of tourists, the success of beach tourism depends mainly on the uniqueness of its natural, physical and anthropological determinants including the physics of the sea, access to the beach, natural essence and normality of the beach, extent of conservation of natural species and habitats, degree of beach use, surrounding environment of the beach, facilities available on the beach such as bathing, swimming etc. and color, size, shape and overall composition of the sediments.

Beaches in Bangladesh

Bangladesh is blessed with numerous beaches, many of which are still untapped, virgin and yet to be discovered. This section presents an overview of some of the most popular and renowned beaches of Bangladesh. This section of this chapter is prepared based on the information collected from different websites such as: www. parjatan.gov.bd/, www.tourismboard.gov.bd/, www.coxsbazar.gov.bd/, www.chittagong.gov.bd/, www.patuakhali.gov.bd/, www.travelmate.com.bd/, www.lonelyplanet.com/, www.tripadvisor.com/).

Cox's Bazar Beach, Cox's Bazar

Cox's Bazar sea beach is the longest unbroken straight natural sandy sea beach in the world located at Cox's Bazar district adjoining Bay of Bengal, which is 120 km long, spreading from Cox's Bazar to Bodormokam. Some of the popular points of this continuous beach are Laboni point or beach, Inani beach or point, Tulip beach or point etc.

Kuakata Beach, Patuakhali

Kuakata sea beach is an 18 km long panoramic sandy beach located at Latachapali union under Kalapara Upazilla of Patuakhali district in the southeastern part of Bangladesh. This beach offers unhindered view of both sunrise and sunset simultaneously, which makes her unique of its type.

Saint Martin's Beach, Cox's Bazar

Saint Martin's island west beach, the only coral island based beach in Bangladesh, is located at Saint Martin's island under Teknaf Upazilla of Cox's Bazar district. This is a sandy coral beach surrounding with skyblue color sea water and lots of coconut trees, to be found at Saint Martin's island which is also known as "Narikel Zinzira", a small island of about 17 km^2 in the northeastern part of the Bay of Bengal, shaping the southernmost part of Bangladesh which is approximately 9 km south of the tilt of the Cox's Bazar-Teknaf peninsula.

Patenga Beach, Chattogram

Patenga is a sea beach located just 14 km south from Chattogram district, the port city of Bangladesh. This beach having greenery of trees, immense blue waters, and gentle breeze is connected with both the Bay of Bengal as well as Karnaphuli river and very close to the Bangladesh Naval Academy, hence, sometimes known as Naval beach, getting popularity day by day.

Guliakhali Sea Beach, Chattogram

Guliakhali sea beach, also known as "Muradpur beach", is one of the lesser recognized beaches of our country, and unique of its type with a perfect combination of greenery, sand, grass and Kewa forest. All of these give this beach an added essence of swamp as well as mangrove forest. It is located in Sitakunda Upazilla of Chattogram district, about 5 km from Sitakunda Bazar.

Parki Beach, Chattogram

Parki beach, situated at Anwara Upazilla of Chattogram district, is one of the lesser known natural beaches of country's coastal region. Enormous natural variations including vast water and tender breeze of the ocean along with clean sand, red crab

and green trees, however, making this beach increasingly admired among the tourists.

Bashbaria Sea Beach, Chattogram

Bashbaria sea beach, a recently discovered beach, is situated roughly 25 km north of Chattogram city near the Bashbaria Bazar under Sitakunda Upazila of Chattogram district is gaining popularity among the tourists as an attractive place. Approximately half a kilometer long beach offers tourists the amazing feeling of walking alongside the sea and enjoying the big wave and sea breeze.

Mandarbari Beach, Satkhira

Mandarbaria sea beach, having the beauty of both river and mangrove forest, to be found in Satkhira district at the side of the Bay of Bengal. This beach is about 8 km in length and around 75 km faraway from Nildumur Ghat of Burigawalini river in Satkhira district. Tourists get here the beautiful view of Hariyabhanga river and Mandarbaria beach on one side, and the view of Sundarbans on the other.

Sonadia Sea Beach, Cox's Bazar

Sonadia sea beach is located in Sonadia island with an 8-km^2 area under Maheshkhali Upazilla of Cox's Bazar. There are white and grey sandy beaches on three sides of the island, enriched with bigger sea waves, mangroves, sea birds, turtles and other biodiversity-rich land that attracts thousands of tourists every year.

Nijhum Dwip Sea Beach, Noakhali

Nijhum Dwip, a natural sandy sea beach and island, located at the side of the Bay of Bengal and in the mouth of river Meghna under Hatiya Upazila of Noakhali District. Before the discovery of the beach, this island was known as Char Osmani, Baluar char, Bollar char and Golden island. This beach offers fascinated sunset view, enjoyable community lifestyle of fishermen and reserved wildlife to tourists.

Cox's Bazar and Kuakata as Destinations for Beach Tourism

Cox's Bazar sea beach is popularly known as the "tourist capital of Bangladesh" (Hossain et al. 2013). It is the world's longest unbroken natural sandy sea beach having 120 km straight beach (Hasan et al. 2015), situated in Cox's Bazar- a district of southern part of Bangladesh (Hossain et al. 2015). This beach is slopping down gently to the bluish water of the Bay of Bengal against the charming background of a string of hill covered by deep greenery of the forests. This type of sea beach enriched with pleasurable view of blue water, white sand, hills and greeneries is rarely seen in any other place of the world. Because of some of its unique features such as gentle slope, miles of golden-white sands, soaring cliffs, surfing waves, exceptional conch shells, tender breeze and enchanting sea foods, Cox's Bazar sea beach is very popular among both the domestic and international tourists (Hasan and Rabbani 2016; Hossain et al. 2015). Each and every year, around 15 million tourists from home and abroad come to visit this sea beach for relaxation, refreshment and enjoyment (Daily Industry 2020). In the peak season, during the month of November to March, almost 85,000 tourists visit this beach every day (The Independent 2019a) and Cox's Bazar has a combined facility to provide accommodation to these tourists at around 400 hotels, motels, resorts, guesthouses and private lodges (The Business Insider 2019). Although earlier, some of the tourists had to spend their nights inside the vehicle because of unavailability of seats in the hotels (Ahmed et al. 2010); but by observing recent tourists boom, construction of many new hotels and motels are underway. According to the Tour Operators Association and the Hotel-motels-guesthouse Owners Association, approximately 60% of the domestic tourists visit Cox's Bazar (The Independent 2018), whereas, foreigners constitute around 5% of the total yearly visitors of Cox's Bazar (The Daily Star 2016). While providing immense pleasure and refreshment to tourists, this beach generates roughly Tk. 4 crore in revenue from room rent, transportation, restaurant, and other services every day (The Independent (2019a, b) through creating job opportunities for about 120,00,00 people (Daily Industry 2020).

Kuakata sea beach, popularly known as "Sagar Kannya" (Daughter of the Sea), is an 18 km long panoramic sandy beach of Bangladesh. It is the second largest sea beach of Bangladesh, located at Latachapali union under Kalapara police station of Patuakhali district in the southeastern part of Bangladesh, which is one of the highly promising tourist destination of our country (Hossain and Islam 2016; Taskin and Rashid 2018). Kuakata has the perfect blending of pleasing natural beauty, dark marbled sandy beach, clear blue sky, blue Bay, winter birds, string of coconut trees and evergreen forest- a feast for the tourist's eye. Besides, this beach offers unimpeded view of both sunrise and sunset of crimson sun simultaneously in the water of the Bay of Bengal in a tranquil atmosphere, which makes her unique of its type. All these natural offerings attract thousands of tourists and recreationists from home and abroad every year and offer them extensive recreational benefits, and generate job opportunities for the community people. Although there is no record of tourist visitation available at the site, but information provided by local businesses including transportation, hotel, motel, restaurant and other tourism services revealed that, thousands of tourists visit this beach everyday and the number of tourist visiting this

beach reached its peak during different festivals like Eid (The Daily Star 2019; The Independent 2019b). Besides, Kuakata sea beach generates huge amount of economic value via recreational services amounting around Tk. 29.55 million per year (Hossain and Islam 2016) and overall businesses of about Tk. five million everyday (The Independent 2020), which is expected to rise in future.

Tourism Products and Services Available at Cox's Bazar and Kuakata Beaches

Middleton (1995) conceptualize tourism product as a combination of specific product-reflecting individual product component like accommodation, transportation, food etc. and the overall tourism product- comprising the specific product components, each of these components are of complex in nature and have tangible and intangible features (Buhalis 2000; Mehmetoglu and Normann 2013). Therefore, tourism product can be viewed as the whole holiday offering consisting of a variety of tangible and intangible components such as relaxation, experience, transportation service, lodging, food and beverage etc. Beach tourism products from Bangladesh perspective thus includes the intangible core benefits such as relaxation, escape from everyday life, excitement, experience etc. available in beaches in Bangladesh and the tangible products such as transportation and accommodation services, various activities available at surrounding craft shops, museums, markets, and heritage shops etc., and other ways of conveying formal offers like leaflets and brochures conveying information of entertainment services (i.e. jet skiing, horse riding) available at beaches and their price tags.

However, this chapter adopts Levitt's (1981) stage-based typology of product levels or stages for analyzing present products and services offering of beach tourism in Bangladesh, consisting of core products or benefits, tangible products, and augmented products; leading to the opportunity of constructing a general model of beach tourism products and examining any diversification need or potential augmentation possibility thereof. Levitt's (1981) model of product conceptualization has been extensively used by many scholars both in marketing (i.e. Kotler 1984) and tourism literature (i.e. Middleton 1988; Smith 1994). The below model of tourism product (Fig. 6.1) shows the available products and services generally offered in Cox's Bazar and Kuakata sea beaches in Bangladesh.

The *core benefit or product* is the fundamental benefit or service for which the tourists actually travel (Komppula 2005; Mehmetoglu and Normann 2013) to beaches and includes the intangible attributes of beaches and motives of tourists such as relaxation, escape from regular life, novelty, refreshment, experience, enjoyment, excitement, ambience and status, primarily originated from the natural beauty, landscape, and ecology of the beach through bathing, swimming, surfing, walking or simply time passing on the beach. The *tangible product* is the formal product or service actually produced and offered to tourists for sale and consumption
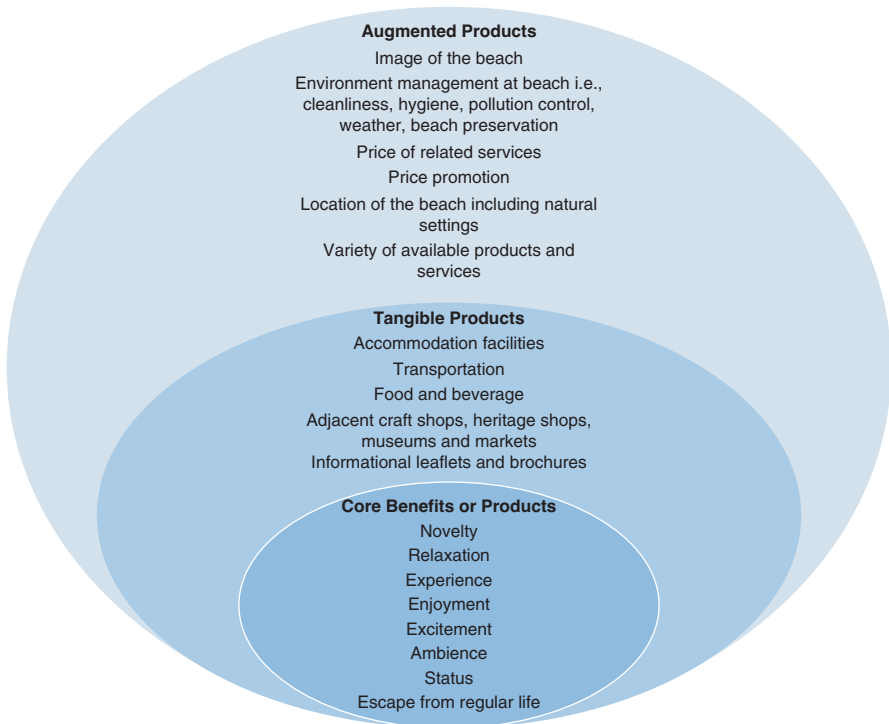
Fig. 6.1 General model of beach tourism products. (Source: Authors' own compilation based on the model developed by Levitt (1981) and Mehmetoglu and Normann (2013))

(Mehmetoglu and Normann 2013). These are the physical products and associated activities beyond the basic beauty appeal of the beach and include accommodation facilities, transportation services, food and beverage facilities, activities at the adjacent craft shops, heritage shops, museums and markets, and other informational leaflets and brochures conveying necessary information on the attractions. The *augmented product* reflects the value added aspects available at the destination that makes the tangible products more appealing. It is the difference between the formal contractual products offered to tourists and the entire services and benefits received by the tourists at the destination (Middleton 1988) and includes the location of the beach with its natural settings, image of the beach, environmental management initiatives at beach i.e. cleanliness, hygiene, pollution control, weather etc., price of related services, price promotional measures, safety and security measures, and variations of products and services available to tourists at and around the beach.

Assessment of Beach Tourism Products in BD and the Need for Product and Service Diversification

Although Cox's Bazar and Kuakata, both sea beaches offer immense natural beauty of sea, sand, and sun as primary offering and shopping at nearby craft and souvenir shops, roaming around cultural and heritage sites, and enjoying the delicacy of sea foods as added benefits to tourists; but, it remains obvious for the beach tourism marketers and hospitality service providers to know, whether these offering are sufficient to provide desired satisfaction and memorable experience to tourists; and is there any need for offering newer or lesser known existing products through diversification initiative to mass or selected tourist segments. Because, actual visitation resulted mostly from a match between tourist preferences and product offerings of respective destination (Dwyer and Kim 2003). Hence, to reveal the answer of these questions, the authors conducted in-depth interviews with both the tourists and beach tourism managers and marketers.

The authors arranged face to face in-depth interviews with thirty (30) tourists (interviewee 1–30) and ten (10) tourism and hospitality service providers and managers (interviewee 31–40) at Cox's Bazar and Kuakata sea beaches. Findings reveal that, although most of the tourists are satisfied with the core products offered at those beaches; but they expect more from these beach destinations as in many instances, they tend to know about additional attractions (i.e. Burmese markets, Rakhaine markets, dry fish processing zone, salt processing field etc.) only after going to those beaches. This perhaps resulted from poor promotional measures undertaken by our NTO and respective destination managers; which is a key to success for our destinations (Pramanik and Rakib 2020a). Besides, there are other sea beaches in the country and the type of tourism products and services Cox's Bazar and Kuakata beaches can offer compared to those can be diversified.

About the present tourism products and services offered at Cox's Bazar and Kuakata sea beaches, some of the interviewee (tourist) stated that:

> I came here to enjoy the sea, sun, wind, sand and calmness. I'm satisfied as I got here what I came for. But I'm disturbed as many hotels and restaurants are deceiving the tourists through charging unnecessarily higher prices; even the battery-run electric three-wheelers charging unreasonably higher prices at the opportunity of my lack of knowledge about nearby attractions. These services should be regulated. Besides, sufficient information (where to go, how to go, what to see, estimated cost of going etc.) on nearby attractions other than the beach such as Burmese markets, pickles and clothes; dry fish market and processing zone; salt processing fields beside the Marine drive etc. should be circulated among the tourists roaming around the beach, so that the beach tourists can enjoy these additional attractions *(Interviwee#27)*.

> I came here to enjoy the natural beauty of the beach and planned to spend at least three nights at Cox's Bazar. But, after spending first night, it seems unwise to me to spend the second and third night just for enjoying the beauty of the beach! While searching for information on nearby attractions just beyond this lovely beach at my hotel's help desk, I found Cox's Bazaar has a lot to offer me such as street food, traditional cultural show, local music performance, fish museum, beach friendly eco resorts, beach concerts, adjacent souvenir shops, Burmese markets, marine drive linking the hills and sea, and so on. However, some additional products could have been made available here like self-driven car rental services,

ox cart tour of the village, participation in the traditional way of preparing rice or rice flattening observation, participation in the cooking of sea fish and food etc. *(Interviwee#16).*

As Kuakata sea beach is still a far cry from other developed tourist spots like Cox's bazar or Sajek valley, comfortable transportation, luxurious accommodation and multi-cuisine restaurants are not available here. However, if you can sacrifice a little comfort, you can visit nearby attractions close to this beach such as zero point, Gangamotir char enriched with red crabs, Rakhine village, eco-park, lembur or lebur char, Hilsha park, market of Rakhine women etc. which very few of the tourists know and planned to visit. Moreover, arrangement for experiencing village life, traditional farming, traditional gastronomy, weaving of Rakhine cloths, and visit to fishermen village etc. could have been offered to both urban as well as foreign tourists along with the sunrise and sunset view of Kuakata *(Interviwee#1).*

In response to tourists' demand for newer and diversified beach tourism products and services at Cox's Bazar and Kuakata sea beaches, some of the interviewee (destination manager and service provider) stated that:

We do believe beaches are key to Bangladesh tourism industry. About 60–70 percent of the domestic tourists and thousands of foreign tourists visit Cox's Bazar, Saint Martin's, and Kuakata every year. We treat our tourist as if they are the host. We are increasingly devoted our effort to promote our traditional foods, costumes, handicrafts, and ethnic cultures to tourists visiting our beaches *(Interviwee#33).*

As per tourists' demand, as tour operator, we are offering group and customized tour packages to tourists. Beside mass beach tourism products like arrangement for bathing, swimming, jet skiing to enjoy the natural beauty of sea, sand and sun; we are planning to offer niche products like spending a night at the fishermen's village, on the spot dining facilities of traditionally made foods, fishing facilities, working on and watching dry fish processing etc. at Cox's Bazar, Sonadia, Saint Martin's, and Kuakata *(Interviwee#37).*

In-depth interviews, hence, revealed that beach tourists demand something more and something new or different offering, with which they are not familiar. Besides, our beach tourism destinations have unexploited resources, competencies and attractions which can be better used for attracting new tourist segments and maximizing the satisfaction of existing tourists. This reflects the need for products and services offer diversification in our beaches. Because, the core theme of diversification reflects a company or destination attending a new customer, product, competency and/or business environment (Agarwal 2002; Ansoff 1965; Farmaki 2011; Godfrey and Clarke 2000; Johnson et al. 2008).

Product and Service Diversification for Beach Tourism in Bangladesh

The concept of diversification actually originated in a corporate company environment, but equally applicable to a destination setting. From a marketing viewpoint, diversification simply means offering new product to new customer (Ansoff 1965). But from a tourism point of view, in broader terms, diversification means offering

primary tourism products to significantly different customers as well as offering tourism products through linking-combining complementary tourism products with primary one (Benur and Bramwell 2015). It involves presenting more varied products that can add value to present tourists by augmenting their experiences, or magnetizing diverse types of tourists who might not visited the destination otherwise (Moraru 2011). Hence, diversification reflects a company or destination attending new customers, offering a new product, using a new competency and/or gaining access to a new business environment.

Tourism product and service diversification is a complex task. Diversification attempt can cover developing various forms of tourism: mass tourism, special interest tourism, alternative tourism, and/or niche tourism etc. Diversification of beach tourism product and service tends to be even more complex from a Bangladesh perspective, as overlapping of diverse forms of tourism is common at different destinations. This study adopts tourism product concentration and diversification framework of Benur and Bramwell (2015) to develop a framework for beach tourism product and service offer diversification in Bangladesh. Although the conceptual framework presented by Benur and Bramwell (2015) identified primary tourism product concentration and diversification options, however, by applying some modifications and eliminations in the framework to fit the present study context, the authors used it to construct a general framework of beach tourism product and service offer diversification in Bangladesh.

The above framework for beach tourism product/service diversification in Fig. 6.2 consist of three main components namely tourism product supply, tourism product features and processes, and tourist demand and product use. Each of these components is connected with each other by two-way arrows, reflecting their reciprocal and mutually inclusive relationship. The tourism product supply component, presented on the left side of Fig. 6.2, denotes the market offerings (see also Fig. 6.1) that the beach has to offer to tourists, which is influenced by a wide range of factors. Besides the natural associations of the beach and the physical, environmental, socioeconomic and cultural features; decisions of competitive business about offered beach tourism products and services; responses of the local community to tourism development; reactions of other stakeholders' to tourism and its possible impact on them; as well as policies and planning relating to tourism administration developed by NTOs, DMOs and other service providers like BPC, BTB, MoCAT, tour operator association, hotel-motel owners association etc. shaped tourism product supply at the beach (Benur and Bramwell 2015; Bramwell and Lane 2011; Dwyer and Kim 2003; Ritchie and Crouch 2003).

The demand for and use of beach tourism product, presented on the right side of Fig. 6.2, reflects a match between what the tourists want and what the destination offered. Tourists demand is influenced by their respective personality, travel motive, previous experience, expectations, and destination's image (Benur and Bramwell 2015; Pearce 2014). Tourists' use of offered product and services results in actual visitation, positive experience, and satisfaction only when it matches with tourists demand (Dwyer and Kim 2003). Tourists also express their deprivation as well as their need for newer or complementary product and service offering through
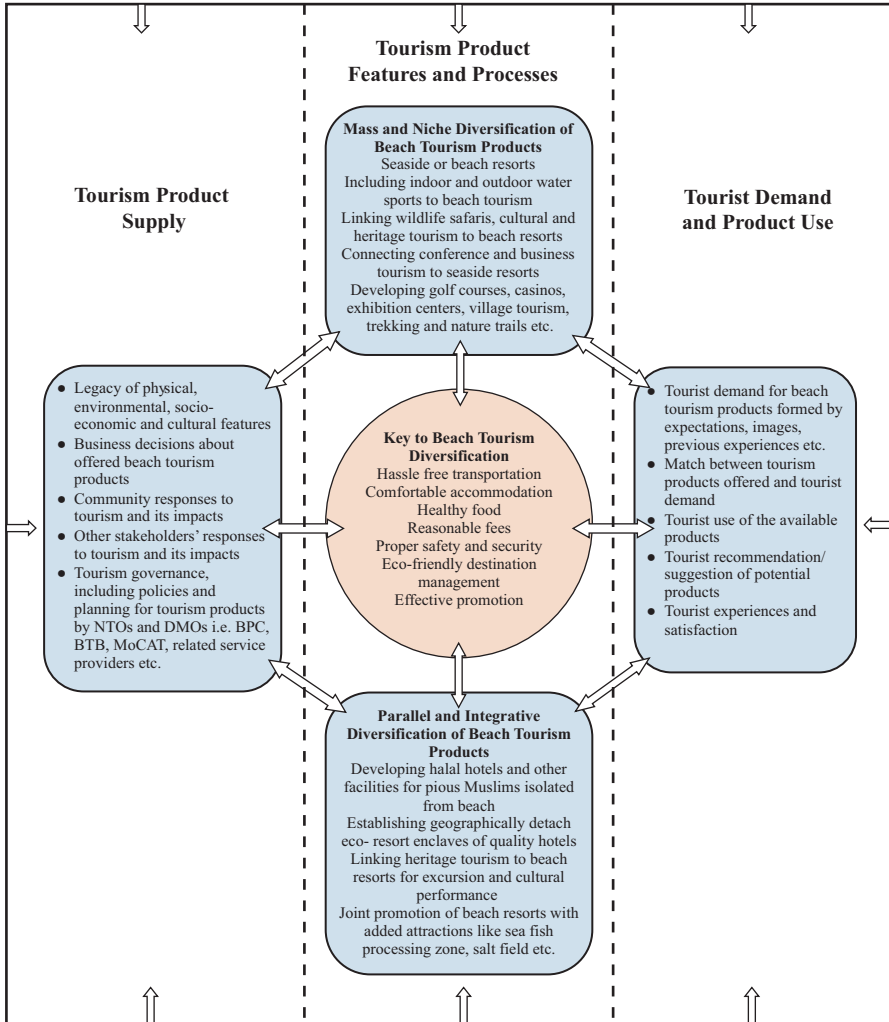
Fig. 6.2 Conceptual framework for beach tourism product/service diversification in Bangladesh. (Source: Developed by the authors based on the framework proposed by Benur and Bramwell 2015)

suggestions; leading the destination managers and service providers to undertake diversification initiatives.

At the middle part of our framework (Fig. 6.2), product features and processes related to beach tourism are presented. This inner part is connected with both the supply and demand part through two-way arrows. Although this part has many allied processes and components, for simplification of the framework and to better fit the present chapter context, the authors dropped concentration focus as well as spatial and thematic synergy components from the original framework of Benur and Bramwell (2015); hence focusing primarily on the diversification options. Product

and service diversification in beaches can take the form of mass, niche, parallel as well as integrative diversification which the tourists expect in beaches. Beach tourism as a resort based destination create the opportunity to offer the seaside or beach resorts itself as mass tourism product through designing standardized as well as customized packages for the general tourists. Besides this, coastal or beach resorts can include indoor and outdoor activities and sports to design a new package for the mass tourist (Benur and Bramwell 2015). Diversification can also include developing totally new products in addition to combining mass tourism products to niche tourism products in beaches to satisfy selective tourist segments through offering alternative as well as special interest tourism like linking wildlife safaris, cultural and heritage tourism to beach resorts; connecting conference and business tourism to seaside resorts; developing golf courses, casinos, exhibition centers, village tourism, traditional food tourism, trekking and nature trails etc. (Agarwal 2002; Bramwell 2004; Derret 2001; Doswell 1997; Farmaki 2011; Spilanis and Vayanni 2004; Wearing 2001; Weaver 2001). Diversification of beach tourism can also be done as parallel diversification- by offering primary tourism products to significantly different customers; such as developing halal hotels and other facilities for pious Muslims isolated from beach or establishing geographically detach eco- resort enclaves of premium hotels (Benur and Bramwell 2015; Jafari and Scott 2014). Integrative diversification can be initiated by offering tourism products through linking- combining complementary tourism products with primary one; such as linking heritage tourism to beach resorts for excursion and cultural performance (Ashworth and Tunbridge 2005; Benur and Bramwell 2015) or jointly promoting beach resorts with added attractions like sea fish processing zone, salt field, antique shops, handicraft markets, delicacy of street sea foods etc. However, the approach used by the authors in developing this framework argues that any of the components in this framework should not be viewed in isolation or as the other extreme of a spectrum and must be viewed as having inseparable relationship. Every components are interconnected with each other reflected by the two-way arrows.

Benefits and Risks of Beach Product and Service Diversification

Diversification of beach tourism offers a number of benefits. Diversification tenders multiple activities and experiences to tourists leading to enhanced destination image (Farmaki 2011). It also helps in extending the tourism season, reducing seasonal risks, increasing productivity, reducing the overall costs and increasing profits; that ultimately direct to enhanced destination competitiveness. Furthermore, diversification through presenting new products to harmonize the traditional mass tourism products and services at the beaches can provide better opportunity of offering more customized products to tourists, leading to increased strategic flexibility of the beaches in meeting their varied tastes and demand (Benur and Bramwell 2015). Product and service offer diversification can also encourage developing special interest as well as alternative tourism products around our beaches like fishing, bird

watching, trekking, photography etc. that have lesser negative social and environmental impacts as these offerings satisfy the need of often fewer but specialized tourists segments and reduce the burden of over tourism; leading to even more sustainability of destinations (Bramwell 2004; Cortes et al. 2007; Derret 2001; Doswell 1997; Eadington and Smith 1992; Pramanik and Rakib 2020b; Wearing 2001). It can also ensure better exploitation of unused sea and seaside coastal resources, along with increased attention of stakeholders devoted towards better management of maritime environment (Orams 2003). And lastly, the over-dependence of many of our mature beaches like Cox's Bazar and Saint Martin's on tour agents and operators can be reduced through diversification, as different segments can be offered with different products.

However, beach tourism product diversification is not out of risks and challenges as on an average, 50% of the diversification shots do not get success (Very 1991). The numbers of natural beaches we have are very few but the numbers of tourists visiting those beaches are enormous. As environmental management to tackle the negative impact of climate change is a prerequisite to beach product diversification, thus the management of beach and beachside coastal and maritime resources to improve environmental quality is always a challenging task. Diversification often involves greater allocation of resources to diversified attractions which require high investment and increased maintenance costs, leading to inflamed access fee for the tourists (Orams 2003). Diversification through offering newer or repositioned products can water down the distinctive image realized through specialization, result in the creation of confusion regarding the image of the destination in the mind of tourists (Glaesser 2003). Besides, beach based tourism product diversification can create clash among incompatible activities at and around the beach such as beach football players will fight with sun-bathers who tend to use the same beach section.

Conclusion, Recommendations and Directions for Future Research

This study proposes a framework for beach tourism product and service diversification in Bangladesh which is first of its kind from this country's perspective. The authors used qualitative approach in developing the framework, which can be hardened in future by incorporating observations through applying some quantitative approaches. Besides there is also scope for further research on how the components presented on the framework interact with each other on different situations. Moreover, it is suggested that research could be carried out to assess whether these diversification options presented throughout this chapter can contribute in ensuring loyalty towards our beaches.

Diversification must incorporate development of quality tourism at and around the beaches rather than quantity of offerings in order to attract quality tourists as well as make the diversification initiative more sustainable. Focus should also be

given on the cost of diversification so that it cannot surpass the value generated from diversified offerings and tourists feel such initiative as worthy of their money spent. Besides, beach nourishment initiatives should be taken by the NTOs and destination managers which not only ensure sustainability of beach tourism, but also foster the process of diversification. Clearly expressed policies and planning for beach tourism diversification must come from government administrative authorities i.e. BPC, BTB, MoCAT etc. and implemented through cautious coordination with local destination managers and service providers. Above all, to be successful, diversified offerings must be promoted to present and prospective tourists by all possible means with special attention on social media promotion.

In recent years, product diversification gets more attention from the policy planners, destination managers and tourism and hospitality scholars for minimizing the impacts of traditional mass tourism. From Bangladesh perspective, beach tourism is the maximum tourists generating tourism type the country offers. Cox's Bazar and Kuakata as two of the mostly visited beaches of Bangladesh should therefore devote considerable attention and resources in diversifying their product and service offerings to better match the changing needs of ever more conscious tourists.

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Chapter 7
Potentialities and Obstructions of Exclusive Tourism Zone in the Coastal Areas of Bangladesh: A Theoretical Analysis

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Abstract The concept of developing Exclusive Tourism Zone (ETZ) in the coastal areas of Bangladesh hampered in part by lack of empirical evidence on potentialities and impediments. The existing literature procured attention to identify economic potentiality, national strategies and administrative barriers of tourist industry while the possibilities and hurdles of ETZ at more localized form remained unexplored. In light of the situation, the present paper aimed to explore the prospects and challenges of introducing ETZ particularly in the Chittagong coast (Cox's Bazar, Patenga and Teknaf) with the influence of local factors. We adopted a bottom-up approach through seizing perception from the ground by following both qualitative and quantitative methods. The semi-structured questionnaire, in-depth interviews, and FGDs have conducted for primary data collection. Local people, tourist, and stakeholders involved in tourist business considered as significant respondents for the study. During the survey, purposive sampling and 'quota control' techniques have followed to choose respondents size and category. However, evaluation of the survey findings along with SWOT analysis not only revealed opportunities of ETZ but also reflected influential local factors and embedded social views/thoughts as a challenge in launching the project in the coast. We believe, the paper will significantly contribute to robust decision making and forming guidelines for the thriving tourist industry.

Keywords Tourism · Exclusive · Zoning · Bangladesh · Development

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Introduction

Bangladesh embraces an excellent potentiality for tourism industry especially in developing "Exclusive Tourism Zone". The major purpose of "Exclusive Tourism Zone" (ETZ) is to provide various facilities in tourist spots and to attract mainly foreign tourists (Bhowmik 2013). Exclusive tourism emerged as a new concept of sustainable tourism which ensures social and economic benefits to the local community and wide segments of the society. In that type of tourism, spot entrance is restricted rather a professional tourist. Several amusement facilities are provided for the tourists including sunbath, casino, night club/Bar, sexual freedom, etc. Goa of India, Mauritius of Africa and Bali of Indonesia are these types of the tourist zone. Generally, ETZ is considered a highly profitable sector with direct or indirect influence on overall economic growth. Development of employment opportunities, improvement in transport and communication, infrastructural growth, procuring foreign currency friendly relationship with other countries, expansion of small and medium enterprises, cultural exchange are potential benefits of ETZ. The debate also raises as the concept may contradict or hurt local religious values, social and cultural norms, impede income of the poor community, and enhance environmental threats. Hence, for establishing a flourishing tourist industry, it is indispensable to understand the potentialities, confronts of forming ETZ from the bottom up. However, most of the studies relevant to tourism concentrated to tourist attractions (Afroz and Hasanuzzaman 2012), economic benefits (Habib et al. 2019; Afroz and Mahmud 2017; Sultana 2016; Das and Chakraborty 2012), source of foreign currency earning (Alauddin et al. 2014), employment opportunities (Rahman 2012) institutional necessities, administrative limitation and drawbacks of tourism industry (Jahan and Amin 2014). Few papers also analyzed the problem and prospects of environmentally sustainable tourism (Kalam and Hossen 2018) and ecotourism (Afroz and Mahmud 2017) though the assessment of ETZ potentiality and challenges remained unexplored. In consideration of the situation, the viability of establishing ETZ in the coastal areas of Bangladesh through measuring potentiality and challenges has been evaluated in the present chapter. Along with the theoretical analysis, the discussion also explored the opinion of locale inhabitants about establishing ETZ in three well-visited tourist places. The aim of this research is to understand the potentialities and challenges of forming ETZ in the coast of Bangladesh. However, specific objectives include: first, to explore the opinion of the local inhabitants to establish ETZ; second, to understand the opportunities and challenges of developing ETZ in the coastal area; and finally, to compose a theoretical analysis on the feasibility of ETZ through SWOT.

Methodology

From the study areas information has been collected by questionnaire survey, in-depth interviews, and FGDs. In the case of selecting individuals for the survey, respondents selected randomly from research areas by following a simple random sampling method. For determining sample size, respondents' categories and sampling strategy non-probabilistic sampling method (purposive sampling) were applied. By intense observation, the authors decided three categories of respondents as most potential groups for conducting interviews namely, local people, tourists and hotel and shop owners. Out of 300 total respondents, 100 were local people, 100 were tourist and 100 interviewees were hotel and shop owners (Quota sampling). Again, for the distribution of the sample in three study areas researcher approached judgmental sampling. Focusing on this an observational survey conducted on the presence of respondent and the area of the beach. Cox's Bazar experiences more tourists than in the other two areas. In the last few decades, tourism conveyed huge socio-economic and infrastructural development in the area. So, a greater portion of the sample (150 respondents out of 300) size was distributed to Cox's Bazar. Contrary, Patenga, and Teknaf are backward places in terms of tourist visits, facilities and total tourist flows. Hence, individually for each of these, 75 samples have been selected purposively. Survey data has been analyzed in SPSS software and information collected by FGD has been analyzed through Grounded theory method (Kitchen and Tate 2000).

Bottom-Up Perception to Establish Exclusive Tourism Zone

The ETZ is very new concept for most of the people. They are oblivious concerning ETZ, it's forming criteria, financial boundary, facilities must be provided, foreign tourist handling capacity, etc. Majority respondents (75%) lack the idea of ETZ and those who heard of it have delusions. More than half of the respondents are against establishing ETZ involving mainly local people (18.7%) and hotel and shop owners (19%) (Table 7.1). ETZ provides facilities based on mainly foreign tourist. Hence, local inhabitants, hotel and shop owners, small and medium enterprises are dreaded of losing their business, livelihoods and dropping profits by the financial inability to stay in ETZ margin. They opined 'open' tourist spots convey more access and

Table 7.1 Perception of ETZ establishment in three tourist areas

Respondents	Agree (person)	(%)	Disagree (person)	(%)
Local people	44	14.7	56	18.7
Tourist	54	18	46	15.3
Hotel and shop owner	43	14.3	57	19
Total	141	47	159	57

Source: Field Survey

opportunities for income than restricted 'high profile tourist zone'. As ETZ stick to demand and interest of foreign tourist, middle-class people currently contributing most to the growth and expansion of the tourism industry could be demoted. In an in-depth interviews' tourists opined that natural beauty, freshness, purity, and appeals of sites will probably grow lower because of too much infrastructure, the artificial glow of light, alcohol, casino, sexual freedom harm traditional culture and religious values. Sometimes, ETZ may limit their access in desirable places for boundary and financial constraints which could lead towards 'internal conflict' and 'conflict of interest' among stakeholders.

Contrary, nearly half (47%) of the respondents supported the concept of ETZ by envisaging more foreign currency, new possibilities of employment, infrastructural development, and healthier earnings and overall economic growth (Table 7.1). Most of the tourist are in favor of ETZ. They opined that access and amusement facilities of ETZ should be open which will be enjoyed by personal choice to satisfy recreational purposes.

Recently, Patenga and Cox's Bazar enjoy enormous domestic visitors from the lower, middle and upper-middle class. In consideration of individual interest profile of each zone portrayed the different scenario of ETZ. More than half (53.3%) of the respondents of Patenga with a great majority from local inhabitants (37%), hotel and shop keepers (40%) weigh up tourist reduction than usual flow by ETZ. (Fig. 7.1). Similarly, the local occupants (36.9%) and hotel owners, shop keepers of Cox's Bazar opposed for establishing ETZ. However, nearly 40% tourist are of both areas supported ETZ formation (38.7%) deeming enhanced tourist facilities, improved securities, infrastructural development and economic accomplishment of the country.

In contrast, local occupants, hotel and shopkeepers of Teknaf expressed high interest (64%) regarding ETZ (Fig. 7.1). Teknaf has the intense potentiality of flourishing as tourist hot spot though remoteness, lower publicity, weak communication, and infrastructural facilities pull it back. The area has little livelihood opportunities except farming and fishing. Therefore, ETZ will improve infrastructure, income
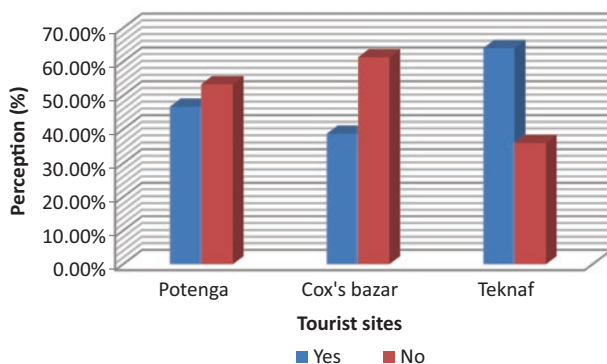
Fig. 7.1 Peoples' perception of establishing ETZ in three areas (Source: Field Survey)

sources, socio-economic condition, and living standard. Accordingly, tourists of Patenga considered the place as "vibrating zone" for ETZ development. As a part of commercial capital, the place enclosed with better communication and transport system, easy and less time-consuming access from inside and outside of the city. People referred ETZ as one of the best parts of the solution to construct job opportunities for the burdened population of the city as well as enjoying more revenues.

Potential Encouraging Effects of Exclusive Tourism Zone

Much of the recent literature on the development of world tourism has been concerned with the impact of tourists on the host community or local environment. Many countries have turned to tourism as the means of raising national income. So, the diverse pressures from tourism and its associated development have begun to affect the local population. In 1980, R. W. Butler postulated a link between tourism development and the attitudes of residents to tourists. As the number of tourists to a region increases, residents who at first were overwhelmingly positive in their attitudes to their guests develop increasing reservations concerning the long-term benefits of the visitors (Ahammed 2010). The reasons may be tourism development leads not only to positive but also has the potential for negative outcomes at the local level. Different recent studies showed that tourism development is usually justified on the basis of economic benefits and challenged on the grounds of social, cultural, or environmental destruction (Afroz and Hasanuzzaman 2012). Furthermore, the economic benefits traditionally associated with tourism development are now being measured against its potential for social disruption. It is generally felt that the impact study and attitudes of residents toward the impacts of tourism are likely to be an important planning and policy consideration for successful development, marketing, and operation of existing and future tourism programs. Hence, the tourism industry's greatest challenge is that of integrating the needs of all stakeholders in a sustainable management plan that reflects the environmental, socio-economic, and cultural dimensions (Ahammed 2010).

Nonetheless, the present section reflects peoples' opinions regarding progressive outcome through developing ETZ in the coastal areas. In response (multiple responses counted) to "why" they support ETZ, the predominant and direct outcome encompassed securing foreign currency. The associated or unified upshots involved employment opportunity, infrastructural development, local economic growth and improvement of living standard, new or innovative business development, rising national and foreign investment, etc. The top five consequences listed by the interviewees followed a logical hierarchy or order (Fig. 7.2) which explains how the outcomes are unified.

Predominantly, eight sectors have considered with possible positive effects of ETZ which have been used in the Likert scale ranges from 1 to 5. Scale 5 indicated the highest positive effects while 1 means the lowest effect area. Eight most highly influenced sectors have been mentioned here on the basis of compiled calculation of
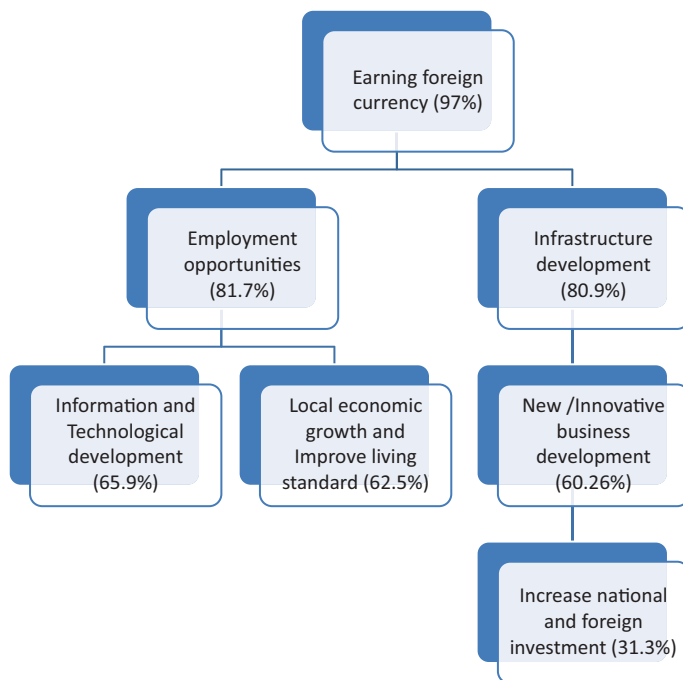
Fig. 7.2 Overall encouraging effects of ETZ (Source: Field Survey)

Table 7.2 Positive effects of ETZ at three zones

Positive effects of ETZ	Patenga (score)	Cox's Bazar (score)	Teknaf (score)
Earning foreign currency	5	5	5
Employment opportunities	5	3	5
Infrastructure development	4	4	5
New/ innovative business development	5	4	4
Information and technological development	3	4	4
Increase national and foreign investment	3	4	4
Cultural exchange	4	3	4
Grow a friendly relationship	3	3	4
Mean score	32/8 = 4.0	30/8 = 3.75	35/8 = 4.37

Source: Field Survey)

three zones (Table 7.2). During calculation fractions omitted to keep it simple and aligned with the scale.

The mean score of Teknaf (4.37) represented high impact followed by Patenga (4.0) respectively (Table 7.2). The score reflects the analogous result with the interest of the local inhabitants in forming ETZ mentioned earlier. Since Cox's Bazar particularly experiences huge tourist flow, people expressed comparatively low interest regarding ETZ. Therefore, the mean on the potentiality for this location

became lower. From the last few decades, tourism has lured immense transformation of the area. Local communities are seemed to be benefited from the tourist industry and its economy is lively compared to the remaining two areas. Though the number of visitors is comparatively lower at Patenga and Teknaf, hoper believes that it will rise up after constructing ETZ.

Nevertheless, The industrial policy of 1999 determined the sector as 'thrust sector' considering its steady growth and sustainable development (Bhowmik 2013). Very recently World Travel and Tourism Council's Bangladesh Country Report 2010 forecasted that the contribution of Travel & Tourism (TT) to Gross Domestic Product (GDP) is expected to rise from 3.9% to 4.1% by 2020 (ibid). Experts supposed that tourism-friendly projects will boost foreign exchange which could have been a stand for the second or third position of the national economy. Tourism is also considered to be an effective source of income and employment. The contribution of the TTE to employment is expected to rise from 3.1% of total employment to 3.2% of total employment by 2020 (Bhowmik 2013).

Employment opportunities are expected to be produced relating infrastructure development, service sector, recreational center, trade and commerce, shopping, transport, and information service company, etc. (Box 7.1). As a part of infrastructure, accommodation (hotels, motels, rest house, tourist lodge), restaurants having both local, national and foreign famous food, leisure and recreational center (park, picnic spot, casino, night club, bar), shopping and market place representing traditional cloths and other handmade crafts will be formed. Accompanied by employment opportunities, ETZ also stimulates infrastructure development (Fig. 7.2). As consequences, nearly two-third people deemed that progress would touch information and technology, local economy and living standard, convey new or innovative business. All these conditions would assemble a positive feedback loop to welcome national and foreign investment for further development projects.

However, to offer a safe and sound journey to the travelers regional and national transport network will also be extended. Better transport network will upsurge

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Box 7.1: Employment Opportunities Related to the Tourism Industry
Interviewees responded positively about employment opportunities and tourism growth. ETZ possibly increase new job sectors for different people, student to labor, educated to illiterate persons through restaurants for food supply, assistant for hotel, motel, and guest houses, tour operators and guide houses, construction workers/ day labor, etc. Many local people including students are now working as tourist guides in Cox's Bazar, doing shell business, rent-a-car business, land business, opening the departmental store, small shop, jewelry shop, the business of handmade materials, cloths, etc. The advancement of the tourism industry in Cox's Bazar in the last few decades has increased peoples' income and job opportunities (Source: Focus Group Discussion with local people and In-depth interviews with hotel and shop owners at Cox's Bazar).

vehicles flow and their services in all ways viz. air, water, and railways, amplify small and medium business based on market and service, electronics service, supply of goods and commodities, agricultural products, fishing and farming goods, dairy farm, domestic farming, production of local goods, etc. To satisfy tourist demand in the coastal areas particularly in Cox's Bazar and Teknaf, seafood, sea fish, dry fish, local food items, shrimp farming became very popular and profitable business for last two decades. Furthermore, to support the demand for foreign and domestic visitors' information centers will be established locally and nationally. The national-level information center will expose tourist attractions of the whole country, their location, route or transport network and will keep a database containing all information about tourist incoming and out-going, origin, visited time, place, etc. Various private information centers will provide information about existing service and packages of the different company for all income level people, best ways and the best time for visiting places. Enormous website both public and private will share outstanding pictures and photos of different tourist sites, advertisement of tourist package serving company, govt. and private scheme to facilitate visitors, online buying, tickets service, local tourist information center and other necessary information. All tourist spots and ETZ will contain individual sites providing all data which will be monitored by the government's central database system. New technology and the innovative idea will be thrived by govt., private companies or young generation entrepreneurs to make an easy comfortable visit.

A good number of people assumed that there will be a good exchange of cultures through ETZ. Usually, foreign tourists are seized with the traditional cultures of clothes, foods, music, dance, handicrafts, social norms and values, local transport like rickshaw, autos van, boats, etc. ETZ will integrate local cultures with other cultures to serve visitors highly as well as both cultures will be enriched. This form of cultural exchange, tourist flow will grow new friendly relation, business openings between Bangladesh and other tourist coming countries which will encourage foreign investment. Additionally, in the FGD and in-depth interviews, people identified biodiversity conservation and environmental protection as an effect of ETZ. Due to economic growth and infrastructure development, authority and local stakeholders will be more aware to conserve ecologically critical places, their beauty, and biodiversity. The government will be succeeded to implement the environmentally friendly project and serve or save ecologically critical places with better financial ability and responsive population.

The following Figure (Fig. 7.3) shows the overall theoretical development index in hierarchical stages where earnings from tourism finally lead to the economic development of an area. Added foreign currency and domestic revenues from ETZ directly influence Infrastructure and local socio-cultural conditions. The aftermaths of this development involve microscale improvement (e.g. coastal region development) to macro-scale advancement (national economic development and growth). The stages or hierarchy of development is mostly allied rather isolated. Therefore, theoretically, though it's a hierarchy, practically feedbacks often transpire simultaneously.
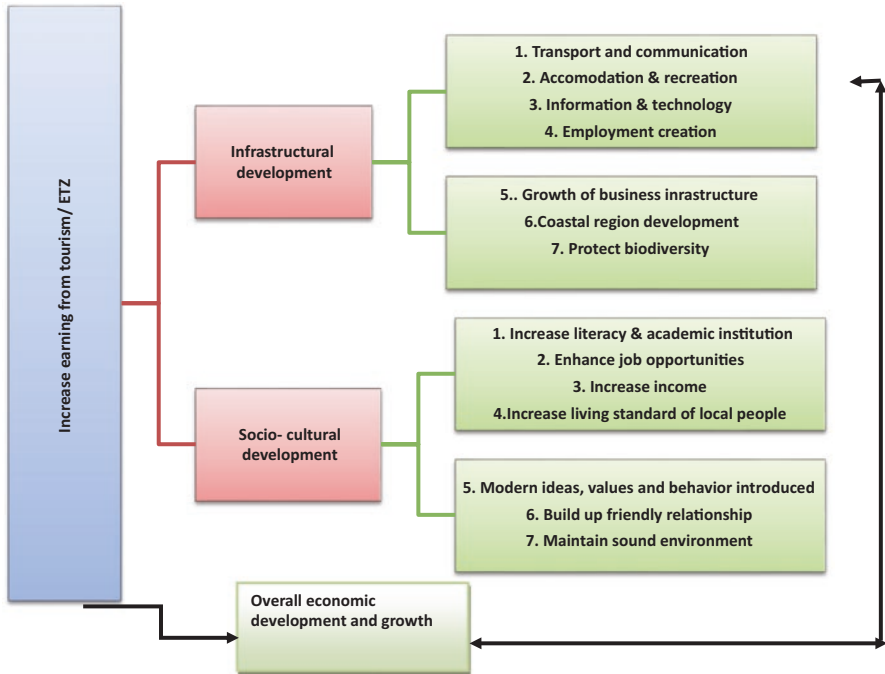
Fig. 7.3 Overall development (hierarchical view) of ETZ (Source: Field Survey)

Table 7.3 Negative impact of ETZ (multiple responses)

Negatively affected items	Scale	Peoples' perception (%)
Religious feelings	5	92
Microbusiness and poor community	4	81.3
Environmental pollution	3	50
Cultural norms and values	2	36
Biodiversity loss	1	15

Source: Field Survey
Scale 5 = Very highly affected, 4 = Highly affected, 3 = Medium effect, 2 = Low effects, 1 = Very low effects

Challenges of Exclusive Tourism Zone

More than half of the respondents identified very few but sturdy challenges to implement ETZ. According to the 'ground perception' ETZ will invite five major concomitants which have been assessed ranging 1–5 scale.

The above (Table 7.3) explains ETZ will be sensitive to the religious feelings of the local people. The recreational facilities of ETZ like a casino, free alcohol, "sexual liberty", night club/bar possibly harm spiritual sentiment. For thousands of years, Bangladesh is a land of many religious followers of Muslims, Hindus,

Box 7.2: Moral Degradation and 'Social Pollution' Will Be an Increase

The respondents told that prostitution, the flow of alcohol, forbidden drugs are already increasing. These could rise unabatedly after forming ETZ. A group of people including hotel owners, brokers, rickshaw pullers and the local women are in a circle to do this prostitution business. Even some hotels are conducting this business using school and college going girls. This is very ominous for tourism in the future. Usually, the tourist's intake of alcohol or drugs during vacation. But the continuous supply of these products may cause harm to young students or overall health of tourism. Drug intake and prostitution may influence one another. And if the demand increases, smuggling will also increase in number. Such social pollution not only degrade local cultures but also hamper long term possibilities of the tourism industry. (Source: Focus Group Discussion with local people at Patenga).

Buddhist, and the Christian religion. Pious people 'obey' some social values strictly. Within the course of time, some attitudes changed for the demand of time and necessity. But, in a developing country like Bangladesh from all religious and social perspective above mentioned cultures or 'fun items' are forbidden and considered as a matter of punishment (Box 7.2). Therefore, 92% of respondents identified it as most challenging to ETZ. In addition to religious concern, people also fretful about 'western behavior', the unknown culture of ETZ, open access to alcohol which will contradict traditional cultural norms and values and impede family tour there (Table 7.3).

More than eighty percent of people (81.3%) pondered that ETZ will injure small and medium enterprise or micro business group and poor community. The poor community also categories within rank according to their vulnerability and intensity of possible loss or threat to loss their earnings (Fig. 7.4).

The hawkers will suffer most due to ETZ. About 41.3% of people supposed that ETZ will limit the access of hawker and ambiguous about the chances to continue business outside the boundary (Fig. 7.4). Often, it is impossible to rehabilitate such groups in the job market because of financial crisis, ignorance or dearth of work experiences. Nearly one third (32.3%) mentioned that launch proprietors are concerned about business loss. Poor carpenter ranked 3 in terms of loss and comparatively lower portion opined about them.

Labor-intensive activities are the utmost easily accessible to jobless poor, illiterate, migrated, marginal people. Nearly one-third respondent opined (32%) that a large number of the labor force will be deprived or lose their daily earnings after forming ETZ. Moreover, half of the interviewees predicted marginal farmer depending only agricultural activities will lose their land and income by demarcating ETZ boundary. For instance, Cox's Bazar is occupied by a rapidly growing number of hotels, restaurants, and tourism facilities.
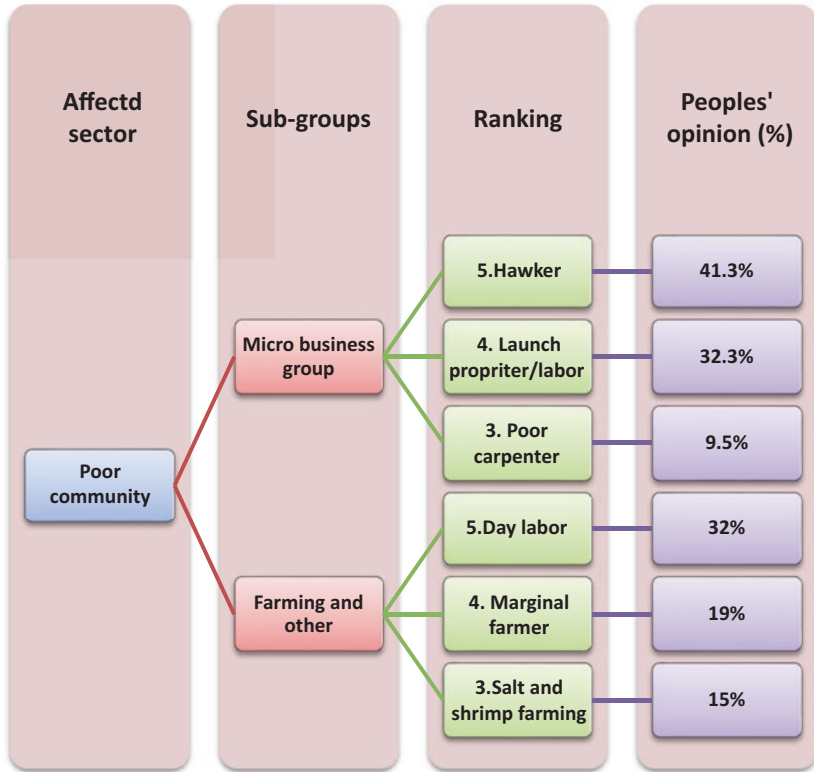
Fig. 7.4 Probability of affected poor community (multiple responses)(Source: Field Survey)

A large number of agricultural lands will be required to acquire from the farmer to set up hotel, resort, motels or recreational center. Being compensated only marginal farmer will lose permanent income without rehabilitation. On top of that, loss of agricultural land will put pressure on crop production and food supply. Also, losses of salt and shrimp farming will take superfluous attention to be considered particularly in Cox's Bazar and Teknaf (Fig. 7.4).

Individually, three tourist zones are Patenga, Cox's Bazar and Teknaf scored 2.6, 4 and 3.4 respectively by total negative ratings in terms of geographical and social, cultural and economic aspects (Table 7.4). The high negative ratings of Cox's Bazar reflect views of local people against ETZ. The contrary, the lowest value (2.6) of Patenga in expressing discouraging effects explain the low level of difficulties in forming ETZ while the impact is moderate for Teknaf. Indeed, the score aligned with geographical and socio-economic hitches of the individual areas.

However, due to geographical distinctions and delicateness of places, extreme tourist volume not only invites money but also environmental problems and threats to tourist attractions. The evidence was found in the survey where half of the interviewees of three tourist zone notify concerning environmental pollution. Recent

Table 7.4 Negative effects of ETZ in individual zone

Negative effects	Patenga (score)	Cox's Bazar (score)	Teknaf (score)
Religious feelings	4	5	4
Microbusiness and poor community	2	4	4
Environmental pollution	3	4	4
Against cultural norms and values	2	3	2
Biodiversity loss	2	4	3
Mean score	13/5 = 2.6	20/5 = 4	17/5 = 3.4

Source: Field survey
Scale 5 = Very highly affected, 4 = Highly affected, 3 = Medium effect, 2 = Low effects, 1 = Very low effects

studies and news reported that overcrowded tourist spots like Patenga, Cox's Bazar and Teknaf are facing environmental threat including beach erosion, the transformation of sandy beach to a muddy place, extinct of shallow sea creatures.

In Cox's Bazar, the hotel boom is transpiring without sewerage and adequate drainage systems which is threatening the health of the sea beaches. Hills are vanishing to construct, accommodations, hotels, restaurant, abolish marshland areas for farming or infrastructure development and new Marine Drive. The troubles exaggerated by huge wastes from visitors. The traveler often leaves out wastage materials, food scraps, plastic packets, containers in the beach areas which almost impossible to clean. Moreover, forests are clearing in Cox's Bazar for tourism enterprises. Hill cutting on a massive scale-up surging landslides and cause biodiversity loss. Hotels built closer to the beach, polluting water and beach environment. Accordingly, coral island- Teknaf encompasses distinct ecological characteristics. Overdevelopment, undue business, and poor management are destroying land and sea ecology of this area. Hence, the Department of Environment (DOE) declared Sonadia Island, St. Martin's Island and the western coastal zone of the Teknaf Peninsula as Ecologically Critical Areas (ECAs) in 1999 which could be a key concern to be cogitated for sustainable ETZ.

Nonetheless, nature, ecology, and biodiversity of tourist spots compel mindful care from all stakeholders to cultivate sustainable exclusive tourist zones. Also, lucrative ETZ largely depends on the satisfaction level and heartfelt invitation of the local community. If marginal population, local farmers, day labor, businessman, inhabitants, service holder, fishing community achieve personal and economic benefits, it will positively contribute on social, cultural, economic and environmental development (Fig. 7.5). Eventually, the tourism industry will flourish with a magnificent contribution to the national economy. The contrary, the opposite scenario may develop if marginal and local community deprived and ecological balance is destroyed.

Therefore, sustainable ETZ should focus on-firstly, benefit of the local community; secondly, all projects must be environment-friendly; thirdly, ensure planned infrastructural development and finally make co-ordination among all stakeholders including all types of administration. Ensuring all these conditions will transfer the theoretical benefits of ETZ into reality and practice.
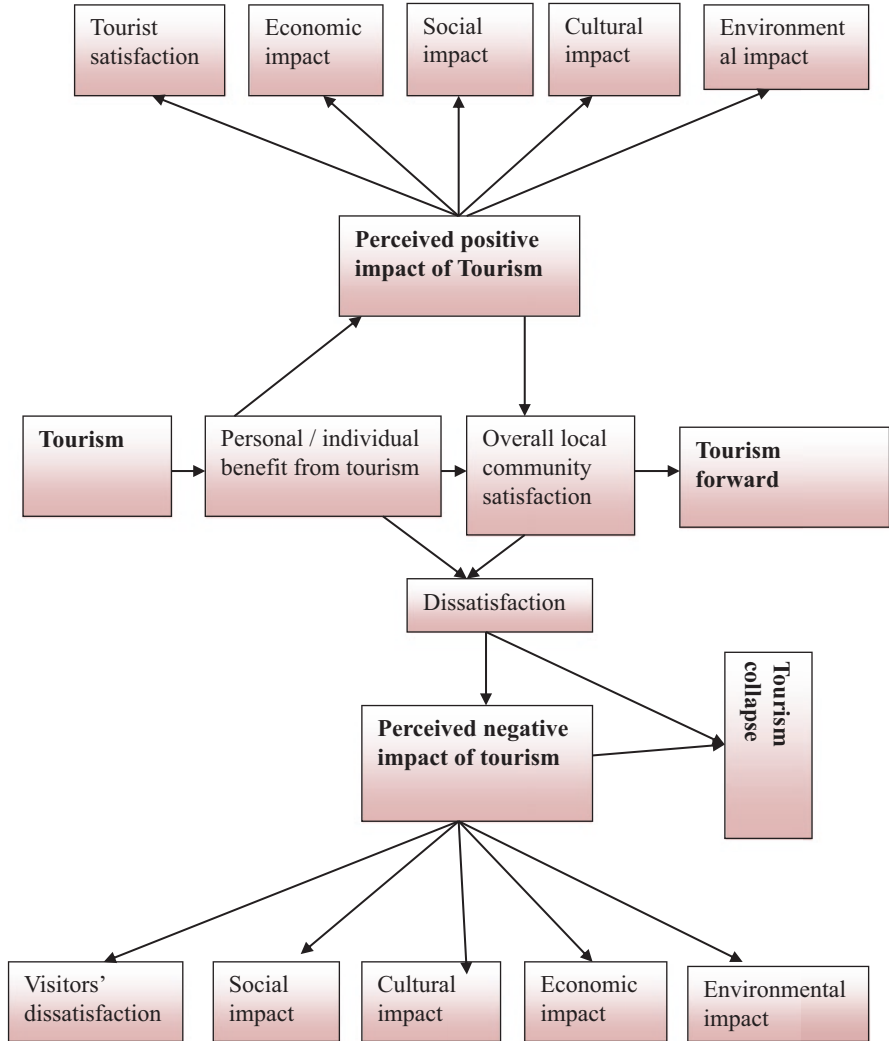
Fig. 7.5 Conceptual/Theoretical framework of possible effects of ETZ (Source: Field Survey)

Disaster Threats to Coastal ETZ

Bangladesh is located at the head of the Bay of Bengal, and the country has a coastline of approximately 710 km. The population of the coastal zone is approximately 35 million. The combined outfall of the Ganges, the Brahmaputra, and the Meghna that rank among major rivers of the world discharges to the Bay of Bengal at the meeting point of east-west and north-south coastlines. A major part of the coastal zone is covered by the deltas of the Ganges and the Meghna where the coastline is oriented along east-west direction. These regions are crisscrossed by a network of

interconnected distributaries and estuaries. The other part is covered by the Chittagong coastal plain bordered by hills, and the coastline is oriented along the north-south direction. The coastal land of Bangladesh is of recent origin formed out of the process of sedimentation. Most parts of the area are, therefore, low lying which can be subject to inundation even under ordinary circumstances of tides. A tidal surge accompanied by a cyclone storm makes the situation alarming which is further exacerbated by the triangular shape of the Bay of Bengal. The wide shallow continental shelf is conducive to amplification of surges causing widespread flooding. Coastal areas of Bangladesh have great potentiality for the tourism industry. In the same way, it is hot spots for numerous natural disasters such as cyclone and storm surge, floods, river-bank erosion, beach erosion, and Tsunami.

Major disaster threats have been identified and scored 1–5 scale. The following Table 7.5 explained that cyclone and storm surge is the most destructive and predominant constraint for ETZ. From the period 1797 to 1991, 59 cyclones hit Bangladesh coast and 33 cyclones with storm surge attacked Chittagong coast, Cox's Bazar and Teknaf. All of these cyclones caused huge death toll and economic losses to these areas. Moreover, as a part of an active fault zone, Bangladesh is vulnerable to an earthquake. North-eastern and Southeastern part including Chittagong coast to Teknaf are prone to earthquake. There are debates on Tsunami vulnerability or risk of Bangladesh just now. Though few specialists supposed that as the country situated nearly Sumatra-Andaman, the origin of many earthquakes, Tsunami may affect in the near future. Devastating Tsunami of 26 December 2004 affected neighbor countries of Bangladesh. Therefore, the possibility of tsunami effects is not out listed. It is assumed that the pathways of the old Brahmaputra River were changed by a great tsunami or earthquake in 1897. Experts expect the return of a huge tsunami or earthquake within a long period of time say, 50 or 100 years. To become more accurate on this issue, further research and data are essential. However, from a non-expert view, respondents of Patenga assigned tsunami risk scale 2, Cox's Bazar 1 and Teknaf zone scale 3.

Coastal people face inundation or flood now and then. Tidal bores also considered as flood in some areas. Coastal embankments in few areas cause water logging or inundation hampering people life and livelihoods. Visitors enlisted flood as threats to ETZ. Patenga may suffer from medium inundation while Cox's Bazar and

Table 7.5 Possibility of disaster threats in three zones

Disasters	Patenga (Scale)	Cox's Bazar (Scale)	Teknaf (Scale)
Cyclone and storm surge	5	5	5
Tsunami	2	1	3
Flood	3	2	2
Desertification	1	2	–
Beach erosion	4	4	4
Mean intensity	3	2.8	2.8

Source: Field Survey
Scale 5 = very high intensity, 4 = high intensity, 3 = medium intensity, 2 = Low, 1 = very low intensity

Teknaf may experience a lower possibility of being flooded. More than half of the respondents identified desertification as a risk (though in low level) in Patenga and Cox's Bazar for deforestation and overexploitation of land, reduced rainfall, excessive use of groundwater while Teknaf remained as an exception. Though jeopardy of desertification is lower in the sites, beach erosion could be a major issue to be concerned. People scaled all sites highly (4) to erosion risk due to pollution, excessive use of beach resources, fragile infrastructure, inadequate management, and protection.

To identify the risk index of each zone, the vulnerability of every hazard/disaster and capacity against them have been calculated. People mentioned some major vulnerabilities for individual disaster and based on perception, they were scored from very high (5) to very low (1). For instance, due to location cyclone is the top-most vulnerability for Patenga (5), Cox's Bazar (5) and Teknaf (5). Similarly, scores for other hazards have been calculated on other vulnerabilities such as location, absence of embankment, insufficient forest, unplanned infrastructure and losses both economic, social and lives due to individual hazard.

For measuring capacities people mentioned eight most important variables like shelter, presence of embankment, green belt (natural and social forestation), early warning system, disaster management activities, organizational setting (govt. private or NGOs), technological advancement and financial capacity. Capacities existing for individual hazard/disaster for every zone have also been calculated by following scores on peoples' opinion. Finally, to identify risk index, the following formula has been used

$$\text{Risk} = \frac{\text{Hazard} \times \text{Vulnerability}}{\text{Capacity}}$$

Therefore,

$$\text{Risk of Patenga, RP} = \frac{\text{Mean score of Hazards} \times \sum \text{mean vulnerability}}{\sum \text{mean capacity}}$$

$$= 3 \times 17.8 / 14.3$$

$$\text{RP} = 3.73$$

$$\text{Risk of Cox's Bazar, RC} = 2.8 \times 17 / 13.8$$

$$\text{RC} = 3.44$$

$$\text{Risk of Teknaf, RT} = 2.8 \times 15.2 / 13$$

$$\text{RT} = 3.3$$

Hence, Patenga portrayed a little bit higher (3.73) risk than Cox's Bazar (3.44) and Teknaf (3.3) and the overall risk curve ranges from medium towards higher for all three areas. Though vulnerability for devastating disasters like cyclones and storm surge are analogous to all areas. Mean intensity of hazard for Patenga is 3

while both Cox's Bazar and Teknaf scored 2.8. Also, the cumulative vulnerability of Patenga is higher (17.8) compare to Cox's Bazar (17) and Teknaf (15.2). Nevertheless, Patenga embraces higher capacity to meet the emergency during a disaster. Interestingly, Cox's Bazar and Teknaf both have similar hazard scores (2.8) though Cox's Bazar is more vulnerable to disaster for infrastructural development, regarding loss and other. In terms of handling a disaster, Cox's Bazar is more capable than Teknaf. Being vulnerable to extreme weather, ETZ requires strong protection including prevention, mitigation, recovery, and responses with disaster-proof technology.

SWOT Analysis of Tourism in Three Tourist Zones

To reveal the competitive advantage and shortcomings of three tourist zones as ETZ, it is necessary to identify strength, weakness, opportunity, and threats which possibly guide further investigation and crafting a plan for the policymakers on the issue. Based on the perception of the respondents, opinion of the experts, information from FGDs and secondary data potentialities and challenges of ETZ of three-zone has been ascertained theoretically through SWOT analysis (Tables 7.6, 7.7, and 7.8).

Conclusion

The purpose of this chapter is to get a platform for ETZ through assessing peoples' perception, reasons for agree or disagree with the future formation, potentialities, and obstructions. As a bottom-up process, the study reveals the losses of marginal groups, socio-cultural, economic and environmental impact. More than half of the interviewees are hostile to ETZ predominantly for two reasons. First, local people and marginal group of are in the fear of losing existing occupation and income. Second, having misconception and delusions to hurt religious and cultural values. Patenga and Cox's Bazar which are already enjoying tourist flow, local people, hotel and shopkeepers of this area are arguing against ETZ. Interestingly, the local people of Teknaf highly (64%) suggest for ETZ establishment. Contrary, tourist of all zones mostly supported to form ETZ. Their "positive thinking" about ETZ was reflected in the overall score of 'effect parameter'. Evidently, the trepidation of losing earnings is stronger than a religious cause in the perception. Though it is imperative to clear the concept and outcomes of ETZ to local people. However, in the perception of earning foreign currency identified as the ground achievement to the positive feedback loop and hierarchy of development. The development consequences involve social, cultural, technological advancement which will lead to sound economic growth and more foreign investment.

Table 7.6 SWOT analysis of Patenga

Strength	Weakness	Opportunity	Threat
>Natural beauty (including mountain, flora and fauna, beach, sun rise, and sunset, etc).	>Poor internal transport system and network.	>Building awareness among tourist, policy maker, and local community.	>Fear of hijacking, terrorist.
>Other tourist attractions nearby areas.	>Traffic jam and unavailable mode of communication.	>Training program to the local community for tourism development.	>Poor administrative coordination. Lack of participation of the local community in policymaking.
>Pollution free air and environment in the beach.	>City pollution.	>Huge campaign to create a positive attitude toward tourism, flourish handicraft and locally made organic food.	>Local communities' fear of land loss.
>Easy access and Location facility (Chittagong port).	>Poor food quality.	>Establishing better transportation system.	>Misinterpretation or misconception about ETZ in local communities.
>Cost-effective transportation facility.	>Lack of good accommodation.	>Making cost-effective accommodation facility.	>Religious feelings, fallacy, and aggressive behavior.
>Good telecommunication network.	>Lack of proper security.	>Increasing strong security system for both inbound and outbound tourists.	>Destroying nature, poor waste management.
>Liberal behavior of local people towards the tourist.	>No recreational center, shopping center.	>Job creation.	
>Regular tourist flow will be found.	>Little facilities available which mean a huge gap between tourist expectation and reality.	>Improvement of living standard of local inhabitants.	
>Employment in tourism has augmented.	>Increasing environmental pollution, beach erosion, pressure on the ecosystem for unplanned development.		
	>No/a few schemes for tourist sites development.		
	>Regularly hit by cyclones and storm surge.		

Source: Field Survey

Table 7.7 SWOT analysis of Cox's Bazar

Strength	Weakness	Opportunities	Threat
>Fascinating natural beauty- longest sea beach of the world, fresh environment, wild waves, other beaches like laboni, kalatoli, inani, etc. near Cox's Bazar, hilly cascade, marine drive, sunrise and sunset.	>Less foreign tourist due to fewer exposure.	>Huge foreign currency and economic growth.	>ETZ could be misinterpreted or create delusion by religious feelings.
>Nearby tourist attractions like Himchari National Park with some remaining hillside semi-evergreen tropical forest. It serves as an excellent retreat for tourists seeking to enjoy scenic natural landscapes, the destination for hike, walk or picnic.	>High cost of accommodation, not reachable for the middle and lower-middle class.	>Tourism industry can be used as a poverty alleviation strategy, new employment sector.	>Threat of hurting traditional or local culture.
>Historical places, cultural heritage, Buddhist temples, Pagodas, etc.	>High cost of the internal transport system.	>Income generating opportunities are feasible through micro and macro business.	>Marginal farmer, shrimp, and salt cultivator could face loss and lead to conflict with authority.
>Good communication through air and roadways.	>Insufficient accommodation in the peak.	>Advancement in technology and communication.	>Political unrest/ excitement.
>Improved internal transport and telecommunication network.	>Unplanned infrastructural development.	>Improved socio-economic condition enhances literacy rate and academic institution.	>Terrorism, fear of abduction of tourist by criminals.
>Better accommodation facilities than the other two areas.	>Poor drainage and sewerage system.	>Potentiality to be a tourist town through proper planning, management, and implementation.	>Reduction of open water bodies, open space.
>Diversified food including local and foreign diet, dry and sea fish.	>Inadequate and lack distinctive shopping centers.	>By attracting a large amount of foreign tourist, huge foreign investment is possible.	>Unplanned growth, infrastructure may collapse due to earthquake or tsunami.

Table 7.7   (continued)

Strength	Weakness	Opportunities	Threat
>Handmade materials, Rakhine stalls, shopping centers.	>Lack of variation in recreation.	>Develop friendly relation with other countries.	>Impacts of climate change viz. salinity intrusion, freshwater unavailability, groundwater depletion.
>Friendly relationship between local people and tourist.	>Poor administrative management.	>Still now Cox's Bazar is most visited place throughout the country.	>Drainage and sewerage deficiencies are threatening the health of sea beaches.
>New job opportunities are created.	>Tourists are not always environment friendly.	Outbound tourist of this spot may be interested to travel to other places.	>Beach erosion is a concern.
>Huge domestic tourist flow in peak season.	>Experiences beach erosion, extreme cyclone, and storm surge, coastal flood.	>Involvement of private sector e.g. Several sites in Himchari National Park has been managed by the private sector, including the waterfall.	>Hill cutting may boost landslides and marshland areas will be lost for farming or development.
>Young people are involving in tourism-related sectors.	>No preparation for an earthquake or probable tsunami hits.		>Decrease arable land for infrastructural development.
>Advancement in tourist information sharing.	>Marginal and other poor community.		>Little co-ordination among different authority, local community, policymaker.

Source: Field Survey

For sustainable economic growth, small business group and marginal community belong to immense importance in the ETZ formation. If they are an unsatisfied or non-beneficiary group, the result and potentiality will be repulsive. Hence, one of the indicators for successful ETZ and its economic potentiality is measuring reimbursements of the affected community, compare living standards and ensure "fair treatment" in serving benefits.

Nonetheless, inequal distribution of benefits could harm tourism in two ways: aggressive behavior towards ETZ launching and destruction to environmental resource, ecological beauty, and biodiversity. As the coastal areas are sensitive, it is tremendously important to spread the knowledge, and grow "sense of ownership" for those areas to make personal benefit safe and overall economic growth sound.

Table 7.8 SWOT analysis of Teknaf

Strength	Weakness	Opportunities	Threat
>The Teknaf Peninsula is flanked by one barrier island, several kilometers north, and one sedimentary continental island 10 km south - St. Martin's.	>Seasonal tourist flow. The tourism high season extends from December through March, the months of driest weather.	>The Teknaf Game Reserve is found along 24 km of hilly ridges between the Teknaf sea beach and the Naf River watershed. This 11,615- hectare reserve conserves the natural migration of the endangered Asian elephant. It is a means to attract foreign currency.	>Land aggravation by illegal operations for infrastructural development
>St. Martin's is fringed by the only coral reef found in Bangladesh, one of the few coral-algal communities in the world.	>Remoteness of the area.	>Open opportunity for investment; more recreation, and fostering cultural heritage and traditions of the country.	>Possibility of forest destruction.
>The peninsula provides breeding areas for four globally-threatened species of marine turtles. Its inshore water hosts globally threatened marine mammals.	>Underdeveloped internal and external transport system.	>Form ecotourism.	>Around 1.3 million Rohingya refugees
>The area lies along international bird	>Less exposure to the attractions and less attention from authority.	>Conserve endangered, threatened, endemic and rare species of plants and animals.	Migrated to the peninsula from Myanmar in the
MIGRATION flyways, birds remain an important source of biodiversity, with 268 species found on the peninsula. All of these attracts/ encourages nature lovers to explore the mystery of Teknaf.	>Weak telecommunication and information source.	>Facilitate sharing benefits with local communities and key stakeholders.	The 1970s and 1990s, and recently in 2017, causing large-scale conversion of forest to agricultural land, polluting environment, destroying resources.
>the peninsula also pulls beauty seekers for blue sky and sea, outstanding view of sunrise and sunset, fresh air, hill, forest, peace and calm environment.	>Deforestation has occurred on a large scale on the peninsula, with forest extraction an important occupation for many of the illegal settlers.		>Populations have grown by 3% per year, and settlements continue to have an adverse impact on flora and fauna.

Table 7.8 (continued)

Strength	Weakness	Opportunities	Threat
>People enjoy adventurous journey from Cox's to reach Teknaf through waterways.	>No means to waste management		>Tourism is polluting the water and causing erosion on the island.
>Diversified food and fish.	>Tourism vessels are spilling oil causing water pollution.		>Shells and corals are being collected and coral habitat is decreasing.
>Better transport network than before.	>Lower accommodation facilities and security toll.		>Lights on the beach from tourism development is hampering sea turtle nesting
	>Difficult to set up recreational facilities in such ecologically critical zone.		>The rare coral reef is threatened by uncontrolled anchoring and large-scale waste dumping.
	>Using huge groundwater.		>On the risk of salinity intrusion, sea-level rise, groundwater depletion and loss of biodiversity due to climate change.
	>Lack of technical knowledge and assistance to appropriately manage the impacts of tourism on their areas.		
	>Lack of linkage between private and government partners.		
	>Hit regularly by cyclone and storm surges.		

Source: Field Survey

The best way to do this is by applying a participatory method in evaluating environmental/ecological challenges, propose a participatory plan and involve in the management procedure. Also, community participation could be the best part of potential disaster management for ETZ. People in the coastal areas mostly familiar with disasters. They are good survivors in the emergency. So, their knowledge will help to outline prevention plan for ETZ and best ways to the response. On top of that, the participation of local people not only satisfy their self-esteem but also help to make a comprehensive disaster management plan and its effective implementation.

The "SWOT analysis" endeavored to the theoretical explanation of strengths, weakness, opportunities and possible threats for developing environment friendly, sustainable ETZ. This part requires further investigation with measurable

indicators. The concept of ETZ is already applied in other countries with visible economic benefits. These examples can be followed but with mindful and detail scrutinize of the geographical, social, cultural and economic stipulation. If probable downbeats are well-managed, ETZ has the potentiality to be a booming sector for economic growth.

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Part III
Tourism Products and Services in Bangladesh: Consumption Perspective

Chapter 8
Demand Analysis of Tourism and Hospitality Products and Services in Bangladesh

Nazia Akthar and Azizul Hassan

Abstract The growth of tourism depends on the extent to which tourist appreciate offered hospitality by the host country. More generally, it is accepted that tourists are motivated to select destinations and willing to spend their money based on their personality, socio-economic and demographic characteristics and based on what the potential destination has to offer in its store; which combines both external and internal factors of tourism and hospitality in that country. This research proposes a theoretical framework illustrating all these interconnected elements of consumer demand in tourism ecosystem, assuming consumer demand as the main agent in the model. Findings identify the current conditions and perceptions regarding tourism and hospitality in Bangladesh. Findings suggests that tourists coming to visit Bangladesh wish to have good environment, best quality products and services. Then based on the findings some suggestions are proposed to enhance and stimulate consumer demand scenario in Bangladesh. It is expected that the execution of these prescribed initiative can accelerate multifaceted growth in tourism and other related industries creating ripple effect of growth in the whole ecosystem in a sustainable way. This study can help the policy makers to form relevant policies to promote tourism and hospitality industry in Bangladesh.

Keywords Consumer demand · Destination · Tourism · Hospitality · Bangladesh

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Introduction

Tourism is one of the most significant service sectors in the world, having noteworthy impact on the development of a country. This is particularly applicable in case of a developing country with gorgeous, unique and versatile destinations, such as Bangladesh. Bangladesh, regarded as one of the prominent emerging economies of South Asia, has displayed sustainable growth over the past two decades. Bangladesh has an enormous potential for developing tourism as one of its key service industries because of its attractive unadulterated natural beauty (Hassan et al. 2020; Hassan and Kokkranikal 2018; Hassan and Burns 2014). There are many archaeological sites, historic monuments, pristine beaches, grandiose forests and amazing diversity of wildlife (Akter et al. 2017). Tourism in its modern sense is a relatively recent occurrence, which started in the present Bangladesh during the 1960s. Tourists from abroad came to see and enjoy the beaches, the scenic beauty of the landscape covered with lavish greens and the web of rivers, tribal culture, religious rituals, historical places, forests, wild life and hill resorts (Hasan 2006).

According to data provided by CEIC (2020), Bangladesh's tourism revenue reached high of US$ 357 million in December 2018, with a growth rate of 2.6% YoY in Dec 2018. Visitor Arrivals recorded 267,707 people in December, 2018. This robust improvement rate with few exceptions shows high consumer demand in this industry.

According to the Annual Research Report of World Travel & Tourism Council (WTTC) 2020, Contribution of Travel and Tourism to National GDP was total BDTK. 772.7 billion or US$ 9, 113.2 million that is 3.0% of total economy and it denotes growth of 6.8% (WTTC 2020). In 2019 Travel and Tourism supported 185,89,00 jobs, which is 2.9% of total employment of the country. According to World Tourism Organization (UNWTO), international visitor spending was 0.7% of total exports BDTK. 28.3 billion or US$ 333.5 million. In 2019, international tourism exports accounted for 0.4 billion US$ (UNWTO 2020).

The country has experienced increased domestic travel and notable growth in foreign tourist arrivals, fueling demand for hotels in key destinations (Hospitality Net 2015). However, achieving and establishing a competitive position in comparison to neighboring countries is yet to be achieved. This can only be done through proper use of effective marketing plans and a long-term growth strategy, keeping the changing demands of tourists visiting this country in context. Thus, this research suggests a theoretical framework that illustratesing all of the mentioned interconnected elements of consumer demand in tourism ecosystem and brings consumer demand as the central agent of the model.

Tourism Consumers: The Decision Makers and the Decision Making Process

Kandampully (2000) defines tourism as a unique product composite with tangible and intangible services by tourist's experience. The individuals who are interested in these products and services, are willing to purchase, are willing to spend for purchasing and are capable of spending money for the purchase are tourism consumers and/or tourists.

According to Hospitality Net (2015), these travelers visit the country on an average of three to four times a year, with each visit ranging from 2 days to a week. Nevertheless, these visitors do not have much option for choosing the destination because of the obvious nature of their job/occupation. This research specially focuses on the second category when tourists with personal motive, that includes travelling for the purposes of pleasure, relaxation, visits to friends and family, pilgrimages and other related activities (Yousaf et al. 2018). As reported by Hospitality Net (2015), Bangladesh has an underutilized tourism market, which fails to tap into either the international visitors or the domestic consumers. They also identify a rising middle class where nearly one million Bangladeshis travelled abroad in 2014, assumed to not having quality destinations for vacationing in own country. As the country progresses and its rising domestic market seeks quality vacationing options, Hospitality Net (2015) forecasts a robust demand in the leisure segment.

At one end of this scenario, there is increasing needs and wants of tourism activity among people and on the other end, there is this "missed opportunity" to attract these individuals to select Bangladesh as destination, indicates weak links because of which Bangladesh lags behind her competitors as and when the target consumer makes decision of choosing destination.

In the tourists' destination choice, individuals or families with exactly the same socioeconomic and demographic characteristics may choose very different destinations and that final destination choice is not an independent decision, but just last decision of a set of choices influenced by multiple factors that are also determining it (Eugenio-Martin 2003). Do and Shih (2016) examine the relationship among the aspects of travelers' destination decision- making process in selecting a tourism destination, identifies the main factors influencing these aspects and illustrates interrelationship among the factors with a framework.

Putting the findings of this decision tree (Do and Shih 2016) forward, this paper attempts to transfer the findings to consumer demand perspective of tourism and hospitality in Bangladesh with the intention to find the missing pieces of the abovementioned gap in tourism demand in Bangladesh by incorporating findings in literature regarding tourism demand in the country. The outcomes of this model is depicted as following (Fig. 8.1).

Because tourist decision making had always been a central issue to the tourism industry, researchers look for relationships with other sectors of human activities to explain and predict the phenomenon of tourism by taking marketing and tourists' decision making as important factors (Do and Shih 2016). These factors should be

Aspects of Destination Decision	Factors and criteria influencing the decision	
Motivation: Tourists starts looking for a destination being motivated by -	Tourist Characteristics	like occupation, nationality, education, age, income & sex which are Socio- Demographic Criteria and attitude, lifestyle, & culture which are Personality Criteria.
	Destination Characteristics	like its Image, Brand and Environment criteria like – price, facilities, natural beauty, safety, friendliness and weather

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Information Searching: Then they search information about destinations using-	Internal Search	comprising memory and knowledge
	External Search	comprising Word of Mouth from friend, relatives and Co-Workers ,Social Networking Sites such as websites & travel forums and Tourism Intermediate

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Travel Planning: After that they plan the travel that depends on -	Planning Characteristics	as in Travel purpose, Travel Distance and Length of Stay which is planned with the travel agencies, tourism organizations, hotels & other services
	Choice Set	Which is Evaluation of alternatives then take Purchase decision of tourism product/ service

Fig. 8.1 Summary of tourists destination decision making process. (Source: modified by authors from Do and Shih 2016)

taken as standard criteria for decision-making. Then comparing with what Bangladesh is offering or not offering to meet these needs, the gaps within can be identified and address the gaps with specific tourism dimensions, products and services, policies and other marketing initiatives; to attract, serve and satisfy more tourists.

There Is Pre-existing, Innate Needs for Tour and Travelling in the Form of Relaxation, Recreation, Excitement, Learning, Curiosity, Experience etc.

Like any other human endeavor, the root of consumer demand in tourism and hospitality lies in an innate, preexisting factor: Human Needs. "A human need is a state of felt deprivation. Included are the basic physical needs for food, clothing, warmth, and safety, as well as social needs for belonging, affection, fun, and relaxation. There are esteem needs for prestige, recognition, and fame, and individual needs for knowledge and self-expression. Marketers did not invent these needs, but they are part of the human makeup" (Kotler et al. 2017: p. 31). Needs are the basic human requirements…which also include strong needs for recreation, education, and entertainment (Kotler and Keller 2015). Understanding the forces behind tourist travel motivation and behaviors could help service providers to augment and adjust their

offers to become more appealing to and hit the right notes for target tourists (Yousaf et al. 2018).

Needs directly leads to tourism wants and demands. Maslow's (1943) five-level hierarchy of needs helps clarify travellers' diverse motivations and thereby explain tourists' travel behaviors. Based on this theory, Pearce (2012) proposed the TCL model, which lists five travel motivations associated with relaxation- restful time alone & freshness; safety & security through wellbeing; developing relationship through bonding& emotional attachment with friends and family; self-esteem and development through enhancing skills, hobbies, proficiencies and expertise; or fulfilment. Another widely accepted framework in tourism research is the push and pull theory of motivation; proposed by Dann (1977) depicts that, tourists and/or travelers' motivation to visit particular places or destinations, can be classified as push or pull motivations. Push factors are - longings for rest, recreation, adventure and escape and a desire to transcend the feeling of isolation inherent in contemporary lifestyles. Pull factors are mostly associated with destinations' amenities, for example, service quality, prices and infrastructure. Šimková and Holzner (2014) states that individuals' travel patterns are closely related to psychological patterns, which can be used to examine the factors that motivate people to travel. Todorović and Jovičić (2016) argue that the essential reason for going on tours is that individuals look for a break from their usual schedule and settings that allow them to relax and lessen mental fatigue.

Needs Are Shaped into Wants Through Tourism Products & Services and Dimensions

These needs become wants when directed to specific objects that might satisfy the need. Human needs are anchored to products and services directed by individual's demographic, psychographic, and behavioral differences between them (Kotler and Keller 2015). "Human wants are the form human needs take as they are shaped by culture and individual personality…Wants are described in terms of objectives that will satisfy needs. As a society evolves, the wants of its members expand. As people are exposed to more objectives that arouse their interest and desire, producers try to provide more want-satisfying products and services" (Kotler et al. 2017: pp. 31–32). Al-Masud (2015) further added, Market research seeks to understand the consumer, while product development aims to meet their needs and studying potential customer groups and selecting only certain groups whose needs and wants can be best met with a certain producer's product or service is the best approach to take.

Consumer Demand for Tourism and Hospitality in a Destination (Bangladesh) Is Created

As stated by Kotler and Keller (2015), people have almost unlimited wants, but limited resources. Tourism consumers also, choose products that produce the most satisfaction for their money. When backed by buying power, these wants become demands. "Consumer needs and wants are fulfilled through a market offering: a product that is some combination of tangible, services, information, or experiential components. In the hospitality industry, the intangible products, including customer service and experiences, are more important than the tangible products. Managers of resorts realize that their guests will be leaving with memories of their stay. They try to create experiences that will generate pleasant memories" (Kotler et al. 2017: pp. 31–32).

Geographic perspective defines tourism demand as the total number of persons who travel or wish to travel, and use tourist facilities and services at places away from their places of work or residence (Ruhanen and Cooper 2004). This suggests that tourists are people who travels "away from places of work or residence". Thus, they visit to tourism destination with particular expectations, which trigger demands.

The total market demand for a product or service is the total volume that would be bought by a defined consumer group in a defined geographic area in a defined time period in a defined marketing environment under a defined level and mix of industry marketing effort (Kotler et al. 2017).

Here the "consumer group" represents tourism consumers by whom the demand is generated. "Product or service" can be specified as tourism products and services, for which the demand is created. The "defined Geographic area" is the specific tourist destination or Bangladesh. "Product or service" is the products and services that Bangladesh tourism industry has to offer to potential consumers. "marketing environment" as further defined by Kotler and Keller (2015) infrastructure, demographic environment, economic environment, social- cultural environment, natural environment, technological environment, and political-legal environment of the destination, denotes the dimensions of tourism, determinants of tourism demand in the market.

So, Consumer demand of tourism in Bangladesh includes interrelated elements. To start with, the most important one, the Tourism Consumers, who decides whether to choose Bangladesh as their travel destination or not, and this decision is dependent on products and services offered, dimensions of tourism in the country and other contemporary factors and determinants.

Consumer Demand in Tourism and Hospitality in Bangladesh: The Big Picture

Despite having some common characteristics of developing country like poverty, widespread conflict, extensive political corruption, lack of political and social stability, human resource weakness and economic vulnerability Bangladesh has high potential in attracting tourists. Among the factors those influence tourist's perception in selection of Bangladesh as a destination specially to new visitors include feeling of ambience and experience, international reputation of the visiting place, standardized online services sales processes and service delivery through the Internet etc. (Rahman 2012). According to (Islam 2012), the factors that have fueled tremendous growth of tourism in developing countries are- economic growth, disposable income and leisure time, political stability, aggressive tourism campaigns etc. Murshed (2018) has compared tourism industry in Bangladesh to the "Cinderella" industry because of her unattended development in spite of having immense potential. He has discussed about different determinants of tourism demand in the economy and has pointed out some barriers to the same in case of Bangladesh. He has illustrated/presented a model for tourist demand in Bangladesh as a function of its real fundamentals using economics. Al-Masud (2015) opines that, as other countries who are contemporary to Bangladesh in terms of development and socioeconomic condition, are trying to attract more tourist, Bangladesh should also take initiative to accelerate the positive trend in tourist arrivals and earnings. They have also divided tourism products and services of Bangladesh in to different categories. According to Parvez and Kashem (2018), frequency of travelling in young tourist in Bangladesh is increasing, as they have high interest and leisure time in exploring destination. They have observed a dynamic and different pattern in their demand regarding tourist product and services, length of stay, travelling pattern, amount of expenses. They have suggested some specific tourism products and services for different types of areas. Pirnar et al. (2010) have described the trends in tourism and the "New" tourism profile keeping a consumer in mind who is very new in terms of demand patterns and their reaction and adaptation to the changes in demand side. Moniruzzaman and Abedin (2015) have discussed about the geographical factors influencing tourism, products and services of tourism industries of Bangladesh and some suggestions about what to do to increase consumer demand of tourism in Bangladesh. Do and Shih (2016) identify the process and the main factors influencing a traveler's Destination Decision-Making Process. Six main perspectives and fifteen criteria were brought under three basic dimensions named motivation, information processing and travel planning to illustrate a flow of decision making process. Due to recent technological developments affecting societies and young tourists' behaviors, especially those of Millennials, new needs, resulting into new demands have emerged among them, which need to be addressed to attract young tourists to a destination like Bangladesh (Yousaf et al. 2018). Majumder and Hossain (2011) have highlighted major tourism products of Bangladesh and have categorized them as ecotourism products, archeological

tourism products, historical tourism products, cultural tourism products, recreational tourism products etc. followed by an extensive SWOT analysis of tourism industry of Bangladesh. Parvez and Kashem (2018) explore the attitude, travelling pattern, Preferences and activities and the satisfaction level among the young Bangladeshis toward domestic tourism. Currently, the domestic tourism is increasing in Bangladesh rapidly, in which young tourists are the main contributors, as they have high interest and leisure time in exploring tourist destinations. Furthermore, Because of having more disposable time, low cost carrier, improvement in infrastructure and tourism facilities, exploring of new destinations, easy access to information, travelling is more convenient to them; which is their increasing freedom to travel.

According to Huda et al. (2012), Bangladesh is bestowed with almost all of the dimensions of tourism as: historical tourism, ecotourism, sport tourism, business tourism, entertainment tourism, agri-tourism, culinary tourism, cultural/creative tourism, adventure tourism. Geo-tourism, heritage tourism, medical tourism, nautical tourism, cultural tourism, religious tourism, slum tourism, space tourism, war tourism, wildlife tourism, educational tourism etc.

Liu and Yen (2010) reported that in recent years, the demand for leisure farming has become very evident in local and international tourism market. This type of leisure tourism is categorized by-tourist farm, urban allotment, leisure farm, leisure forest farm, leisure fishery, leisure ranch, cultural activities in agricultural village, leisure fruit farm, tourist tea farm, tourist garden, tourist vegetable farm, educational farm, and holiday farm, cultural and ecotourism in aboriginal areas. Being an agricultural country Bangladesh also has potential of this dimension.

The exploration of tourism and adventure travel, has become popular with young tourists. In the choice of destination of young tourists, the attitudes considered most important are the discovery of new cultures, discovery of new landscapes, contemplation of natural and artistic heritage, contact with local community and contact with nature (Buffa 2015). As the UNWTO's 2016 Annual Report confirmed the importance of youth travel, stating that it "has become one of the fastest-growing segments of international tourism representing more than 23% of tourists travelling internationally each year" (UNWTO 2017: p. 65). Bangladesh can be a perfect destination, if managed with sustainable initiative for these young travelers with numerous "newly explored" and "yet to be explored" tourist spots all over the country (see Table 8.1).

These tourism dimensions in Bangladesh are abundant with unique set of products and services having indigenous specialties. This gives competitive edge to the country for competing in global tour and travel market for attracting domestic and international travelers with emerging demand of authentic and unadulterated tourism destinations.

According to International Recommendations for Tourism Statistics-2008, in relation to the country of reference, there are three basic forms of tourism: "Domestic tourism" (comprises the activities of a resident visitor within the country of reference either as part of a domestic tourism trip or part of an outbound tourism trip); "Inbound tourism" (comprises the activities of a non-resident visitor within the

Table 8.1 Recently explored tourist and traveler destination in different divisions of Bangladesh

Name of destination	District/Union	Division
Liluk Fall	Bandarban	Chattogram
Kewkradong Bat Cave	Bandarban	Chattogram
Jadipai Falls	Bandarban	Chattogram
Giripul Falls & Walking Trails	Khagrachori	Chattogram
Konglakpara Bat Cave	Rangamati	Chattogram
Dhurunty (Ghat)	Sarail, Brahmanbaria	Chattogram
Raza Pahar (Hill)	Nalitabari, Sherpur	Mymensingh
Sirajganj Hard Point (River Point)	Sirajganj	Rajshahi
Shapla Bill (Capital of Water lily)	Uzirpur, Basrisal	Barisal
500 years old Banyan Tree	Dhamrai, Manikganj	Dhaka
150 years old & biggest Mango tree	Horinmari, Thakurgaon	Rangpur
Golok Dham Temple	Saldanga, Panchagarh	Rangpur
Bukbhara Baor	Jessore	Khulna
Baikka bill	Sreemangal	Sylhet
Afiakhum Waterfall	Bandarban	Chattogram
Niladri Lake	Sunamganj	Sylhet
Dilpasha bill	Pabna	Rajshahi
Shashi lodge	Mymensingh	Mymensingh
Madhabpur Lake	Sreemangal	Sylhet
Bichanakandi (waterfall and crystal-clear river)	Gowainghat, Sylhet	Sylhet
Ramrai Dighi (second largest in the ancient water bodies)	Thakurgaon	Rangpur
Ratargul Swamp Forest (fresh water marshland forest)	Gowainghat	Sylhet
Moinot Ghat	Dohar, Nababganj	Dhaka
Floating Guava Market	Swarupkathi	Barisal
Nikli haor	Nikli, Kishoreganj	Dhaka
Lusai Heritage Village	Sajek, Rangamati	Chattogram
Mithamain Austogram Haor	Mithamoin, Kishoreganj	Dhaka

Source: developed by the authors 2020

country of reference on an inbound tourism trip); "Outbound tourism" (comprises the activities of a resident visitor outside the country of reference, either as part of an outbound tourism trip or as part of a domestic tourism trip). The three basic forms of tourism can be combined in various ways to derive other forms of tourism like: "Internal tourism" (comprises domestic tourism and inbound tourism); "National tourism" (comprises domestic tourism and outbound tourism); and "International tourism" (comprises inbound tourism and outbound tourism) (UNWTO 2008; United Nations 2010).

Hospitality Net (2015) views the hospitality market of Bangladesh from two aspects: "Leisure Travel" and "Commerce Travel". Among commercial tourism consumers, there are individuals travelling for the RMG and textile industry, other manufacturing industry, banking sectors, oil and gas explorations and travelers

having business interests in manufacturing units in EPZs. Also, since 2008, the Meetings, Incentives, Conventions and Events (MICE) segment has emerged as a major contributor to the overall demand for conventions and business to business (B2B) trade exhibitions (Hospitality Net 2015). Moreover, there are at least ten megaprojects on progress that involve multiple public and private stakeholders are going on in Bangladesh to strengthen the country's communication network and the power and energy sector having being funded by the government and international bodies. This has also induced travel of commercial travelers in the country (The Daily Star 2020; DataBD 2020).

Tourism Products and Services That Bangladesh Can Offer

Economists assume that, the consumer is rational and will thus maximize his total utility that is the satisfaction gained from consuming a given amount of goods or services. Individual choices can be taken not only because of goods and services characteristics, but also as a consequence of a set of elements, tangible and intangible, which affect the satisfaction of individual needs. Therefore, tourism products have the nature of experience goods (Asero and Patti 2009).

Bangladesh is a country with rich traditions, natural beauty, beaches, forests, lakes, hills, wild lives, archaeological attractions, monuments, handicrafts, sanctuaries, religious festivals, cultural heritage, tribal culture and architecture, incredible greenery, mighty rivers and attractive river cruises, sunny beaches, colorful tribal life and attractive cultural functions that offer great tourist attractions (Hossain and Nazmin 2006).

Moniruzzaman and Abedin (2015) has listed large amount of tourism products of Bangladesh and have categorized them as: sea beaches, archeological places, historical places & cultural heritages, forests, garden & parks and hills, rivers, lakes and islands.

Majumder and Hossain (2011) opine that Bangladesh has the potential to be a prime host of tourist destination as it has lots of tourists' attractions. They have presented the entire scenario of tourism products/attractions through the broad categories like: eco-tourism products, archaeological tourism products, historical tourism products, religious tourism products, cultural tourism products, and recreational tourism products.

Al-Masud (2015) have described these products and services in various classifications like: site tourism, business tourism, office tourism, education tourism, medical tourism, eco-tourism products, archeological tourism products, historical tourism products, religious tourism products, cultural tourism products, recreational tourism products, adventure tourism products etc.

Besides these tourism destinations, products and services available in the literature, recent explorations of many tourist spots done by young tourists and emergence of the largest refugee camp in the world needs to be included too.

Kutupalong refugee camp, began informally in 1991 is the world's largest refugee camp in Ukhia, Cox's Bazar, Bangladesh which happens to be the most popular tourist destination in Bangladesh having the longest unbroken sea beach in the world too. This camp is inhabited by 860,356 Rohingya refugees that fled from neighboring Myanmar and is supported by seven international entities (Wikipedia 2020; UNHCR 2020). A Protection mission to Bhasan Char island is being initiated for rehabilitation of these people with the help of UNHCR (UNHCR 2020). Involvement of Local and international NGOs, Media and government officials in this issue have induced thousands of visitors to visit these camps for occupational need. Refugee camps are not always the most inviting destinations for travelers. However, even though conventional tourism may not even exist, some forms of travel do exist. Here comes the dimension of "Responsible Tourism", which is about managing travel and destinations in an environmentally and culturally responsible way and designing tourism programs and individual trips carefully, to provide travelers with the experience they seek, while leaving a positive footprint on their destination (Leslie 2012).

Richards (2015) confirmed that the number of youth travelers is increasing. They typically travel together with other backpackers from home countries, and prefer to discover new places in independent and alternative ways and strengthen ties or create new ties with backpacker communities. According to Richards (2015: p.341), "advances in technology have facilitated physical mobility, and more recently the growth of information and communication technology has created more widespread social relations, which has strengthened the tendency towards mobility still further". This community is increasing in Bangladesh too, especially after the revolutionary growth of social media and the Internet users started in the country. Five of such explorers were interviewed to recognize recently explored tourist and traveler destination in different divisions of Bangladesh and the finding follows:

Factors Influencing Consumer Demand for Tourism and Hospitality in Bangladesh

In terms of recreational or tourism demand consumers compare the utility of several alternative choices selecting the one that maximizes their utility. This means there are crucial factors those directly and indirectly influence the decision of tourism consumer's final choice of destination or type of holiday (Alegre and Pou 2006).

Tourism consumers' decision, especially length of stay is dependent on two types of variables- the variables associated with the personal and family characteristics of the tourist, which are- age, family status, number of children, level of education and profession. The second types are the economic variables, such as level of income, the price of the holiday. Though targeted at Mediterranean sun and beach location, the conclusions could be extended to other destination (Alegre and Pou

2006); in this case Bangladesh, especially for the tourist visiting in islands, sea-beach, mangrove and large river area.

Factors influencing tourist's perception in selection of Bangladesh as a tourist destination are- destination brand image, the Internet adoption and customers' satisfaction. Moreover, feeling of ambience and experience, international reputation of the visiting place, standardized online services, sales processes and service delivery through the Internet, well established on line transaction system, superior value for money, sound local transportation system etc. are the significant items influencing tourists' perception in selecting Bangladesh as their destination as new visitors (Rahman 2012).

Tourism demand in a developing economy also indicates the demand side factors influencing international tourism in Bangladesh. There are many pull and push factors that include both economic and non-economic factors, all having the power to influence the volume of tourist arrivals in a particular country. The factors determining dynamics of inbound tourism include; Income of the Tourist Origin, Relative Cost of Living, Exchange Rate, Economic Openness, Political Stability and Travel Cost (Murshed 2018). Specifically, as analysed by Murshed (2018), the relative cost of living in Bangladesh and travel costs negatively affect international tourism demand while the relative cost of living in India, national income and exchange rate are found to be positively associated to tourism demand in Bangladesh.

Young tourists nowadays want more than ordinary form of the relaxation from their travel, prioritizing self-actualization and widening knowledge. They are deemed to capitalize the extended trips as a form of the job training and work experiences besides as the means of learning new language, boosting their self-confidence and independence (Ying and Krishnapillai 2018).

Young tourists of Bangladesh like to travel in winter season, 2–3 times per year with their friends to well-known destinations using prefer package tour, with more freedom. Security is not of much concern as moving with groups gives them comfort and psychological strength. They like to enjoy natural beauty, taste traditional food, attend festivals, live sports and music during their travel most. The young tourists have respect for the local culture and are abide by the environmental rules (Parvez and Kashem 2018).

Muslim tourists consider bond of "Silaturrahim" (strengthening of relationships with friends, relatives and humanity), knowledge widening, relaxation, safety and Islamic facilities like halal food, prayer facilities, comfort, friendliness etc. as important factors in intention to travel and selection of destination (Krishnapillai and Kwok 2020). This fact can be anchored to Bangladesh's tourism services effortlessly.

On contrary, the reasons those contribute in decreasing consumer demand of tourism to both international and domestic consumers include: lack of promotion, underdeveloped tourism infrastructure, lack of tourists' security, language barrier, lack of community support, lack of political stability, lack of government's expenditure and private initiative, lack of research and development expenditure on tourism (Murshed 2018).

The Framework

Demand of tourism products and services among travelers starts from some basic issues like people's needs & wants and ends in ultimately taking the tour and sometimes repeating it later. Every tourist travelling inside or outside the country ultimately add into the entire tourist population of the world and contribute to global economy's big picture. This dynamic industry is directly influenced by changes in external and internal factors and gives birth to new trends, problems and gaps in the marketplace. Tourism as an activity must contend with a wide range of tourist behaviors and the internal or external forces that significantly influence these behaviors (Yousaf et al. 2018). Researchers have been finding solutions to problems and answers to questions regarding numerous pieces of this big picture. To make utmost utilization of these intelligence it is needed to bring all the closely related ideas together and tie concepts and findings to each other within the tourism business ecosystem. Business ecosystem is the network of organizations including suppliers, distributors, customers, competitors, government agencies, and so on involved in the delivery of a specific product or service through both competition and cooperation, where each entity in the ecosystem affects and is affected by the others, creating a constantly evolving relationship in which each entity must be flexible and adaptable in order to survive as in a biological ecosystem (Investopedia 2020).

Having stated that, a framework illustrating the dynamics of consumer demand of tourism and hospitality in Bangladesh is being proposed. It assumes that, consumer demand of tourism is the main agent in the tourism and hospitality ecosystem that, once activated, keep supplementing positive stimulation to the other elements of the ecosystem and formulate a virtuous cycle of continuous growth of the system. The framework starts with explaining instigation of consumer "Needs and Wants" from core human nature; then unfolding the formation of "Demand" with its main components: tourism consumer, products & services, tourism dimensions and determinants; after that, attaching the strings by suggesting initiatives that can be taken to attract tourism consumers; and ultimately ends with anticipating multifaceted consequences of these initiatives, complementing and strengthening the tourism ecosystem. The elements of this proposed framework are adapted from different research paper and books (Fig. 8.2).

Implications of These Initiatives Can Complement and Strengthen the Tourism Ecosystem

The tourism industry is viewed as the agent of change in economic and social changes. The most significant economic feature of the tourism industry is that it contributes to three high priority goals of the developing countries: the generation of income, employment and foreign exchange earnings. "…Tourism has become a pillar of economies, a passport to prosperity, and a transformative force for
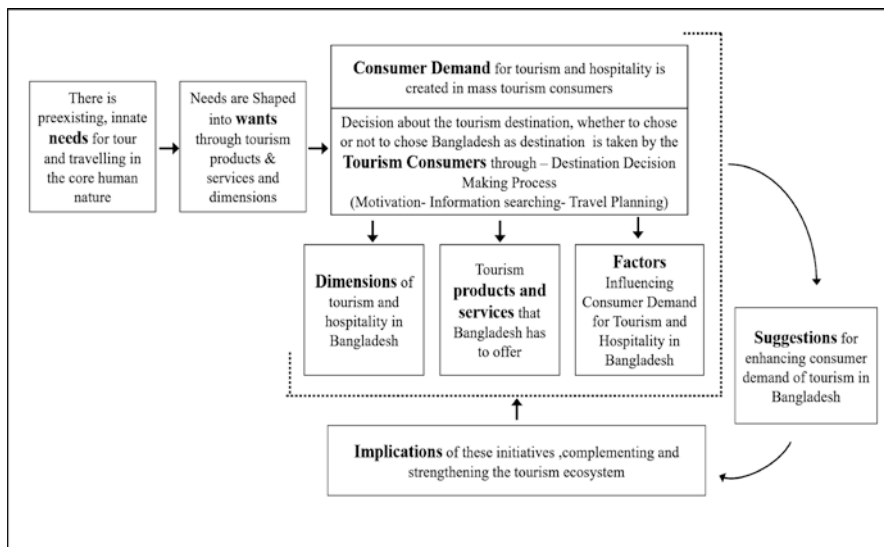
Fig. 8.2 Consumer demand in tourism and hospitality in Bangladesh: The big picture. (Source: developed by the authors, 2020)

improving millions of lives. The world can and must harness the power of tourism as we strive to carry out the 2030 Agenda for Sustainable Development" (UNWTO 2018: p. 16). Although often underestimated, the tourism industry can also help promote peace and stability in developing countries by, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. The economic strength of the tourist industry has helped transform societies. Tourism has several advantages over other industries. It is consumed at the point of production so that it directly benefits the communities that provide the goods; it enables communities that are poor in material wealth but rich in culture, history, and heritage to use their unique characteristics as an income-generating comparative advantage; it creates networks of different operations, from hotels and restaurants to adventure sports providers and food suppliers which enables complex and varied supply chains of goods and services, supporting a versatile labor market with a variety of jobs; it tends to encourage the development of multiple-use infrastructure that benefits the host community, including roads, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors (United States Institute of Peace 2009).

At least ten infrastructure-megaprojects are in progress, for a country like Bangladesh, which are crucial drivers for accelerating economic growth by establishing an integrated and uninterrupted communication network, power and energy supply in every nook and corner of the country.

Growth begets growth. Once instigated, this virtuous cycle will induce more positive changes and opportunities for continuous improvement in tourism sector. That again will persuade further innovation and creativity in meeting consumer

demand and market demand of tourism; bringing more renovations taking Bangladesh to a new height of development, bring shine in her glory back and triumph over all the negativities.

Suggestions for Developing Consumer Demands of Tourism Products and Services in Bangladesh

The world assumes Bangladesh as poor, flood-ravaged, and more of a disaster zone than a travel destination. In some respects, the world is right but hiding behind these images is a country with a rich history, a strange beauty, and some interesting attractions (Islam 2012). There is immense potential and opportunity for developing quality branded hospitality product offerings in this bustling and thriving country (Hospitality Net 2015). Unattended nature things can do magic when are added value with nurture. These loosen strings need to be attached through organized, thoughtful and sustainable initiatives. Tourism is believed to be inextricably interconnected to the development goals of the developing countries (Sahu 2013).

Some suggestions, based on the findings of this study are proposed to boost tourism demand in Bangladesh.

Infrastructural Development

Sound infrastructure of a candidate destination plays a significant role in selecting the destination. It gives the potential consumers a perceived sense of security, comfort and relaxation. Strategically important locations and routes in remote and rural areas should be identified and be interconnected with airports, ports, roads, highways and the Internet/communication networks. Moreover, tourism facilities and services like accommodation, food and beverage, entertainments, tour operations, shopping malls, supermarkets, transportation system and other services such as money exchanges, hospitals, banking facilities needs to be established in these areas.

Economic Policies

People like to maximize utility. Tax free, economic free zones and credit facilities, stable and controlled exchange rate, tax returns, favorable prices of products and services etc. attract more tourists to low cost destination like Bangladesh in comparison to neighboring countries.

Country Branding

The neighboring Nepal, Sri Lanka, Malaysia, Thailand, India, the Maldives and China have vibrant tourism (Hassan et al. 2013). Bangladesh should be able to attract fair share of tourists through implementing promotional program, preventing media aggression, improving country's law and order situations and improving governance and improve her image as a tourist destination to both leisure and commerce travelers. Bangladesh's rich cultural heritage, Bengali cuisine, religious harmony could be used as competitive factors.

Service Orientation

Hospitality is all about warmth of socialization and good feelings, which is one of the important findings of this study showing tourists' criteria for finding a suitable destination. Despite being popular to be a hospitable nation, we also have areas of improvement in this regard. This reduces our acceptance and readiness as hosts to multinational and multicultural tourists. Respectfulness, honesty, friendliness, open mindedness etc. hospitality attitudes and behaviors should be instilled in people of all ages, classes and communities through education, training and social learning initiatives.

Communication and Technology

Tourists are found to be searching for desired destinations in websites, vlogs and social media networks. Vibrant presence in these media through travel blogs, vlogs, articles, news, short films etc. can be used to transmit information about tourism products and services of Bangladesh to potential consumers. The Internet and mobile network service with good bandwidth should be extended in these areas to ensure sound in communication, and ensuring safety through location tracking, online banking and transactions. Roads and transportation services should be made more safe, convenient and sound.

Sustainable Initiatives

Identification, nurture, beautification and promotion of new tourist spots is necessary in tourism dynamics, for bringing diversity in the destination. But this needs to be in such a way that ensures sustainable treatment of nature and wildlife and community. In Bangladesh, this fair practice is still not established with some exception.

A recent study says that youth travelers are concerned about the environment and are willing to behave pro-environmentally, engaging in sustainable buying behaviors, recycling behaviors, and protect natural and local resources (Han et al. 2017). They are more motivated to select that destination, which respects this ethical choice. Therefore, this approach is also important to attract youth travelers now and in the future.

Ensuring Security, Safety, Health and Hygiene Issues

As a destination, having bestowed with almost all dimensions of tourism Bangladesh has the potential to attract consumers with all demographic characteristics and destination decision specially depends on the members of the family with specific needs (Eugenio-Martin 2003). Tourists prioritize safe and secured travel the most. Measures should be taken to ensure physical, financial and psychological safety of tourists through enforcement of law and order of the country. Availability of hospitals, fire brigades and other rescue bodies should be at place. Standard hygiene facilities are another need.

Modern Recreation Facilities

Every traveler visiting the same destination might have different motivation that might even differ with travel partners: spending time alone, relaxation, building relationship, refreshment, recreation, excitement, self-esteem etc. A destination must have the ability of meeting demand of all consumers with its products or services. Activities like cruise, boating, beach volleyball, waterskiing, fishing, scuba diving, parachute gliding, under water walking, para gliding, surfing, beach walking, scooting, etc. can be organized in islands, beaches, rivers and other wetlands. Introducing trekking, cycling, bunk jumping, hiking, mountaineering, cable car, etc., in hilly areas will attract more tourists. Tourist-centric entertainment venues such as amusement parks, shopping malls, music venues, theatres etc. should be established also.

Responding to New Dimensions of Tourism

Newer dimensions of tourism need to be identified through creativity, innovation or observing others. Leisure farming tourism in diversified agricultural areas, wellness and thermal tourism in beaches and natural hot spring spots, adventure tourism & exploration tourism in mangroves, sea, hill tracks etc. are some of the examples that can be introduced in Bangladesh.

Promote Alternative Service/Business Models

A new trend has been added in young tourist's motivation of choice of destination are the discovery of new cultures, landscapes, contemplation of natural and artistic heritage, contact with local community and contact with nature. They prefer local food, adapt as much as they can to the traditions and customs of the place in which they are holidaying (Buffa 2015). Richards (2015) name them as "Global nomads", the backpackers, who seek contact with local people and everyday life at the destination, staying in local people's homes and connecting to local communication networks. Tourists visiting remote hilly areas of Bangladesh stay at homes of local people most of whom are from ethnic groups. They enjoy their tour guiding service and hospitality in exchange on money. This opportunity can be given more institutional form by introducing trendy ride and accommodation sharing apps based services; involving local authority. This will ensure more trust, better service and reciprocal benefit of both the parties.

The development of tourism sector from the perspective of a developing nation should be the top most prioritized agendas of its government. The country has a higher GDP growth rate of 8.2% in 2019 than other neighboring countries like India, Sri Lanka, Myanmar, Nepal, Pakistan and Bhutan (The World Bank 2020).

Patronize Tourism Entrepreneurship

Patronizing tourism entrepreneurship in transforming the supply of leisure and recreational opportunities, creating demand of products, improving the performance of supply chain of the industry, improving the community of the destination and beget tourist satisfaction (Biswas and Mamun-Or-Rashid 2018).

Within this context if timely and effective initiatives are taken, in no time Bangladesh tourism will be able to attract and serve the enormous tourism population of the world giving further boost to the economy.

Conclusion

This research presents a theoretical framework of elements of consumer demand in tourism ecosystem followed by the suggestions for its implementation in Bangladesh. In the model, consumer demand is considered as the central agent. This research believes that tourism has emerged from being a relatively small-scale activity into one of world's largest industries and a fastest growing global economic sector of the world economy from the 1960s onwards (Sahu 2013). Bangladesh is blessed with abundance of natural resources, influencing the country's economy, culture, heritage, agriculture, industries, politics, policies and growth strategies. In case of

expanding tourism industry through stimulating consumer demand of tourism in this area, this natural gift is in need of radical transformation like an unattended rough gemstone sourced from nature is polished and shaped in to a multifaceted shining diamond. Adding value through development and marketing initiatives, retaining its originality and authenticity can be the main driving force in this regard-helping Bangladesh, make a significant place in this world tourism industry. This research is mainly secondary data generated and thus future research studies can comprise primary data to comprehensively outline demands of tourism products and services in Bangladesh.

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Chapter 9
Ecotourism and Hospitality in Bangladesh: The Application of PESTEL Analysis and Determining the Internal Factors

Mallika Roy and Shawon Chowdhury

Abstract The growth of tourism depends on the extent to which tourist appreciate offered hospitality by the host country. More generally, it is accepted that tourists are more willing to spend their moments in regions with good hospitality. This paper investigated the relevance of this hypothetical intuition using the case of Bangladesh. This is the fundamental logic behind undertaking this investigation. The hospitality industry is a noteworthy service industry in the world economy; it incorporates services like food service, hotels and tourism. We proposed that, among individuals, the willingness to consider tourism is constrained by positive changes in hospitality. Firstly, this paper probed the association between emotions regarding hospitality among tourists and tourism in Bangladesh. Secondly, it investigated the extent to which changes in hospitality impact the willingness of considering tourism in Bangladesh. Thirdly, this paper examined the extent to which tourists in Bangladesh are responsive to external and internal factors of tourism and hospitality. A survey was organized to collect data on target tourists visiting the tourist's places such as hill tracts, sea beaches/islands, and residing three/five star hotels in Bangladesh. We measured some qualitative factors of emotions regrinding hospitality and willingness to consider tourism. We determined the internal factors and focus on "PESTEL Theory of Marketing" to analyse and monitored the macro-environmental (external marketing environment) factors that have an impact on tourism. Finally, we proposed a tourism and hospitality model based on our outcome. Our findings identified the current conditions and perceptions regarding tourism and hospitality in Bangladesh. The tourism industry is completely dependent on the hospitality industry. Visitors coming to visit Bangladesh wish to have peace,

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good environment, best quality products and services. We believe that our study will help the policy makers to form relevant policies to promote tourism and hospitality industry in Bangladesh.

Keywords Consumer · Behavior · Tourism · Hospitality · Bangladesh

Introduction

There is no shortage of tourist spots in this land of natural beauty. Bangladesh has many resources to attract tourists as it has a temperate climate and a center of ancient civilization. Cox's Bazar, the longest sea beach in the world, the Sundarbans, the largest mangrove forest in the world, Bandarban, Sajek, Rangamati, Mainamati, Paharpur are some of the natural, historical and cultural places visited by domestic and foreign tourists rich enough to attract. Bangladesh has set a shining example of hospitality and harmony since ancient times.

Individuals enjoy being close to beautiful, attractive natural environments that have more physical and/or psychological benefits (Kaplan 1995, 2001). Individuals prefer a natural environment because nature can help recover from stress or fatigue compared to build environments (Ulrich et al. 1991). In the recovery psychology field, many studies have confirmed that the natural environment can provide better recovery results for individuals (Kaplan 1995, 2001; Honold et al. 2015).

Despite the endless natural beauty of Bangladesh, the tourism industry has not yet developed much. To present and serve a service industry like tourism requires skills, advanced behavior strategies and sincerity. Besides, the main problems for the tourism industry in Bangladesh are communication and infrastructural problems, lack of public and private initiatives, underdeveloped domestic tourism system and political instability.

Although not as expected, the tourism industry has been making a significant contribution to Bangladesh's economy for decades. However, a tourism friendly National Tourism Policy is a crucial lack (Hassan et al. 2020; Hassan and Kokkranikal 2018; Hassan and Burns 2014). Bangladesh Parjatan Corporation, formed in 1973 through Order No. 143 of the 1972 Constitution. The company started its journey in 1983 as it is the only government tourism company in the country. It is a pioneer in the development of this tourism industry (Bangladesh Parjatan Corporation 2020) Besides, Bangladesh Tourism Board was formed as a national tourism agency in 2010 with the enactment of National Tourism Policy and Bangladesh Tourism Board Act-2010 (Bangladesh Tourism Board 2020a). Capacity building of the huge workface employed by the National Tourism Board in the tourism industry, connecting foreign tour operators with local tour operators, increasing facilities for tourists in tourist attraction areas, in print, electronic and digital media various action plans are being adopted and implemented to promote tourism, create public awareness, coordinate with private tour agencies, hotels, motels, improved food and

above all, improved hospitality (Bangladesh Tourism Board 2020b). Different factors such as internal and external factors influencing growth of hospitality in Bangladesh as well as current status of six factors- political factors, economic factors, social factors, technological factors, environmental factors and legal factors are described and represented with raw data in this study.

Tourism management refers to the activities associated with travel planning. Hospitality management is the administration of activities in a place where people meet, such as a restaurant, casino, convention center, theme park or shopping mall. Hotel management, just as the name says, involves managing operations in a hotel or resort.

Organizations and managers in the tourism and hospitality industry face real challenges in recruiting, developing and maintaining a committed, competent, well-managed and well-motivated workforce which is focused on offering a high-quality 'product' to the increasingly demanding and discerning customer. This study seeks to address some of the economic, social and environmental issues that have to be tackled in order that organizations can maintain such an environment. To do so, it critically analyzed some of the problems which led many to characterize tourism and hospitality in Bangladesh as both positive and negative factors due to refugee flow, whilst also considering examples of good practice, important policy responses and models of strategic choice matrix which may offer cause for greater optimism in the way people are managed within the tourism and hospitality industry in Bangladesh.

The aim of the chapter is to explore the consumer demand of tourism industry in Bangladesh. However, specific objectives include: first, to discover the opinion regarding external and internal factors. Second, to assess the problems and prospects of tourism industry. Finally, to proffer the best strategy to overcome the problems.

The research questions are: first, how is the current scenario of ecotourism?; second, how do the internal and external factors work?; and third, What are the problems and prospects?; Fourth, What are impacts of COVID-19 on tourism? Finally, Do the econometric analyses support the actual fact?

Literature Review

The word ecotourism came from two different words: ecosystem and tourism; forming ecotourism. It has the literary meaning of environment friendly tourism. Today's much hyped about ecotourism rises from the concept of the nature based tourism.

Ishtiaque (2013) led a study on Tourism Vision 2020 subject to Bangladesh. The study of the work was to state the status of Bangladesh in such manner with special accentuation on global tourist arrivals and tourism receipts, tried to found the gap in achieving the vision and present initiatives along with action plan to reduce the gap for meeting different implications of this vision.

Ecotourism

Afroz and Mahmud (2017) conducted a study to analyze the problem and prospects of ecotourism on regards to Bangladesh. The purpose of the study was to present the current scenario of the ecotourism, to identify the existing problems and to recommend some suggestions for reforms and improvements of ecotourism in Bangladesh.

Khondkar and Anis (2014) conducted a study on identifying and describing ecotourism destinations in Bangladesh. The study represents the constraints of promoting Bangladesh as an ecotourism destination, present status and future prospects of ecotourism.

Hossain and Wadood (2020) explored the potential effects of tourism on the economic growth of Bangladesh based on secondary data. The study represented a general idea of the ecotourism industry of Bangladesh, a detailed idea about tourist spots, tourism administrations and organizations.

Factors of Ecotourism

There are mainly two types of factors of ecotourism: internal and external factors.

Mihalič (2001) emphasizes on the need for a relationship between tourism and the natural environment, coordinating the impact of tourism on the natural environment, as well as the importance of quality physical environment for tourism.

Kabir and Bhuiya (2004) opined that ecotourism is sacred for preserving and sustaining the diversity of natural and cultural environment. It relates to sustainable environmental tourism.

Shamsuddoha and Nasir (2011) did a study on Sitakunda eco-park in Chittagong division of Bangladesh where they explored the opportunities of ecotourism in suburban city. According to them, to maintain the natural balance, Bangladesh is trying to develop a number of eco-parks.

Okaka (2007) tried to find out the role of media communications in formulating tourism strategy and cross cultural communication for peace, safety for sustainable tourism industry in Africa. The researcher pointed out that, the media can play a vital role in the development of sustainable tourism in the African region.

Rahman and Shahid (2012) conducted a research on the growing dilemma of tourism ecotourism and sustainable development in the context of Bangladesh. The researchers tried to provide an impression of how ecotourism destination appeared as a core elements of sustainable development of Bangladesh.

Liutikas (2015) observed that, interested tourists are driven by their spirit of faith and belief in religious tourism.

Hughes et al. (2013) said that the common people visit not only for religious importance of reliance or spirit but also for recreational or educational purposes.

Das and Chakraborty (2012) in their study tried to focus on the tourist attraction sites and they believed that religious tourism could be a very potential resource in Bangladesh but she needs proper planning and marketing which can attract more tourists to visit Bangladesh. It would bring benefit the tourism industry economically.

Lo Presti and Petrillo (2010) suggested that religious tourism is involved with cultural tourism. They also distinct that many people not only travel to several holy sites for religious tenacities but also to consume as a tradition and cultural product when marketed.

Campbell and Smith (2006) coined that, in 1980s the practice of the Internet started for spreading on religious ideology. During this time religious group started using the Internet to express religious interest and religious activities through online communication.

Managerial skills are defined by Katz (1974) as a manager's ability to transform information and knowledge into practice. Today's organizations operate in challenging and uncertain circumstances, consequently, more than ever before, their success or a failure is the result of managers' ability to adopt their way of managing to contemporary business environments (Bulog et al. 2016). Managerial skills are not industry or firm specific, but they may become because of the unique combination of managerial skills that each organization holds (Carmeli and Tishler 2006: p.18). Unquestionably, only skillful managers could become effective managers, and effective managers are crucial for organizational success. Management effectiveness and efficiency require managerial skills (Mostafa et al. 2012: p.388). That is why managerial skill is an important factor in every industry. Tourism is not an exception of it.

Legal factor is one of the most important external factors of tourism and hospitality. In the current article, the effect of visa restrictions on bilateral travel is examined instead. Neumayer (2006) speculated that visa restrictions have a large detrimental effect on bilateral travel, but could not test this hypothesis.

Hossain et al. (2008) depicted that according to the foreign tourists of Bangladesh, scenic beauty ranked first, cost of services second, attitude of the people third, and so on down to facilities ranking tenth.

Nath (2007) observed that the level of satisfaction with the overall tourism facilities and services is at a level of 51%. The tourists judge by very poorly the level of night entertainment, tour information, advertisement and traveling agency.

Meaning of Ecotourism, Principles of Ecotourism and Its Importance

According to the Oxford English Dictionary (2009), the term ecotourism was first originated in 1982. Claus-Dieter (Nick) Hetzer in 1965 identified four "pillars" or principles of responsible tourism: minimizing environmental impacts, respecting

host cultures, maximizing the benefits to local people, and maximizing the tourist satisfaction (Blamey 2001).

According to ACS Distance Education (2020), Ecotourism that has minimal impact on fragile natural environments and which focuses on providing nature based experiences. The International Ecotourism Society (2015a) defined ecotourism as the responsible travel to natural areas that conserves the environment. Sustains the well-being of the local people, and involves interpretation and education. Education is meant to be inclusive of both staff and guests.

According to British Broadcasting Corporation (BBC) (2020), ecotourism is a form of environmentally friendly tourism which involves people visiting fragile, unexplored areas that are usually protected. Ecotourism is designed to be low impact and small scale.

Ceballos-Lascuráin (1996: p.14) opined that travelling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas.

According to Grant and Allcock (1998), ecotourism is nature based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable. This definition recognizes that 'natural environment' includes cultural components and that "ecologically sustainable" involves an appropriate return to the local community and long term conservation of the resource.

According to the Ecotourism Society (1990), responsible travel to nature areas which conserves the environment and improves the well-being of the local people.

Ecotourism is a part of ecological or environmental preservation. The International Ecotourism Society (2015b) highlights some principles associated with what ecotourism stands for:

- Minimize physical, social, behavioral, and psychological impacts.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Generate financial benefits for both local people and private industry.
- Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates.
- Design, construct and operate low impact facilities.
- Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment.

Ecotourism is very important to development of sustainable environment, to build up cultural and environmental awareness, to promote environment conservation, to boosts employment and financial opportunities for local people. Benefits and importance of ecotourism are given below:

Ecotourism helps in learning and understanding cultures of different communities. Its helps to knowing the distinctive religion and ways of life of different peoples.

Ecotourism helps in limiting the ecological effect on earth. The preservation of plants, animals, water, coal and so forth are required to be done. Different awareness programs should be conducted in the visit to make comprehend the peoples about significance of ecology.

The wild plants and animals are getting wiped out because of human intercession and habitat destruction. Forests are lost gradually and wild animals are losing their habitat. Ecotourism creates awareness to conserve endangered and rare plant and animal species of the earth. Awareness programs should be conducted to educate a tourist and the local people about endangered species and educate their how to increase the production of endangered animals and plant.

Ecotourism helps in generates income opportunities for the local people. Tourism offers jobs to local tourist guides as well as hospitality industry. It may help in improving the life style of the local people.

Impact of Ecotourism in Bangladesh

Bangladesh is a land of natural beauty. There is immense beauty in this country. Bangladesh is rich in all historical and spiritual beauties with many ecological sites. So it has been identified as a dream country for local and foreign tourists for ages. Ecotourism or Tourism has a great impact on different aspects like Environmental, Economical as well as Social.

Environmental Impacts

Ecotourism originates from the idea of proper maintenance of the environment. AT a time when the devastating effects of greenhouse were being felt all over the world, a group of conscious people started a movement to protect the earth and its environment. The development of public tourism was seen as treat to the environment such as decreasing water sources, land degradation, air pollution and noise, disturbing wild animals, damage to wild plants etc. For the protection of the natural environment Ecotourism is a new concept for the development of tourism without disturbing the balance of the environment.

Economic Impacts

Tourism is an emerging industry in Bangladesh. The last few years have seen an improvement in the tourism industry. Ecotourism industry impacted a lot on the economic industry of a country. Ecotourism directly create jobs for the local people. With the travel and tourism industry contributing 3.9% of the total employment in Bangladesh in 2018 (The Independent 2019). Bangladesh government earned 344 million US$ (2017) (Bangladesh Bureau of Statistics (BBS) 2019). In 2017, the

tourism industry's direct contribution was reported to be US$5.3 billion, which was approximately 2.2% of GDP in Bangladesh, the report said, adding that it is expected to rise by 6.8% per year to $7.5 billion by 2028 (The Financial Express 2019).

Social Impacts

The increase of ecotourism brings about changes in social status. The beginning of Ecotourism has had a profound social impact on society. With the expansion of ecotourism traditional clothing and food, customized kits and staff is becoming more popular. Local people are demanding ecotourism growth and getting extra pay, Immigration trends are declining, which contributes to the national economy (Afroz and Mahmud 2017).

Different Types of Ecotourism Sites and Name of Tourists Spots in Bangladesh

Bangladesh is a reservoir of unparalleled beauty with no shortage of natural beauty. The Sundarbans, Cox's Bazar, Chittagong Hill Tracts, the green forests of Sylhet and many other natural beauty landscapes are our Bangladesh. Some ecotourism sites and destination are mentioned in Table 9.1.

Famous Ecotourism Destinations in Bangladesh

Cox's Bazar

A tourist city located in the southeast of Bangladesh. Cox's Bazar was also known as "Panoya" which literally means yellow flower. Another ancient name is "Palangki". It belongs to Cox's Bazar district of Chattogram division. Cox's Bazar is famous for its natural beauty. It has the longest uninterrupted natural sandy beach in the world which stretches for 120 km from Cox's Bazar to Badarmokam. Cox's Bazar is famous as the healthiest place in Bangladesh. It has the largest marine fishing port and submarine cable landing station in Bangladesh. Tourist attractions in Cox's Bazar are Laboni Point, Himchaari, Inani sea beach, Ramu (Bangladesh Parjatan Corporation 2014a).

Table 9.1 Different ecotourism and other tourists spot in Bangladesh

Types	Sites	Name of tourists spot
Marine	Marine protected areas, coral reefs, islands, beaches, bays	Cox's Bazar Beach(longest sea beach in the world with stretching 120 km), Inani Beach, Laboni Beach, Patenga Sea Beach, St. Martin's island, Kuakata Sea Beach, Guliakhali Sea Beach, Banshbaria Sea Beach, Nijhum Dwip, Dublar Char, Burir Char, Bhola island(the country's largest island), Manpura island, Maheskhali Island, Swarna Dwip, Hatiya, Char Kukri Mukri, Kutubdiya, Sonadiya, Urir char.
Terrestrial	Mountains, caves, forest areas, Natural parks	Chittagong Hill Tracts, (Bandarban, Rangamati, Khagrachaari), Sitakunda, Zaflong, Garo Hills, Alutila cave, The Sundarbans Mangrove Forests, Lawachora National forests(Sreemangal), Ratar gul swamp forest(Sylhet), Banghabandhu Sheikh Mujib Safari park, Dulhajra Safari park, Sitakunda Eco Park, Madhabkund Eco Park.
Freshwater	Lakes, Wetlands, Rivers, Waterfalls	Kaptai lake, Tanguar Haor, Nikli Haor, Hakaluki Haor, Foy's Lake, Ratargul Swamp Forest, Bichanakandi, Jaflong, Padma River, Meghna River, Karnafuli River, Jamuna River, Shuvolong Falls, Richang Falls, Jadipai and Baklai Fountains, Tinap Satar, Khaiyyachara Falls, Madhavkund Falls
Cultural	Historical places and monuments, Religious monuments, Archaeological sites	Ahsan Manjil, Jatiya Smriti Soudho, Jatiyo Shaheed Minar, Lalbag fort, Huseni Dalan, Natore Rajbari, Muktagacha palace, Curzon Hall, Baitul Mukarrom Mosque, Tara Mosque, Shat Gombuj Mosque, Choto Sona Mosque, Bagha Shahi Mosque, Guthia Mosque, Kantanagar Temple, Adinath Temple, Chandranath Temple, Buddha Dhatu Jadi Pagoda, Ramu Temple, Ukhia Pagoda, Armenian Church, St. Peters Cathedral, The Holy Rosary Cathedral, Mahasthangarh, Somapura Mahavihara, Mainamati, Sonargaon, Wari-Bateshwar.
Manmade	Urban parks, zoos, Museums, National Institutions	Jamburi Park(Chattogram), Horticulture Park(Khagrachaari), Jatiyo Sangshod Bhaban, Central Shaheed Minar, Mouseleum of Father of the Nation Bangabandhu Sheikh Mujibor Rahman(Tungipara, Gopalganj), World War II Cemetery(Chatrogram), Bangladesh National Zoo, Chattogram Zoo and Veterinary Clinic, Comilla Zoo and Botanical Garden, Museum of Zoology(Dhaka), Ethnographical Museum (Chattogram), Varendra Research Museum(Rajshahi), National Museum(Dhaka)

Source: Ahmed and Mollah (2014) and Hossain and Wadood (2020)

St. Martin's Island

Bangladesh has the world famous coral island St. Martin's. A coral island isolated from the mainland of Bangladesh with an area of 17 km^2. St. Martin's is a small island in the sea, 120 km from the distinct town of Cox's Bazar. Just water and water all around. When the island was annexed by British India in 1900, it was named after Martin, the Deputy Commissioner of Chittagong. The locals call it "Narikel Jinjira". In addition to the main island, there are several smaller islands measuring 100–500 m^2, locally called "Chera dwip". There is a 10–15 km coral reef along the

west-northwest side. Geographically it is divided into three parts (Online Portal of Dhaka Metropolitan Police 2020).

The Sundarbans

The Sundarbans is the largest mangrove forest in the world, with an area of 6017 km^2 in Bangladesh, the longest saline wetland and a very important ecosystem rich in biodiversity. There are 334 species of plants and 375 species of wildlife, including 35 species of reptiles, 315 species of birds, 42 species of mammals and the world famous Royal Bengal Tiger. The Sundarbans was declared as the 560th Ramsar Site in 1992 as all the features of the Ramsar Site exist as a wetland. In 1997, UNESCO declared the Sundarbans as a World Heritage Site (Bangladesh National Portal 2020a).

Sajek Valley

Sajek Valley is a famous tourist attraction in Baghaichhari Upazilla of Rangamati district in Bangladesh. Sajek Valley is located on the northernmost Mizoram border in Rangamati district. Sajek is the largest union in Bangladesh, its area is 702 miles^2. Sajek "Ruluipara" and "Kanlak paara" are a combination of these two neighborhoods. Ruluipara was established in 1885, which is about 1720 ft above sea level. The Kanlak para is located on the Kanlak Hill at an altitude of 1800 ft. Sajek is mainly inhabited by Lusai, Pangkhoa and Tripura tribes. Sajek's bananas and oranges are quite famous. Much of Rangamati can be seen from Sajek Valley. That is why Sajek Valley is called the roof of Rangamati (Bangladesh National Portal 2020b).

Kuakata Sea Beach

Kuakata is a beach and tourist destination in the southwestern part of Bangladesh. It is one of the most natural beaches in Bangladesh with a length of 18 km. Kuakata is known to tourists as the "Daughter of the Sea". It is the only beach in Bangladesh from where both sunrise and sunset can be seen. The mangrove forest has started on the west side of the beach, which is called "Fatar" forest, a protected forest. The forest of Fatar is already known as the second The Sundarbans (Bangladesh Parjatan Corporation 2014b).

Tanguar Haor

Tanguar Haor is one of the largest group of water bodies in Bangladesh. It is located in Dharmapasha and Tahirpur Upazilla in Sunamganj district. This haor is rich in biodiversity and is the second Ramsar site of Bangladesh. During the monsoon season, the area of the haor is about 20,000 acres. One of the biodiversity of this haor is the variety of birds. This huge wetland is famous not only for birds but also for fish (Bangladesh National Portal 2020c).

Kaptai

Karnafuli Lake was created in 1960 with the construction of Kaptai Dam for the purpose of setting up a hydroelectric power station. The area of this artificial lake is 292 miles^2. The Karnafuli, Kachalong and Maini rivers are closely connected with this lake. At the mouth of the Langadur Maini upstream of the Kachalang river, one has to be amazed at the expanse of the lake. Here the vast waters of the lake merged with the sky without hesitation. When you come to Rangamati town, you can see the unnatural coexistence of lakes and hills which is not seen anywhere else in the country. The crystal clear waters of the lake and the magnificent beauty of the green hills attract the tourists easily and the boat trip on the lake captivates the mind and soul of anyone in its own glory of nature (Bangladesh National Portal 2020d).

Lauyachhara National Park

Lauyachaara National Park is a protected forest area which is Located in Kamalganj Upazilla of Moulvibazar district. Lauyachhara National Park is not only unique in its natural beauty, but also one of the few remaining forests in the country. Forests created by afforestation in 1925 have now taken the shape of dense natural forests. Its area is 1250 ha. Rare species of animals and birds can be seen in Lauyachhara National Park, which is rich in biodiversity. Bird lovers from all over the world flock to Lauyachhara National Park from far and wide to see the birds. The Khasia and Tipra tribes live in and around this forest (Bangladesh National Portal 2015).

Ratargul Swamp Forest

The only freshwater swamp forest and wildlife sanctuary in Bangladesh, located in Fatehpur Union, Gowainghat Upazilla, Sylhet District. The distance of this forest from Sylhet is 26 km. The forest covers an area of 3325.61 acres, of which 504 acres were declared a wildlife sanctuary in 1983. It is one of the few wetlands in the world. The forest is protected under the Forest Department. "Karach" tree is the most grown here (scientific name – Millettia pinnata). There are also "Hijal" (Barringtonia acutangula), "Koroch" (Pongamia pinnata), "Pitali" (Trewian

udiflora), "Kalahuza" (Cordia dichotoma), "Batkurar" (Vitex canesces). Roots of these trees are in two levels. One is in the ground, and another is in the mid-level, which is used while the forest is flooded in the monsoon period. During the rainy season, the forest is submerged under 20–30 ft of water. For the rest of the year, the water level is about 10 ft. Then the small canals become footpaths. Then the water is sheltered in the dug bills of the forest department. Aquatic animals take shelter there. Especially in the monsoon season, tourists flock here. Boats are needed to travel through the forest, but they have to be dinghy boats. You can see the beauty of nature while riding around in the forest (Bangladesh National Portal 2020e).

Sitakunda Eco Park and Botanical Garden

Sitakunda Eco Park is located just 35 km from Chattogram city. Which is currently being remarkable tourists spot. There are two impeccably beautiful fountains called "Sahasra Dhara" and "Supta Dhara". Sitakunda Eco Park has a number of rare species of trees. The Botanical Gardens houses the Orchid House, which has about 50 different species of domestic and foreign orchids. Mountains, trees, wildlife, fountains, birds enrich the eco park (Bangladesh National Portal 2020f).

Madhabkunda Waterfall and Eco Park

Madhabkunda Falls in Barlekha Upazilla of Moulvibazar district is the largest waterfall in Bangladesh. The falling water of the mountain springs from the hill about 200 ft high is attractive for tourists. The Khasia ethnic group lives near this fall. There is a huge forest around the waterfall. Millions of tourists visit Madhabkunda Ecopark every year. Moreover, in the tank adjacent to the Madhabkunda waterfall, the Hindus bath in Baruni on the thirteenth day of the month of Chaitra, Madhukrishna, and a fair is held. It is a place of pilgrimage for Hindus (Bangladesh National Portal 2020g).

Sonadia Island

It is located in the Kutubjom Union, about 6 km northwest of Cox's Bazar town, southwest of Maheshkhali and close to the Bay of Bengal. The government is declaring the island an environmentally critical area. This island can be called a paradise for migratory birds. To the west of the island are sandy beaches where oysters and pearls are found (Bangladesh National Portal 2020h).

Table 9.2 List of tourism administrations and associations in Bangladesh

Name	Website	Website Contents
Bangladesh Parjatan corporation (BPC)	http://www.parjatan.gov.bd	List of tourist spots and places, hotel-motel booking, photo gallery, list of hotel-motel
Bangladesh Tourism Board	http://www.tourismboard.gov.bd	List of tourist spots and places, video gallery
Tour Operation Association of Bangladesh	http://www.toab.org	List of tourist spots and places, newsletter, blog etc.

Source: Hossain and Wadood (2020)

Tourism Administrations and Associations in Bangladesh

The tourism industry in Bangladesh is managed and administered by the Bangladesh Parjatan Corporation (BPC) that was founded in 1972 by government of Bangladesh. The primary objective of BPC is to represent Bangladesh as an attractive tourist destination country to the world and in the trademark has been "Beautiful Bangladesh". The BPC instructs the public and private tourism organizations, assures visa and immigration facilities for foreign tourists and ensure security as well as the safety of the tourists (Hossain and Wadood 2020) (Table 9.2).

Economic Contribution of Tourism in Bangladesh

Bangladesh, known as the green land of natural beauty, has immense potential for tourism. This country of immense beauty has attracted foreign tourists for ages. The economy is prospering by attracting foreign tourists. The contribution of the tourism industry to the GDP has exceeded 2%. However, the country will go a long way in tourism if good hotels, efficient and quality services, entertainment for foreign tourists, security and infrastructural development are increased. According to the list of World Economic Forum, Bangladesh has advanced 5 steps in terms of tourism since 2017. However, the position is still far behind 120th. The share of this industry in the overall employment of the country is only 2%, which is lower than the international average (The Daily New Nation 2019). Foreign tourists cannot be attracted due to inefficient hospitality in the tourist area (Table 9.3).

Though Bangladesh does not get a large number of foreign tourists, it has millions of domestic tourists, it has millions of domestic tourists who go for vacations or holidays each year. According to different tour operators, the number of domestic tourists rose to 70 lakhs in 2017 from 60 lakhs in 2016 (The Daily Star 2018).

The country's economy and employment are undergoing major changes as a result of the development of the tourism industry. At present there are huge employment opportunities in this industry. Because when a tourist comes, employment of four people is arranged (The Daily Janakantha 2018). As such, if 1 lakh tourists

Table 9.3 Foreign tourist arrivals in Bangladesh (Top 12 countries)

Countries	2014	2015	2016	2017	2018	2019
India	91,486	1,00,176	1,44,304	1,88,814	2,13,947	2,70,024
United States	4870	3352	4161	5596	7171	7225
China	5619	3217	5807	6839	6363	7004
United Kingdom	3129	1876	2564	3432	3676	2405
Japan	5514	2638	2230	2858	3712	4195
Malaysia	1385	1007	1636	2335	2601	2225
South Korea	1747	1421	1385	1990	2297	2226
Australia	1270	735	864	1405	1608	1603
Canada	1093	790	1023	1196	1402	1535
Germany	1105	634	930	1127	1285	1304
Nepal	1574	1036	2477	2781	2725	2974
Saudi Arabia	555	801	2289	1921	1505	1549
Total (including other countries)	1,33,902	1,26,264	1,82,469	2,37,452	2,67,209	3,23,295

Source: Bangladesh Tourism Board (2020c)

come to our country, then 4 lakh people will be employed. About 1.3 million jobs were created in the tourism industry in 2014, which is 1.8% of the total employment in the country. Employment opportunities in the industry are expected to increase by 4% in 2015 and are expected to increase by an average of 2.8% per annum from 2014 to 2024 (Daily Prothom Alo 2019). Bangladesh Tourism Revenue reached 357 US$ million in December 2018, that was 348 US$ million in 2017 (Choice for Economic and Investment Research (CEIC) 2019). Bangladesh earned US$ 1153 million from the travel industry during the 2009–2017 (World Tourism Organization 2010) (Table 9.4).

The direct contribution of the tourism industry to the national income in 2018 was 427.5 billion, which is 2.2% of GDP and total income was 850.7 billion, which is 4.3% of GDP. In 2017, the tourism industry contributed 3.8% of the total employment to indirect employment. 11 lakh 38 thousand and 500 people are directly and indirectly involved in the tourism industry in Bangladesh at the moment. According to the Bangladesh Monitor (2017), in 2011, travel and the tourism industry straightforwardly upheld 1,329,000 occupations – 1.9% of all out work. It expanded to 1,138,500 occupations (2.0% of all out business) in 2015. This is relied upon to ascend by 1.5% in 2016 and ascend by 0.8% per annum to 1,257,000 occupations (1.8% of all out business) in 2026.

Table 9.4 Table of the revenue of tourism, job in travel and tourism industry and its contribution in GDP

Year	Tourism Revenue (In million USD)	NO of Tourist visited	Contribution of Travel and Tourism to GDP (In Billion BDT)	Job in Travel and Tourism	Contribution of Travel and Tourism to GDP (Percent)
2009	70	267,000	–	–	4.6
2010	81	303,000	–	–	4.7
2011	87	440,000	381.6	2,880,500	4.2
2012	110	600,000	–	–	4.3
2013	128	618,000	830	1,328,500	4.4
2014	153	630,000	627.9	1,984,000	4.5
2015	148	648,000	809.6	2,346,000	4.4
2016	213	654,000	840.2	2,401,000	4.3
2017	337	700,000	850.7	2,432,000	4.3
2018	–	-	–	–	4.4
2025[a]	–	–	1252.8	2,492,000	6.1
2026[a]	–	-	–	2,894,000	6.4
2027[a]	–	–	1783.0	2,965,000	4.7
2028[a]	–	–	1753.1	–	4.6

[a]projected value

Source: World Tourism Organization (2010), World Travel and Tourism Council (2020a) and knoema (2019)

Impact of Covid-19 on the Tourism Industry

Tourism is entering into a great crisis due to the worldwide panic of the Corona virus. The impact of the Covid-19 on world tourism is unquestionable, because of the world tourism industry experienced with similar crises such as that of SARS or H_1N_1 (Travel Daily News 2020).

The Travel and Tourism Industry's direct and indirect contribution to the world economy is 8.9 trillion USD. In 2019, the tourism industry contributed 2.9 trillion USD to global economy, which is 10.3% of world GDP (World Travel and Tourism Council 2020b). The Corona pandemic could reduce the number of tourists by 1.1 billion in 2020 compared to 2019 and the GDP contribution is expected to decline from 910 billion to 1.2 trillion.

The employment of 10–12 crore people involved in the industry is at risk. 33 crore people work in the tourism industry worldwide. In this case, out of every 10 people is employed in this industry. But in the last 5 years, one out of every four people has found employment in tourism. It was expected that the number of tourists in the world would increase by 3%–4% in 2020 compared to 2019. But under the influence of Corona Virus, the picture is reversed. World Tourism Organization reports the number of tourists dropped by 68 million between January and March 2020, which is expected to fall by 22% and income 600 million (World Tourism Organization 2020).

According to the Guardian (2020), the tourism industry in Italy is expected to decline by 95% in 2020 and Spain by 77%. As a result of the corona, the number of international tourists in the Asia-Pacific region will decline by 13.3% in Indonesia, 10.9% in China, 10% in Vietnam, 9% in Thailand, 8.4% in Singapore, 8% in Hong Kong and 7.8% in Japan.

A similar stagnant picture can be seen in the tourism industry of Bangladesh. The contribution of tourism to the domestic economy is 4.4%, the main part of which comes from domestic tourism. As a result of Corona Virus, hotels, motels, resorts, tour operators, travel agencies, air travel and tourism related businesses in Bangladesh are closed. Due to this, there is a risk of loss of around BDTK. 970,5 crore and the employment of 3 lakhs 9 thousand people related to the tourism industry is at risk (The Pacific Asia Travel Association (PATA) 2020). The coronavirus outbreak has caused a loss of Rs. 570,0 crores in Bangladesh's travel and tourism industry (TBS News 2020).

Methodology

The study is based on primary and secondary data sources. Primary data were collected through a questionnaire responded by randomly selected local people, domestic and foreign tourists of the country during the period from 30th December, 2019 to 4th February 2020. On the other hand, the data and information have been collected and analyzed mainly from different published articles and reports, research monograph, Bangladesh Parjatan Corporation (BPC), Ministry of Civil Aviation and Tourism, and different websites.

Sample Design

From the study areas information has been collected by questionnaire survey, in-depth interviews, and FGDs. In the case of selecting individuals for the survey, respondents selected randomly from research areas by following a simple random sampling method. For determining sample size, respondents' categories and sampling strategy non-probabilistic sampling method (purposive sampling) were applied. Focusing on this an observational survey conducted on the presence of respondent in the six areas: SAJEK valley, Khagrachari, Cox's Bazar, Bandarban, Sylhet and Rangamati (Fig. 9.1).

Fig. 9.1 Region-wise percentage of respondents. (Source: The Authors 2020) Total 228 respondents participated in this survey
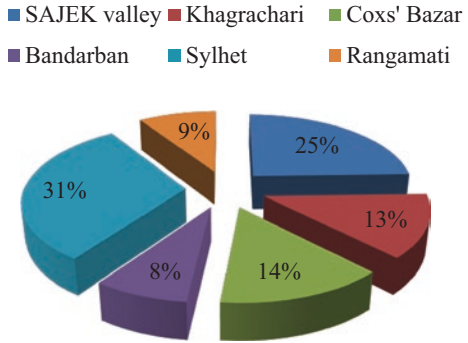
Survey Instrument

Questionnaire survey method is conducted among the respondents by providing a 34-item questionnaire developed by the researchers to gather primary data where questions are about demographic characteristics, travel characteristics of respondents and the remaining questions about external and internal factors and some questionnaires are about Tourist Satisfaction. Questions on satisfaction are designed on the basis of two types of 5-point Likert scale (5 = strongly Agree…1 = Strongly Disagree) and (5 = Excellent…1 = Very bad). Some questions were designed with yes/no options.

Mode of Data Analysis

A number of methods were adopted to fulfill the objectives. The modes of data analysis are represented below:

Qualitative Analysis

Qualitative analysis has been done from both primary and secondary data. This analysis is heavily dependent on authors' analytic and integrative skills and personal knowledge of the social context where the data is collected. The analysis is arranged based on an ethically enlightened and participant-in-context attitude, and a set of analytic strategies.

Likert Method Analysis

We analyzed external and internal factors of consumer demand regarding tourism through Likert method. Most of the questions in the questionnaire are based on Likert method. Likert method helped us respondent's opinion or attitude towards tourism factors.

Descriptive Statistics of the Factors

Descriptive statistics of the factors are used to describe the basic features of the data in our study. They provide simple summaries about the sample and the measures of the factors. Descriptive Statistics are used to present quantitative descriptions in a manageable form so that a clear picture can be seen.

Graph Analysis

Several graph analyses such as column, bar, pie; doughnut, cone etc. have been done to explore the tourists' perceptions regarding both internal and external factors of tourism and hospitality in Bangladesh. It displays a clear picture of it.

Econometric Analysis

Ordinary least square analyses have been done for both internal and external factors. Firstly, our goal in this study is to estimate empirically the impact of internal factors in the tourism industry on the tourism satisfaction. We start by estimating the effect of internal factors on the tourists' satisfaction in our sample. The regression model is specified below:

$$
\begin{aligned}
\text{Tourists satisfaction} = {} & \alpha + \beta_0 \text{ Types of facilities and activities} + \beta_1 \text{ Location} \\
& \text{and accessibility} + \beta_2 \text{ Workforce} + \beta_3 \text{ Management} \\
& + \beta_4 \text{ Service standard} + \beta_5 \text{ Financial support} \\
& + \beta_6 \text{ Pricing standard} + u
\end{aligned}
$$

Secondly, our goal in this study is to estimate empirically the impact of external factors in the tourism industry on the tourism satisfaction. We start by estimating the effect of external factors on the tourists' satisfaction in our sample. The regression model is specified below:

$$\text{Tourists satisfaction} = \alpha + \beta_0 \text{ Environmental} + \beta_1 \text{ Technological} + \beta_2 \text{ Socio} - \text{cultural} + \beta_3 \text{ Economic} + \beta_4 \text{ Political} + \beta_5 \text{ legal} + u$$

Identifications of Variables That Influence Tourist Satisfaction

The variables influencing tourist's satisfaction regarding tourism products and services in Bangladesh have been presented in the following Table 9.5.

PESTEL analysis is an acronym for a tool used to identify the macro (external) forces facing an organization. The letters stand for Political, Economic, Social, Technological, Environmental and Legal.

Result and Analysis

Internal Factors of Tourism and Hospitality

Management

From the 3D column graph above, we can see that more than half respondents appreciated highly regarding management of tourism and hospitality which is obviously a positive issue. 39.47% and 26.75% respondents opined that the management is very good and excellent respectively. Furthermore, 17.11% respondents react positively and agreed that the management is good enough. On the other hand, 8.77% and 7.89% tourists opined differently (Fig. 9.2).

Table 9.5 Identifications of internal and external factors

Type of the factors	Factors
Internal	Management
	Workforce
	Location and accessibility
	Types of facilities and activities available
External	Environmental
	Technological
	Socio-cultural
	Economic
	Political
	Legal

Source: Internal factors identified by authors, 2020 and external factors from PESTEL analysis
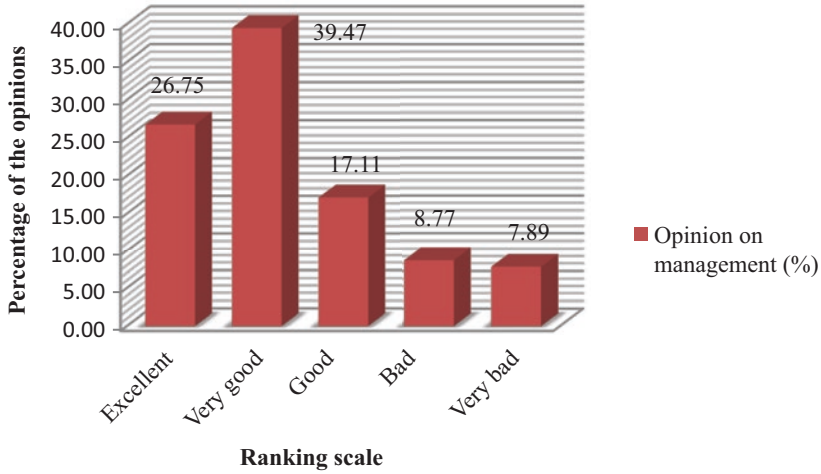
Fig. 9.2 Opinion on management of tourist destination (%), based on authors' survey. (Source: The Authors 2020)
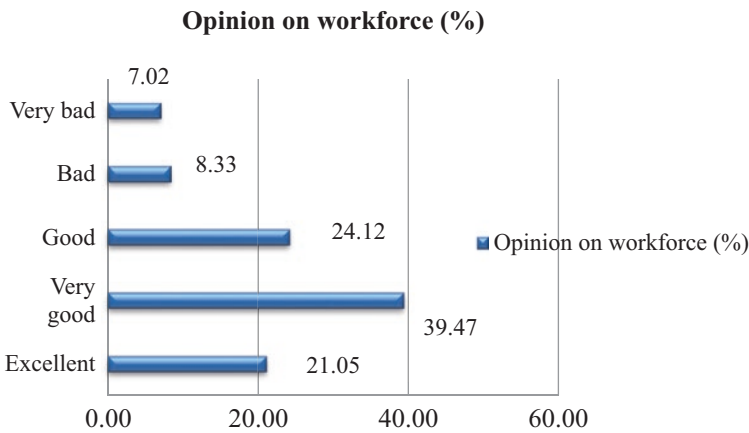
Fig. 9.3 Opinion on workforce of tourist destination (%), based on authors' survey. (Source: The Authors 2020)

Workforce

From the bar graph above, we can see that more than half respondents appreciated highly regarding workforce of tourism and hospitality which is obviously a positive issue. 39.47% and 21.05% respondents opined that the human capital is very good and excellent respectively. Furthermore, 24.12% respondents react positively and agreed that the effective labor force is good enough. On the other hand, 8.33% and 7.02% tourists opined that the workforce is bad and very bad respectively (Fig. 9.3).

Opinion on location and accessibility (%)
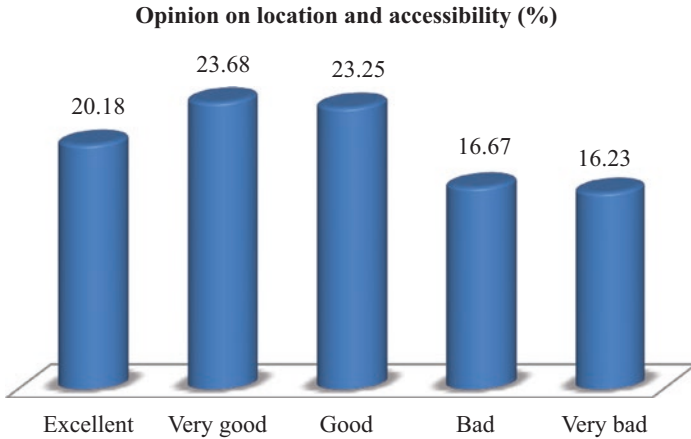
Fig. 9.4 Opinion on location and accessibility of tourist destination (%), based on authors' survey. (Source: The Authors 2020)

Location and Accessibility

From the cylinder graph above, we can see that more than half respondents appreciated highly regarding location and accessibility of tourism and hospitality which is obviously a positive issue. 23.68% and 20.18% respondents opined that the location and accessibility is very good and excellent respectively. This tells us that the geographical position and transportation systems are quite good. Furthermore, 23.25% respondents react positively and agreed that the location and transport is good enough. On the other hand, 16.67% and 16.23% tourists opined that the geographical position and vehicle facility is bad and very bad respectively (Fig. 9.4).

Available Facilities and Activities

From the horizontal cone graph above, we can see that more than half respondents appreciated highly regarding available facilities and activities of tourism and hospitality which is obviously a positive issue. 33.77%, 39.47% and 8.77% respondents opined that the available facilities and activities as well as tourism products and services are excellent, very good and good respectively. On the other hand, 7.02% and 10.96% tourists opined that the available facility and activity is bad and very bad respectively (Fig. 9.5).

Opinion on available facilities and activities (%)
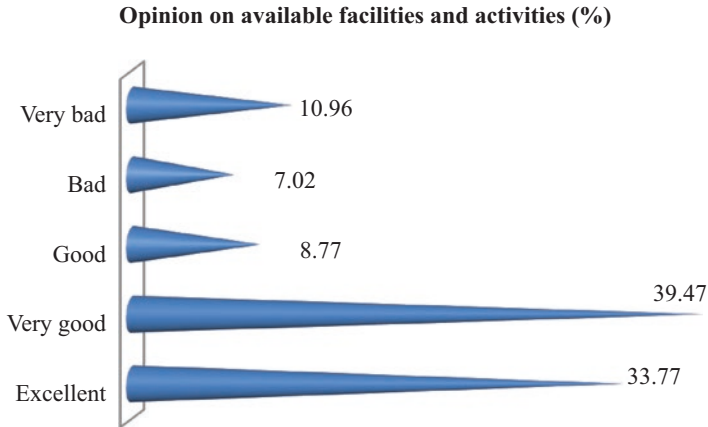
Fig. 9.5 Opinion on available facilities and activities of tourist destination (%), based on authors' survey. (Source: The Authors 2020)
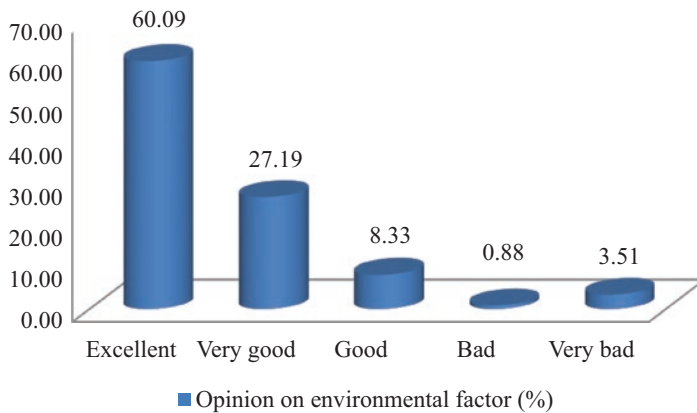
Fig. 9.6 Opinion on environmental factors of tourist destination (%), based on authors' survey. (Source: The Authors 2020)

External Factors of Tourism and Hospitality

Environmental Factors

From the cylinder graph above, we can see that more than 90% respondents appreciated highly regarding environmental factors of tourism and hospitality which is obviously a positive issue. 60.09%, 27.19% and 8.33% respondents opined that the environmental factors are excellent, very good and good respectively. It explores that Bangladesh is full of natural environment in reality, which can attract the tourists very easily. On the other hand, 0.88% and 3.51% tourists opined that the environment is bad and very bad respectively, which is actually negligible percentage (Fig. 9.6).
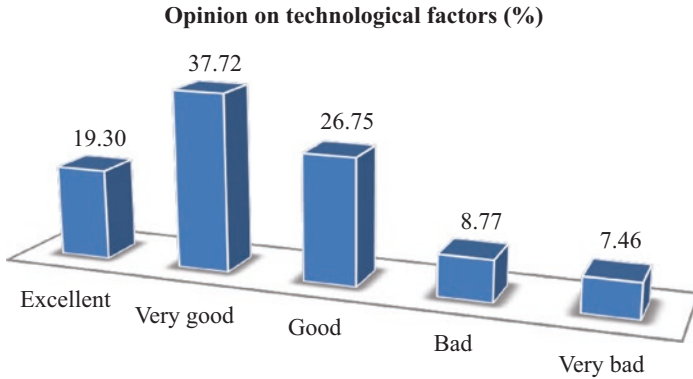
Fig. 9.7 Opinion on technological factors of tourist destination (%), based on authors' survey. (Source: The Authors 2020)

Technological Factors

From the 3D Column graph above, we can see that more than 80% respondents appreciated highly regarding technological factors of tourism and hospitality which is obviously a positive issue. 19.30%, 37.72% and 26.75% respondents opined that the technological factors are excellent, very good and good respectively. It reflects that Bangladesh, which can attract the tourists very easily. On the other hand, 8.77% and 7.46% tourists opined that the technology is bad and very bad respectively. We have scope to improve in this industry (Fig. 9.7).

Socio-cultural Factors

From the pie graph above, we can see that more than 61% respondents appreciated positively regarding socio-cultural factors of tourism and hospitality which is obviously a positive issue. 26%%, 11%% and 24% respondents opined that the socio-cultural factors are excellent, very good and good respectively. It explores that Bangladesh is rich in social and cultural aspects, which can be an attraction for the tourists very easily. On the other hand, 21% and 18% tourists opined that the social aspect and cultural aspect is bad and very bad respectively. Government and the authority can take necessary steps to improve social and cultural factors so that all the tourists have a positive opinion regarding these factors (Fig. 9.8).

Economic Factors

From the horizontal cylinder graph above, we can see that more than 75% respondents appreciated highly regarding management of tourism and hospitality which is obviously a positive issue. 27.63%, 22.37% and 25% respondents opined that the

Opinion on socio-cultural factors (%)

Opinion on economic factors (%)
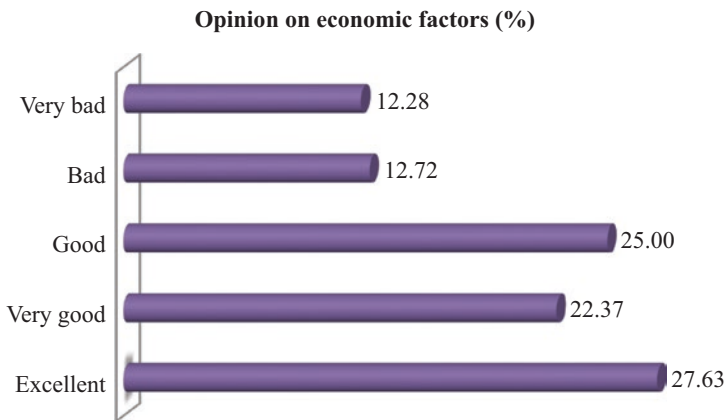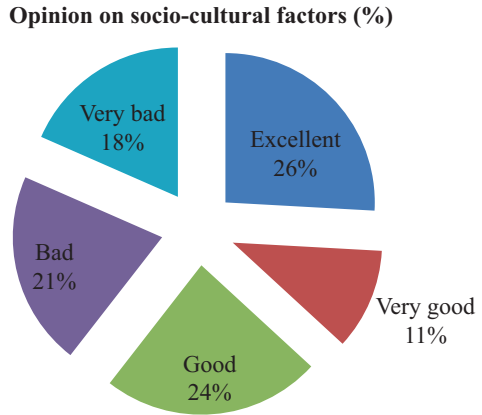
Fig. 9.9 Opinion on economic factors of tourist destination (%), based on authors' survey. (Source: The Authors 2020)

economic factors are excellent, very good and good respectively. It explores that Bangladesh provides good economic structure in reality, which can be a good side of tourism and hospitality. On the other hand, 12.72% and 12.28% tourists opined that the workforce is bad and very bad respectively (Fig. 9.9).

Political Factors

From the doughnut graph above, we can see that 94% respondents appreciated highly regarding political factors of tourism and hospitality which is obviously a positive issue. 61%, 15% and 18% respondents opined that the political factors are

Fig. 9.10 Opinion on political factors of tourist destination (%), based on authors' survey. (Source: The Authors 2020)

Opinion on political factors (%)

Bad 2%
Very bad 4%
Good 18%
Very good 15%
Excellent 61%

■ **Opinion on legal factors (%)**

100.00
50.00
0.00

81.58

18.42

Yes

No
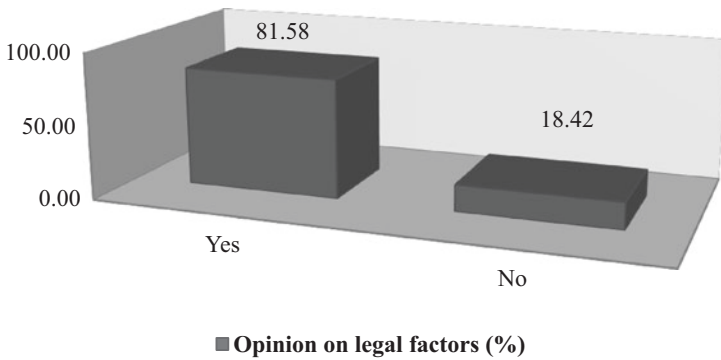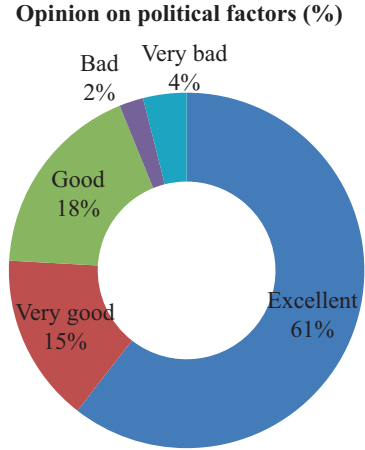
Fig. 9.11 Opinion on legal factors of tourist destination (%), based on authors' survey. (Source: The Authors 2020)

excellent, very good and good respectively. It explores that there is no political instability in Bangladesh right now, which can be a relief for the tourists who are planning to visit the tourism destinations of Bangladesh. On the other hand, 2% and 4% tourists opined that the political factor is bad and very bad respectively. A very few tourists have negative perception regarding politics in Bangladesh (Fig. 9.10).

Legal Factors

From the column graph above, we can see that more than 81.58% respondents opined that legal restrictions are very high. It explores that Bangladesh maintaining a strong legal structure. But it can be a barrier for foreign tourists. On the other hand, only 18.42% tourists opined that the legal factors are not restrictive (Fig. 9.11).

Descriptive Statistics of Internal Factors (Tables 9.6 and 9.7)

Table 9.6 Summary statistics of management and workforce based on authors survey

Management		Workforce	
Mean	3.701754386	Mean	3.63158
Standard Error	0.078842104	Standard Error	0.07447
Median	4	Median	4
Mode	4	Mode	4
Standard Deviation	1.19048966	Standard Deviation	1.12452
Sample Variance	1.417265631	Sample Variance	1.26455
Kurtosis	−0.04551193	Kurtosis	0.0392
Skewness	−0.827347228	Skewness	−0.6605
Range	5	Range	5
Minimum	1	Minimum	1
Maximum	6	Maximum	6
Sum	844	Sum	828
Count	228	Count	228
Confidence Level (95.0%)	0.155355962	Confidence Level (95.0%)	0.14675

Source: Authors' survey 2020

Table 9.7 Summary statistics of location and accessibility and types of facilities and activities based on authors' survey

Location and accessibility		Types of facilities and activities available	
Mean	3.149122807	Mean	3.780701754
Standard Error	0.08996846	Standard Error	0.085124701
Median	3	Median	4
Mode	4	Mode	4
Standard Deviation	1.358493958	Standard Deviation	1.285354795
Sample Variance	1.845505835	Sample Variance	1.65213695
Kurtosis	−1.149221203	Kurtosis	−0.001822244
Skewness	−0.177571798	Skewness	−1.039841379
Range	4	Range	4
Minimum	1	Minimum	1
Maximum	5	Maximum	5
Sum	718	Sum	862
Count	228	Count	228
Confidence Level (95.0%)	0.177280108	Confidence Level(95.0%)	0.167735628

Source: Authors' survey 2020

Econometric Analysis of Internal Factors

The model is significant. The relationship between types of facilities and activities, management, service standard, financial support and tourists' satisfaction is negative. Authority needs to reform all these services to achieve tourists' satisfaction. On the other hand, location and accessibility, workforce and pricing standard have positive impacts on tourists' satisfaction. The more the location and accessibility improves, tourists' satisfaction is more. Workforce and pricing standard also have positive impact on tourists' satisfaction (Table 9.8).

Table 9.8 Econometric analysis of internal factors

Source	SS	df	MS	Number of obs	=	228
				F(7, 220)	=	30.80
Model	66.0365575	7	9.43379393	Prob > F	=	0.0000
Residual	67.3801092	220	.306273223	R-squared	=	0.4950
				Adj R-squared	=	0.4789
Total	133.416667	227	.58773862	Root MSE	=	.55342

touristssatisfaction	Coef.	Std. Err.	t	P>|t|	[95% Conf. Interval]	
typesoffacilitiesandactivitiesav	-.0365646	.0936923	-0.39	0.697	-.2212139	.1480848
locationandaccessibility	.0198048	.0314073	0.63	0.529	-.042093	.0817025
workforce	.0772164	.0355074	2.17	0.031	.0072382	.1471947
management	-.0291031	.0352606	-0.83	0.410	-.098595	.0403887
servicestandard	-.0086565	.0318606	-0.27	0.786	-.0714475	.0541345
financialsupport	-.1478801	.0875833	-1.69	0.093	-.3204898	.0247295
pricingstandard	.6484365	.0505618	12.82	0.000	.5487892	.7480839
_cons	2.096314	.233393	8.98	0.000	1.636341	2.556286

Source: Authors' survey 2020

Descriptive Statistics of External Factors (Tables 9.9 and 9.10)

Table 9.9 Summary statistics of environmental, technological and socio cultural based on authors survey

Environmental		Technological		Socio-cultural	
Mean	4.42	Mean	3.53	Mean	3.05
Standard Error	0.06	Standard Error	0.07	Standard Error	0.10
Median	5	Median	4	Median	3
Mode	5	Mode	4	Mode	5
Standard Deviation	0.92	Standard Deviation	1.12	Standard Deviation	1.45
Sample Variance	0.84	Sample Variance	1.26	Sample Variance	2.10
Kurtosis	4.10	Kurtosis	−0.16	Kurtosis	−1.32
Skewness	−1.92	Skewness	−0.64	Skewness	0.06
Range	5	Range	4	Range	4
Minimum	1	Minimum	1	Minimum	1
Maximum	6	Maximum	5	Maximum	5
Sum	1007	Sum	804	Sum	695
Count	228	Count	228	Count	228
Confidence Level(95.0%)	0.12	Confidence Level(95.0%)	0.15	Confidence Level(95.0%)	0.19

Source: Authors' survey 2020

Table 9.10 Summary statistics of economic and political based on authors survey

Economic		Political	
Mean	3.40529	Mean	4.26316
Standard Error	0.08904	Standard Error	0.07145
Median	4	Median	5
Mode	5	Mode	5
Standard Deviation	1.3415	Standard Deviation	1.07885
Sample Variance	1.79962	Sample Variance	1.16392
Kurtosis	−0.984	Kurtosis	1.29002
Skewness	−0.3839	Skewness	−1.4113
Range	4	Range	4
Minimum	1	Minimum	1
Maximum	5	Maximum	5
Sum	773	Sum	972
Count	227	Count	228
Confidence Level(95.0%)	0.17545	Confidence Level(95.0%)	0.14079

Source: Authors' survey 2020

Table 9.11 Econometric analysis of external factors based on author's survey

```
     Source |       SS           df       MS      Number of obs   =       227
------------+------------------------------      F(6, 220)       =      5.45
      Model | 17.2676626          6  2.87794376   Prob > F        =    0.0000
   Residual | 116.142029        220  .527918314   R-squared       =    0.1294
------------+------------------------------      Adj R-squared   =    0.1057
      Total | 133.409692        226   .59030837   Root MSE        =   .72658


 touristssat~n |     Coef.   Std. Err.      t     P>|t|     [95% Conf. Interval]
---------------+----------------------------------------------------------------
 environmental |   .074749   .0563971     1.33    0.186    -.0363987    .1858967
 technological | -.1266746   .0452564    -2.80    0.006    -.2158662    -.037483
  sociocultural |  .1404812   .0348454     4.03    0.000     .0718077    .2091546
      economic |  .0002891   .0372274     0.01    0.994    -.0730789    .0736571
     political | -.0054402   .0484908    -0.11    0.911    -.1010061    .0901258
     legaldummy| -.1653786   .1263275    -1.31    0.192    -.4143456    .0835884
         _cons |  3.929419   .3767565    10.43    0.000     3.186905    4.671933
```

Source: Authors' survey 2020

Econometric Analysis of External Factors

The model is significant for external factors. The relationship between environmental factors, socio-cultural, economic factors and tourists' satisfaction is positive. On the other hand, the relationship between technological, political and legal dummy and tourists' satisfaction is negative. If technological advancement is adopted, that would be harmful for the environment. That's why tourists are not satisfied. If political instability increases, then tourists' satisfaction decreases. Lastly, if legal restrictions increases, tourists' satisfaction decreases (Table 9.11).

Barriers to the Eco-friendly Tourism in Bangladesh

Though Bangladesh is full of natural beauty there are a lot of barriers of tourism industry. A large group of people of our country have no knowledge about ecotourism. Evergreen forests are exceptionally debased, The Sundarbans are losing her beauty due to human oppressions and many natural wildlife sanctuaries are gradually declines due to high population pressure. Many wild plants and animals are already extinct. Many ecotourism destinations such as Cox's Bazar, St. Martin's island, the Sundarbans are not free from human destruction. Besides this, there are some common obstacles for the exploration of tourism industry in Bangladesh, which are given below-

- Lack of awareness about tourism
- Lack of pollution free environment

- Loss of biodiversity and deforestation
- There is no government or private long-term plan for tourism
- There are no plans for sightseeing
- The tourism board is not active
- Poor infrastructure, over population, uncontrolled urbanization
- Transportation problem
- Sanitation problem
- Absence of proper training institute about tourism and hospitality.
- Lack of product development in tourism potential areas
- Complications in immigrations at the airport
- There is no proper branding about tourism
- Lack of security in tourist places
- Militant attacks and terrorism give rise to negative perceptions of local and foreign tourist
- Budget scarcity in the tourism industry
- Tourism fairs are not working due to lack of proper planning
- Overall, Bangladesh is not yet fully prepared for international tourist attractions.

Ways to Overcome the Problems of the Tourism Industry in Bangladesh

Despite the immense potential, the tourism industry in Bangladesh is still neglected. No such initiative has been taken so far in the development of this industry from both government and non-government levels. If ecotourism is to be developed rapidly in Bangladesh along with the tourism industry, then the hospitality industry needs to be turned into a professional industry. A definite framework needs to be created through policy makers if Bangladesh is to be become an international tourist attraction. Some recommendations are given below for improving the ecotourism industry:

- To increase public awareness about ecotourism
- Transportation and communication system needs to be improved
- Long-term plans need to be adopted by the government as well as private industry
- Improved hotels, food and entrainment must be ensured in abundance
- Need to ensure improved network and high speed the Internet service
- Tourism fair should be arranged frequently in different parts of the country
- Various awareness and motivational programs should be taken in both public and private industries to increase the flow of local tourism
- Proper training institute should be developed to train the staffs related to hospitality industry
- We need to change our attitude towards foreign tourists.

- The positive idea about tourist spot in Bangladesh needs to be highlighted in the world media.

Conclusion

Hospitality industry has seen many ups and down in UK during the twentieth century and world leading nations have seen many changes in society. Improvements in economy have paved the way for enhancement in living standards for the majority of people residing in those countries. Many social changes for the industry's operators are observed including the increased disposable incomes, cheaper and easier travel and more leisure time. The rise in standards of living by hospitality industry varies providing services and products, employment and leisure services. For the tourism the catering; hotel industry is very essential element and considered to be very fastest growing industry and earning the foreign currency.

To the best of the researchers' knowledge, this study is the first one to use econometric model to explore the influence of the internal and external factors of tourism and hospitality on tourists' satisfaction.

The discoveries of this research demonstrate that tourist evaluation of internal and external factor is still the most significant marker of by and large visitor fulfillment. Tourists at different places had divergent opinions on various service indicators selected for this study. As we selected six specific locations for this study, we have got diverse findings based on places products and services.

Our contributions to this study are: First, understand and find additional information on the factors of tourism and hospitality in Bangladesh; Second, become familiar with tourists' perception regarding the factors; Third, become familiar with basic model concepts and learn about its relation with tourists' overall satisfaction; Fourth, understand the positive sides of internal and external factors.

Based on our regression analysis it is clear that environment, socio cultural, economic, location and accessibilities are the important indicators of tourism and hospitality facilities. That's why Bangladesh needs to concentrate on these indicators much to compete with other tourist destinations.

Tourism is a big sub-industry of the national economy. Without maintaining proper strategies in the industry, it may be lag behind in making its potential contribution in national economy. Future research in the innovative service field should focus on not only the process of hospitality development and innovate services, but also the exploration of the services that have the content or characteristics that appeal to tourists. Tourists are attracted to new service offerings that are unique and highly value-added and not just service characterizations that are low value but different from other places.

As in any research, there were some limitations of this study. First, this study did not measure gender, age, or mental health, which as factors might play a large role in the differences of the participants. Future research is needed to take more demographic information into account. Second, the performing art place used in this

study is surrounded by a natural environment. Consequently, the research findings may not be applicable to sports places that are not surrounded by nature. Future researches are needed to get a complete picture of it.

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Chapter 10
Consumer Demand for Ecotourism Products and Services in Sajek Valley of Bangladesh

Mallika Roy and Zakia Sharmin

Abstract The role of tourist demand for products and services in society has changed dramatically over time. The impact of tourist perception, destination image and satisfaction has been a trendy research topic in tourism research. It is very important to determine consumer demand for the products and services of the destination image. The purpose of this research was to analyze visitor perceptions and attitudes toward Sajek valley's products and services. This study aims to identify which products or services are the most influential. One of the goals of this study is to compare the interests and motives of Sajek valley's visitors; identifying the different impacts these products and services have on visitors' attitudes and behavior. We hypothesized that there is a correlation between the products and services provided; the factors of influence; the attraction and visitor classification, in relation to the level of visitor satisfaction and behavior, demand attitudes on the products and services after their visit. A survey has been randomly administered to assess perceptions of tourists, attitudes about natural beauty, and intended satisfaction and demand related outcomes. We analyzed various types of charts, ANOVA table and post-hoc test (Scheffe test) to get an in-depth analysis result about the factors of Sajek valley. This study focuses on how Sajek valley can better fulfill this tourist demand goal by looking into what products at Sajek valley best inspire behavior and attitude amongst visitors. Furthermore, this study highlights the importance of services provided by Sajek valley. An integrated view of the outcomes provides important considerations for tourism research and fruitful suggestions for destination management organizations. The scope of research in the future can be widened in

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this direction, and key components forming Sajek valley's image as a tourist desti-
nation and the performance of products and services can be examined.

Introduction

The impact of tourist perception, destination image and satisfaction on loyalty has
been trendy research topic in ecotourism research. It is very important to determine
the destination image while taking decisions for strategic marketing of ecotourism
destinations. In the context of travel and tourism, a review of literature reveals an
abundance of studies on destination image, tourist satisfaction and destination loy-
alty has not been thoroughly investigated (Oppermann 2000).

Bangladesh is a country with rich traditions, natural beauty, beaches, forests,
lakes, hills, wild lives, archaeological attractions, monuments, handicrafts, sanctu-
aries, religious festivals, cultural heritage, tribal culture and architecture, incredible
greenery, mighty rivers and attractive river cruises, sunny beaches, colorful tribal
life and attractive cultural functions that offer diversified tourist attractions. With
the realization of tourism's multidimensional potential, including balance of pay-
ments, economy diversification, and revenue expansion and direct and indirect
employment opportunities, it makes perfect sense for Bangladesh to give its tourism
industry top priority. This country is attempting to develop her tourism status to
compete in regional and global market. Tourism is one of the effective ways of
improving the country's economy and as well as skilled human capital. Public and
private organizations can keep such a vital role by giving focus on consumer demand
for ecotourism products and services. As Bangladesh tourism appears to have suf-
fered mostly due to inadequate and ineffective promotional activities, it is necessary
to analyze the strategic promotional approaches and find out the solution to solve
the problems identified. In the eyes of foreigners Bangladesh is seen as a business
destination rather than as a tourist destination when in actual fact there are poten-
tials to discover in this country if properly promoted and promotion supported by
government to the outside world. He also blamed that though Bangladesh has its
abundant potential for growth of tourism industry could not utilized it properly due
to lack of government support as well as the right initiatives of the country's
National Tourist Organization (NTO) to highlight Bangladesh to the eyes of for-
eigners as a tourist destination instead of a business destination. Though there are
lots of similarities between India and Bangladesh and even with Nepal, Bangladesh
is far behind from the mentioned two other countries due to the ineffective and
insufficient promotional activities.

Sajek valley, a very well-known tourist spot in Bangladesh, is now witnessing ever increasing number of tourists every year. By 2014 the military had set up two luxury resorts on Ruilui Para, Sajek valley, about 35 km from the villages where homes had been burnt down. The military had labeled Sajek valley the "Switzerland of Bangladesh". Someone in the media mentioned that it was 'more beautiful than the Darjeeling' of India. Sajek valley has now become one of the most popular tourist destinations in Bangladesh. Unsurprisingly, on the military website that promotes Sajek valley's tourism, there is no mention of either the recent history of violence in Sajek valley, or the history of massacres carried out by the military in the Hills.

Bengali tourists of course feel safe when they see the military, because the locals look different from the Bengalis. When the Bengalis come here and see that the military officers look like them, they feel safer under them.

Rationality and objectives of this research are justified. There is no doubt about that our study topic is very rational and significant. The reasons are: First, there is no research study about consumer's demand on tourism products and services of Sajek valley as Sajek valley is a newly rising tourism destination. Second, it will give greater insight into variables that impact visitor behavior and attitudes, as well as highlighting other factors of influence that have not been considered or have been disregarded in past literature.

Objectives of this research are: first, to expose the impact of tourist perceptions, destination image and satisfaction on tourist loyalty. Second, to analysis the components, attributes and factors influence of the tourist perception and destination image. Third, to examine the attributes of tourist satisfaction; and finally, to explore the determinants of destination loyalty.

Literature Review

Ecotourism

The word ecotourism is derived from two different words: ecosystem and tourism; constructing ecotourism, which has the literary meaning of environment friendly tourism. Nowadays, much publicized idea about tourism is nature based tourism. Ecotourism Society (2015: p.1) previously known as the Ecotourism Society defined ecotourism as: "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education".

Kabir and Bhuiya (2004) opined that ecotourism is hallowed for safeguarding and continuing the decent variety of natural and cultural environment. It obliges and engages guests in a manner that is insignificantly meddlesome or dangerous to the environment and sustains and supports the native cultures. It accordingly identifies with sustainable tourism. Hence, ecotourism is a capable type of tourism industry

empowering the safeguarding of wildlife, natural habitats, heritage, and the way of life and statement of faith of the neighborhood people just as making negligible crash on the earth.

Ecotourism is exploding around the world yet little is known about its possible and/or projected impacts and implications, Fennell and Dowling (2003).

Tourists' Satisfaction and Destination Image

Tourist satisfaction is considered one of the prime variables to sustain competitive business in the tourism industry because it affects the choice of destination, consumption of products and services (Kozak and Rimmington 2000).

According to Howard and Sheth (1969), the purchasers' intellectual condition of being enough or deficiently remunerated for the sacrifices he has experienced. However, Hunt (1977) gave a different representation of that a sort of venturing ceaselessly from an experience and assessing it … the assessment rendered that the experience was as good as it expected to be. Thus, Westbrook (1980) referenced that, alludes to the idealness of the person's abstract assessment of the different results and encounters related with utilizing or devouring it.

Oliver (1981) mentioned that an assessment of the unexpected innate in a product procurement or potentially utilization experience. Generally, the outline psychological state coming about when the feeling encompassing disconfirmed desires is combined with the buyer's earlier sentiments about the utilization experience. According to Day (1984), the evaluative reaction to the current utilization occasion, the shopper's reaction in a specific utilization experience to the assessment of the apparent inconsistency between earlier desires (or some other standard of execution) and the genuine presentation of the item seen after its securing. Tse and Wilton (1988) referred that the shopper's reaction to the assessment of the apparent disparity between earlier desires (or some standard of execution) and the real execution of the product as perceived after its utilization. Kim and Richardson (2003) mentioned that consumer loyalty is a post-buy attitude shaped through a psychological comparison of the product and service quality that a consumer expected to get from a trade.

Destination image has been one of the significant areas of tourism research for more than four decades (Stepchenkova and Mills 2010). Image is defined as the individual's sentiments of anything that they mindful (Boulding 1956). Image is defined as individuals hold are a method of arranging the various boosts got consistently and assist make with detecting of the world in which we live (Mayo 1973). Perceptions or impressions of a goal held by travelers regarding the normal advantage or utilization values (Tapachai and Waryszak 2000). Entirety of impressions, convictions, thoughts, desires, and emotions gathered towards a spot after some time by an individual or gathering of individuals (Kim and Richardson 2003).

Factors

Chi and Qu (2008) classified attributes into nine aspects, (1) travel environment(i.e. safe and secure environment, clean and tidy environment, friendly and helpful local people, tranquil & restful atmosphere and pleasant weather); (2) natural attractions (i.e. scenic mountain & valleys, scenery & natural attractions, gardens & springs, scenic drive, parks, lakes, rivers, wildlife, caves and underground formations); (3) entertainment & events (i.e. shows or exhibitions, cultural events & festivals, quality, fun, western music, nightlife and entertainment); (4) historic attractions (i.e. history & heritage and Vintage buildings); (5) infrastructure (i.e. restaurants, cuisine, shop facilities and accommodations); (6) accessibility (i.e. traffic flow and parking information, parking facilities, access to the area and affordable trolley system); (7) relaxation (i.e. spa, soothing the mind and refreshing the body, spiritual rejuvenation); (8) outdoor activities (i.e. boating, fishing, hiking, picnicking, camping and hunting, outdoor recreation and golfing) and (9) price and value (i.e. food, accommodation, good value for money, attractions and activities and good bargain shopping).

Beerli and Martin (2004) classified personal factors into two sections; socio-demographic characteristics and psychological characteristics. Socio – demographic characteristics included gender, age, level of education, family life, social class, place of residence, occupation, income, marital status and country of origin (Lopes 2011; Tasci 2007; Beerli and Martin 2004; Chen and Kerstetter 1999; Baloglu and McCleary 1999; Baloglu 1997; Stabler 1995; Stern and Krakover 1993; Walmsley and Jenkins 1993; Um and Crompton 1990; Woodside and Lysonsky 1989; Calantone et al. 1989). Psychological factors included motivations, values, personality, lifestyle, need, past experience, prior knowledge, preference and satisfaction (Schreyer et al. 1984; Woodside and Lysonsky 1989; Tasci 2007; Lopes 2011).

Sajek Valley as a Tourist Destination

Geographical Position

Sajek valley is a union located in the north of Chittagong Hill Tracts. It's under Baghaichori Upazila in Rangamati hill district, it is situated 67 km north-east from Khagrachhari town and 95 km North from Rangamati city. The border of Bangladesh and Mizoram of India is 8 km (5.0 miles) east from Sajek valley. Sajek valley is located in the verdant hills of Kasalong range of mountains amidst the serene and exotic beauty of nature. Lofty mountains, dense forest, sprawling grasslands and miles and miles of hilly tracks can be noticed. On the way Mayni range, River Mayni and River Kasalong are crossed where tourists feel that the green and blue harmonized together. For the ups and downs of the road, sometime tourists feel that they are very close to touch the sky and sometime you are fallen to the valley.
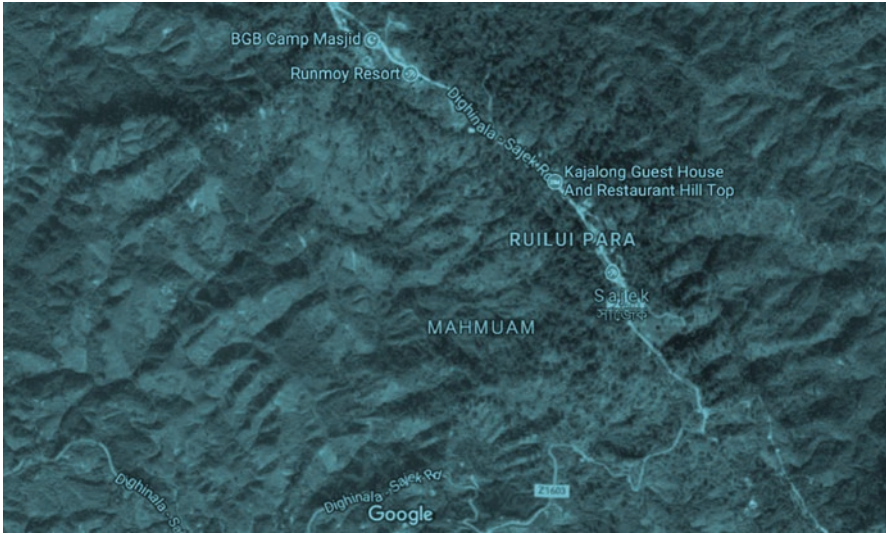
Fig. 10.1 Google earth view of Ruilui Para of Sajek valley. (Source: Google Map 2020)
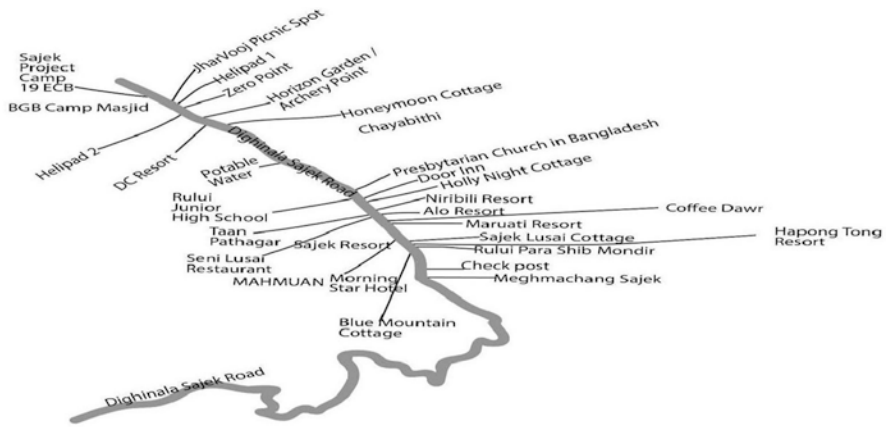
Fig. 10.2 Map of Ruilui Para of Sajek valley. (Source: Ahmed 2017)

The main tourist attraction here is Ruilui Para (Para means village in English) and Konglak Para. Ruilui para has been developed and maintained as a tourism spot by Bangladesh Army. The last point of Khagrachari road is Ruilui Para (Figs. 10.1 and 10.2).

There is a "30 minutes walking trail" for adventure seekers to visit Konglak village which is in the highest point of Sajek valley. Tourists get a 360° view of 2 valleys of Sajek valley from highest point of Konglak Para.

Fig. 10.3 Women villagers in Sajek valley confronting a military vehicle in 2010 following arson attack in their villages. (Source: Ahmed 2017)

Local People, Culture and Life Style

The native people of Sajek valley are ethnic minorities. Among them Chakma, Marma, Tripura, Pankua, Kaibarta, Lushai, other indigenous Assamese communities, and Sagma are mentionable. Women seem to be more involved in economic activities here. Tea stalls, food joints and roadside marketplaces are dominated by women. Picking fruits and vegetables early in the morning is a common trade here. They are not fluent in Bengali but the young population speak some English.

Chittagong hill tract is still ridden by acute food crises, and remote Sajek valley is failing to feed its residents. They are barely staying alive by eating wild plants from the mountains. Jhum cultivation is their main work. Each family used to cultivate one mountain per year, and let the soil rest for 2 years, but now due to land scarcity they have to use the land more frequently (Fig. 10.3).

The natural forests act as sources of water and food for the indigenous people living in Sajek valley as well as the rest of the hill tracts, and rivers such as Shangkha (Sangu) of CHT rely on springs originating from the forests. They also help communities survive famine by providing various food sources. However, in recent years, the forests all around CHT have been disappearing. Climate change-induced rainfall patterns, and increasing frequency and intensity of droughts and floods have been affecting Jhum production in Sajek valley. Some Jhumias are now trying to adapt to climatic impacts by diversifying their production, alternating between jhum and mango, lychees farming etc.

Sajek valley is the only places in Bangladesh where Coffee Beans are cultivated and also Sajek valley is famous for Tangerine Orchard. Tourists can test of fresh picked Tangerines.

Scenic Beauty of SAJEK VALLEY

Sajek valley is known for its natural environment and is surrounded by mountains, dense forest, and grassland hill tracts.

Road Side View

The road to Sajek valley from Khagrachari is the most beautiful road in Bangladesh. The last 2 km of this road is on the peaks of Sajek valley Hill Range and above 1800 ft from the sea level which make this road above the cloud for height. Both sides of this road have two different valleys one is in Bangladesh side and another valley ended in Indian State of Mizoram and the high mountains of Mizoram State (Fig. 10.4).

Clouds

Sajek valley is popularly known as Kingdom of Cloud as you will stay above the cloud level and at the dawn Sajek valley is submerged in cloud and look like an island in the middle of the cloud.

Lifestyle of Indigenous Tribes

Tourists can enjoy Jhum Lands (Mountain Agriculture System) on the way to Sajek valley Tourist Spot. They can explore the lifestyle of indigenous tribes of Bangladesh as Konglak is a tribal village.

Fig. 10.4 Two aerial views of Sajek valley. (Sources: Fly ticket.com.bd 2019; Daily Bangladesh 2020)

Helipads

There are two army helipads in Sajek valley on top of two mountain peaks. One offers the view of the valley in Indian Side and also offers the view of Sunrise. Another helipad offers the view of another valley which is on the Bangladesh side and offers the view of Sunset.

Costs

Sajek valley is ideal place to visit both for tourists and bag packers as well. One can avail luxuries for higher price and also avail basics at a cheaper price for bag packers.

Transportation Cost

Non A/C bus cost BDTK. 520 and BDTK. 1040 for round ticket for Khargrachari to Sajek valley. A group of 11 people can hire a jeep for BDTK. 7000 for 2 days and each need to pay around BDTK. 650.

Accommodation Cost

A boarding house cost BDTK. 150 per night on a shared room basis. But for luxury stay, tourists can choose one from Table 10.1.

Table 10.1 Room rates ($1CAD = Tk. 60) at the Sajek valley Resort with rates that vary very widely for the military and civilians

	Room rent (BDTK.) (Bed and Breakfast)		
Type of Guest	AC Suit	Non AC King Bed	Non AC Twin Bed
Serving military officer	5000	2500	2500
Retired military officer	5000	2500	2500
Serving first class government Gazetted officer	7000	5000	4000
Club member	10,000	7000	6000
Other valued citizen	15,000	12,000	10,000
Foreigners	$250	$200	$200

Source: ROCK Sajek valley website

Food Cost

Food cost also depends on the tourists' choice. Sajek valley has only one luxury restaurants operated by Bangladesh Army named as Rock Rajek. There are some decent restaurants that sell Bangladeshi Cuisine at very cheap price. There are also some tea stalls which also sale some snacks, bananas etc. Per meal traditional Bangladeshi meal costs around BDTK. 120–150 (3 meals a day, breakfast with Paratha with Curry and Egg cost BDTK. 50) so for 2 days and night, it cost BDTK. 400 a day with snacks and cups of tea (BDTK. 6 per cup). In general, no food shops keep prepared foods, rather they take order and cook food based on ordered quantity. That is why, tourists' need to order 2 h before the meal time.

Research Method

In this study, the demographic situations of visitors visiting Sajek valley were examined and the effect of education, age and income levels of domestic tourists visiting Sajek valley destination on their perception towards the Sajek valley site was researched. Primarily the survey study was conducted in the Sajek valley region as a part of thermal tourism and demographic situations of tourists coming to Sajek valley were inspected. Later, these aforementioned factors were considered and the visitors' attitudes were revealed. The research was implemented in two steps. In the first step secondary data based information was discussed, and in the second step the data was collected through field research. In the field research, the survey method was used as the data collection method.

The survey form is composed of four sections. In forming the first section of the survey form, research handling the topic scientifically was primarily examined and there were questions concerning basic information of tourists towards Sajek valley destination; in the second section there were questions related to destination image and demographic information aimed at tourists taking the survey. The questions were placed at the middle of the survey form. In third section, questions were on tourists' satisfaction. In this study, in order to evaluate opinions of people included in the sample, the Likert attitude scale-extensively used in research based on quantitative data--was used. Likert type scale items are used as 3, 5 or 7 options. In this study, a Likert five-point scale was preferred in its original form. In determining perceptions towards the destination, survey takers were asked to assign each attitude statement according to agreement level by giving statements "Completely unimportant…important".

The pre-application was primarily conducted to come up with valid results in the survey study forming the key point of the research. The pre-application of the study was realized by interviewing tourists. In reciprocal interviews, tourists' reaction to questions was observed. Notes were made if the person hesitated, or if there were inarticulate questions being asked. In addition, the tourists' ability to perceive questions easily was taken into account. After the pre-application, the final draft of the

survey form was created, and this survey was used on tourists coming to Sajek valley by interviewing them face-to-face.

In this study, with the aim of revealing visitors' perceptions towards ecotourism destination Sajek valley as a tourist destination--a total of 102 surveys taken by tourists visiting Sajek valley were analyzed according to various demographic variables. The data collected through the survey was analyzed with the SPSS statistical program developed for social sciences. First of all, surveys were checked to see if they had been filled out completely and if answers continued in a certain way were primarily examined. Frequency distributions of demographic data were handled and extrapolated. Finally, one-way variance analysis was applied in order to research the effect of education, age and income situations on visitors' perception criteria towards Sajek valley. When the result came out as meaningful in variance analysis, the Scheffe test was done.

Result and Analysis

Tourists' were asked:

"I think most people have a positive opinion about this tourist destination".
"The staff at this tourist destination is friendly towards the guests".
"This tourist destination has a unique image".
"I think this tourist destination is popular".
"The staff at this tourist destination always put guest first".
"This tourist destination respects the natural environment".

Positive Opinion

From Fig. 10.5, we can see that 65.69% people are completely agreed with the first statement whereas only 1.96% people are completely disagreed with the statement. A good number of people (28.43%) are agreed with the statement. On the contrary, only 0.98% people are disagreed. Furthermore, 2.94% people are neutral about the statement.

Friendly Staff

"The staffs friendly towards the guests" – to reply this statement 44.12% people are completely agreed with this whereas only 1.96% people are completely disagreed with the fact. 24.51% people are agreed. On the other hand, only 3.92% people are disagreed. Furthermore, 24.51% people are neutral about the fact (Fig. 10.6).
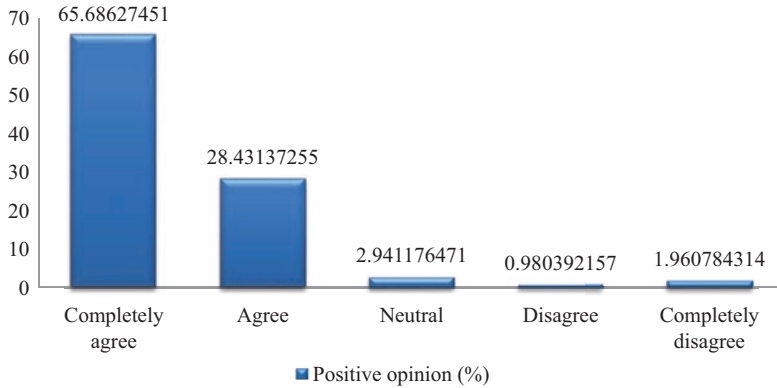
Fig. 10.5 Positive opinion about Sajek valley. (Source: Based on authors' study 2020)
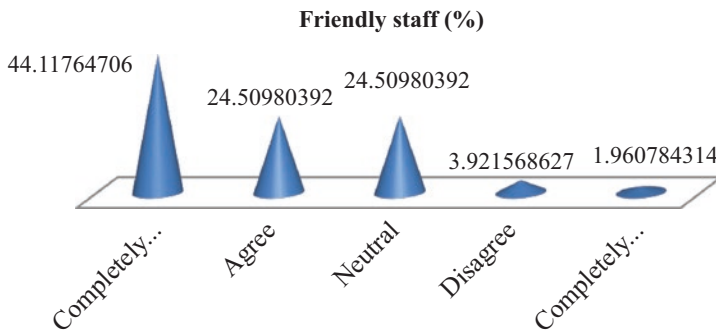
Fig. 10.6 Friendly staff of Sajek valley. (Source: Based on authors' study 2020)

Unique Image

Tourists were asked about this statement that "This tourist destination has a unique image". 71% people are completely agreed and 25% people are agreed with the statement. The most commendable result we have got is that no people are disagreed with the statement. Only 2% people were neutral and 2% were completely disagreed. Few tourists were from Khagrachari where they can view similar type of image. Maybe this is the cause behind this statement (Fig. 10.7).

Popularity

"I think this tourist destination is popular". To reply this statement 63.73% people are completely agreed with this whereas only 1.96% people are completely disagreed with the fact. 29.41% people are agreed. On the other hand, only 1.96%

Fig. 10.7 Unique image of Sajek valley. (Source: Based on authors' study 2020)

Unique image (%)

■ Completely agree   ■ Agree   ■ Neutral
■ Disagree   ■ Completely disagree

2%   0% 2%
25%
71%

Popularity (%)

80 63.7254902
60
29.41176471
40
2.941176471   1.960784314   1.960784314
20
0
Completely…   Agree   Neutral   Disagree   Completely…
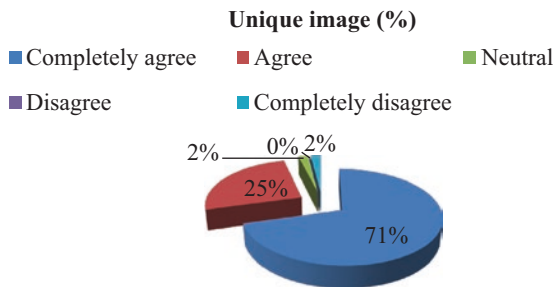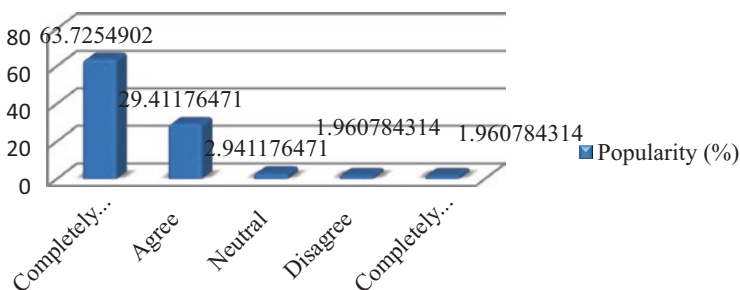
■ Popularity (%)

Fig. 10.8 Popularity of SAJEK VALLEY. (Source: Based on authors' study 2020)

people are disagreed. Furthermore, 2.94% people are neutral about the fact (Fig. 10.8).

Guest Priority (%)

Tourists were asked about this statement that "The staff at this tourist destination always put guest first". 22.55% people are completely agreed and 20.59% people are agreed with the statement. Only 10.78% people were disagreed and 2.94% were completely disagreed. 43.14% people were neutral about this fact. That means that they have got a moderate level service from the staffs which is not so good and also not bad at al (Fig. 10.9).
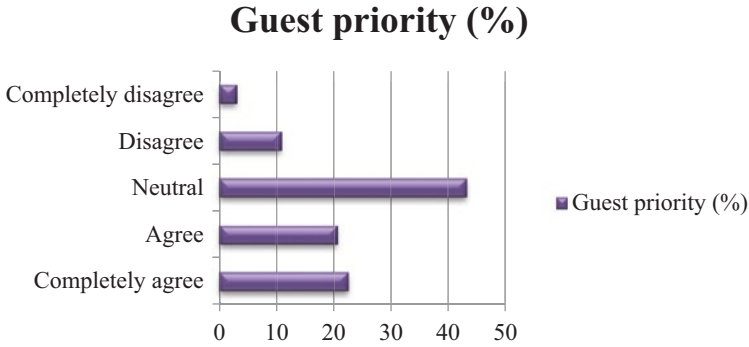
Guest priority (%)

Fig. 10.9 Guest priority of SAJEK VALLEY. (Source: Based on authors' study 2020)

Natural environment (%)
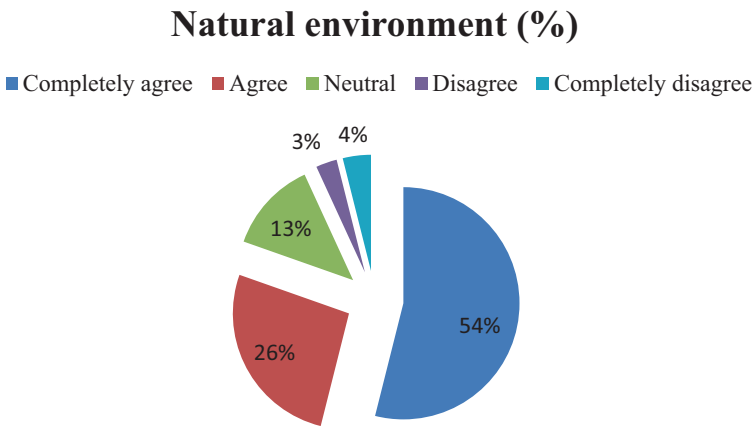
Fig. 10.10 Natural environment of SAJEK VALLEY. (Source: Based on authors' study 2020)

Natural Environment

"This tourist destination respects the natural environment". To reply this statement 54% people are completely agreed with this whereas only 4% people are completely disagreed with the fact. 26% people are agreed. On the other hand, only 3% people are disagreed. Furthermore, 13% people are neutral about the fact (Fig. 10.10).

Table 10.2 External factors (no. of person)

Statement of no. of person on external factors	How important is this product? (Completely important to very unimportant) Expectation						How important is this product? (Completely unimportant to very important) Real					
	5	4	3	2	1	Total	5	4	3	2	1	Total
1. Personal safety and security.	81	16	2	2	1	102	74	16	9	1	2	102
2. The destination can be easily reached.	23	28	32	15	4	102	9	14	30	36	13	102
3. Friendliness of the local people.	32	26	38	3	3	102	14	23	41	20	4	102
4. Organization of the local transportation services.	21	31	29	15	6	102	6	13	25	36	22	102

Source: Based on authors' study 2020

External Factors

Table 10.2 shows tourists opinion about the external factors of Sajek valley. External factors include personal safety and security, reaching medium, friendliness of the local people, organization of the local transportation etc.

According to our study, expectation and reality in personal safety and security is nearer whereas in case of other factors, there are far differences between them.

To attract the tourists', the place should ensure to fulfill the demand of tourists' expectation. Authority should focus on it so that tourists' expectation and reality could be almost the same. Tourists evaluate a place based on various types of factors. External factors play an important role in tourists' decision. According to our survey, satisfaction on external factors is good enough. But tourists' expectation was more in these factors compared to the reality. Authorities should take necessary steps to overcome the limitations to increase the ranking of tourists' satisfaction.

Important Factors

Table 10.3 shows tourists opinion about the important factors of Sajek valley. Important factors include overall cleanliness, unspoiled nature, climate conditions, and diversity of cultural or historical attractions, the quality of hotels or motels and opportunity for rest.

In this sector, except the quality of accommodations such as hotels or motels all other factors approximately meet the demand. That means there are similarities between expectation and reality.

Table 10.3 Important factors (no. of person)

Statement of no. of person on important components of tourism	How important is this product? (Completely unimportant to very important) Expectation						How important is this product? (Completely unimportant to very important) Real					
	5	4	3	2	1	Total	5	4	3	2	1	Total
1. Overall cleanliness of the destination.	61	23	14	4	0	102	53	35	11	3	0	102
2. Unspoiled nature.	62	20	17	2	1	102	56	34	8	4	0	102
3. Climate conditions.	37	34	26	3	2	102	48	34	18	1	1	102
4. Diversity of cultural/ historical attractions (architecture, tradition and customs…)	29	17	26	12	18	102	21	13	31	16	20	102
5. The quality of the accommodation (hotel, motel, apartment…)	45	32	20	5	0	102	18	18	42	23	1	102
6. Opportunity for rest.	36	26	31	3	6	102	31	27	23	10	11	102

Source: Based on authors' study 2020

Table 10.4 Additional factors (%)

Additional benefits	How important is this product? (Completely unimportant to very important) Expectation (%)					How important is this product? (Completely unimportant to very important) Real (%)				
	5	4	3	2	1	5	4	3	2	1
1. The offer of local cuisine.	26.47	38.24	25.49	5.88	3.92	5.88	19.61	40.20	29.41	4.90
2. Possibilities for shopping.	9.80	21.57	32.35	15.69	20.59	3.92	2.94	18.63	39.22	35.29
3. Night life and entertainment.	17.65	26.47	24.51	13.73	17.65	9.80	13.73	26.47	30.39	19.61
4. Availability of sport facilities and recreational activities.	9.8	15.7	15.7	28.4	30.4	4.90	6.86	12.75	27.45	48.04
5. Offer of cultural and other events.	12.75	16.67	31.37	18.63	20.59	4.90	12.75	15.69	36.27	30.39
6. Wellness offer.	15.69	17.65	20.59	19.61	26.47	4.90	10.78	14.71	29.41	40.20
7. Resort offer.	21.57	27.45	32.35	5.88	12.75	6.86	7.84	15.69	34.31	35.29

Source: Based on authors' study 2020

Additional Benefits

Table 10.4 shows tourists opinion about the additional benefits of Sajek valley. Additional benefits include the offer of local cuisine, possibilities for shopping, night life and entertainment, availability of sports, offer of cultural events, wellness offer, resort offer etc.

Tourists were asked based on five – scale that is completely unimportant to very important. In case of additional benefits, there are huge differences between the expectation and the reality. Policy maker should find out the reason behind it to implement the new policy.

In Table 10.4, we can see all the outputs in percentage. According to the opinions of tourists' authorities can take necessary steps to improve the ranking of additional benefits. This survey result will help to take strategic plans in this sector.

Table 10.4 shows the percentage of tourists' opinion on the additional factors of Sajek valley which has significant impact on tourists' satisfaction.

Econometric Model Analysis

Summary Statistics

Table 10.5 shows the summary statistics of overall satisfaction. The frequency of completely satisfied is greater. And the frequency of satisfied is 34 whereas 29 tourists are neutral.

ANOVA

Null hypothesis is there is no difference in outcome variables among different values of the predictors. In this case, there is no different satisfaction among the general qualities. There are difference in means among the groups as the partial SS is 2.8769959 which is quite large. Here, F-test is significant here (Table 10.6).

Post Hoc Test

Comparison of overall satisfaction by General quality (Scheffe test).

Table 10.5 Summary statistics

General Quality	Summary of overall satisfaction		
	Mean	Std. Dev.	Freq.
Neutral	4.0689655	.59347852	29
Satisfied	4.4117647	.65678958	34
Completely satisfied	4.4615385	.75554629	39
Total	4.3333333	.69415285	102

Source: Calculated by the authors 2020

Table 10.6 ANOVA table

```
          Number of obs =      102    R-squared      =  0.0591
          Root MSE      =  .68009    Adj R-squared =  0.0401

   Source | Partial SS         df       MS         F     Prob>F
  ─────────────────────────────────────────────────────────────
    Model | 2.8769959           2   1.4384979     3.11   0.0490

generalqu~y | 2.8769959         2   1.4384979     3.11   0.0490

 Residual | 45.789671          99   .46252193
  ─────────────────────────────────────────────────────────────
    Total | 48.666667         101   .48184818
```

Source: Calculated by authors, based on survey 2020

Table 10.7 Post hoc test

Row mean-Column mean	Neutral	Satisfied
Satisfied	.342799	
	0.142	
Completely satisfied	.392573	.049774
	0.067	0.953

Source: Calculated by authors, based on survey 2020

From Table 10.7, we can see that "satisfied" category of general quality of tourism is more than "neutral category" of overall satisfaction which is not significant. Again, 'completely satisfied' category of general quality of tourism is more than "neutral category" of overall satisfaction which is not significant. On the other hand, difference between "satisfied" category of overall satisfaction and "completely satisfied" category of general quality is very trivial, which is not significant.

Case Study

Scenic Beauty

Ashraful Hoque, a banker, age-39 went to Sajek valley with friends. According to him, he was not getting break from my work. He was supposed to come here long days ago. He could get the leave at last. He said, "My friends were from different districts. My three friends and I live in Chittagong. The rest 6 friends live in Dhaka. We started at 10 A.M. The roads are just amazing. We reached at 2 P.M. Resort was rented in advance. We stayed there for one night. The whole afternoon roamed in different places such as Helipad, Lushai heritage village, Ruilui para. The natural environments of these places are 'excellent' in one word. These are not expressible in word".

Nowrin Jabin, a student of United International University, age-25 came with friends and cousins. They had a plan to travel several places such as Rangamati, Khagrachari, Bandarban, Sajek valley etc. They visited all the places. According to her, they would not realize that Sajek valley is so beautiful if they were not come here. I was a little bit frightened as the hilly roads are zigzag, not straight. I kept my eyes closed when traveling by the special vehicle named "Chander gari" there. But after reaching Sajek valley, I felt like I came in abroad. The place is more beautiful than the picture of the place I saw before. She said, "Konglak hill, Lushai Heritage village and waterfalls are just wow".

Shabyashachi Chowdhury, SPO, Eastern Bank Limited, Agrabad Chittagong enjoyed high peak, hills, cloud and rain very much. Kamrul Islam, a student of second semester, Sports science, University of Chittagong expressed his perception beautifully. He said, "Natural beauty of Sajek valley is very fascinating. Especially the road from Khagrachari to Sajek valley is very pleasant. As the road is zigzag, sometimes it's scary. However, I feel adventurous also. That's a different feeling. I will not forget the eye-catching view of Konglak hill and waterfall. Hiking in the hills with a bamboo stick and going down to the waterfall is both troublesome and delightful. We reached to Sajek valley safely by "Chander gari" with army squad. All transports are being reached there in the same way. That's why tourists feel safe to go there".

Md. Ashraful Hoque Tareq, Deputy Manager, DBBL, Hathazari branch, Chittagong said, Sajek valley is well known for the scenic beauty. It is known as queen of the hills". Naem Hossain, third year Honors student, Department of Bengali, Rajshahi University, who is 22 years old said, "Scenic beauty of Sajek valley is eye-catching. View of Konglak hill marked a line in my mind". A 22 years old Masters student Sushmita das Dalia said, "my home is in Khagrachari. I had a plan to visit Sajek valley. But I was not able to manage time. At last, I have come here. I have come here with my family. We have started from Khagrachari by "Mahendra" which is a well-known transport here. Transport cost for round trip was 5600 BDTK. as we will not stay here at night. We have started very early in the morning. That's why; we have enjoyed the panoramic roadside view from Khagrachari to Sajek valley. Shifting cultivation of ethnic people and banana garden view is really pleasant". She added, "After taking breakfast we have gone to helipad. We have found many colorful houses there, which are really awesome. Then we have gone to Konglak hill. The experience of hiking the hills is very troublesome. I am surprised that we have gone in empty hand. But the ethnic people were carrying many heavy goods with them. We have seen the kingdom of India from there. We have enjoyed the games of clouds". Saibal Hoque, age 35, Assistant Professor, Kandua degree college, Mymensingh said, "bewitching environment with zigzag road, peep-boo games of clouds on the peak of orderly hill, garden of banana tree, mind blowing scenic beauty of orange tree and melodious tune of fountain water on the hill is really entrancing".

Local Lifestyle

Ashraful Hoque said, "The local people are very simple and ordinary. They do not get sufficient facilities of education and health care service. A local man told that there was no school some days ago. Students used to go to Mizoram for studying. Now there is only one school. No medical treatment facilities are available for local people. Shabyashachi Chowdhury said, "We have met the native people such as Tripura, Pankua, Kaibar Lushai of Sajek valley. But one thing I must say that all of local habitual-reflexing hotels and restaurants are decreasing at an alarming rate. As a result, tourists will not get original flavor of local lifestyle".

Naem Hossain said, "Life style of ethnic people is very hard. But the people coped up with the situation". Md. Ashraful Hoque Tareq said, "Ethnic people of Sajek valley are Chakma, Tripura and Lushai. Beside this there is another ethnic group named Pankua. All ethnic people are very friendly and calm. Their main economic source is the cultivation of fruits and vegetables. There are two para (areas) in Sajek valley. One is Ruilui, another one is Konglak. Mizoram of India is only 10 km far away from Sajek valley. That is why; the ethnic people often go to Mizoram. They can go to Mizoram on foot through the hilly road. It takes only 2 h. I came to know from a Lushai man that they keep their savings in the bank of Mizoram. Mainly most of the ethnic people are Christians. They have only one church in Ruilui Para".

Saibal Hoque told, "Sajek valley is the meeting place of all categories people. Colorful existence of ethnic people blows our mind. Simple attitude of ethnic people easily attracts tourists. Hilly areas in Sajek valley are very well-arranged. The houses are made of bamboos". According to Kamrul Islam, "The local life-style of ethnic people is not delightful. Mostly, their livelihood depends on shifting cultivation. There are some small grocery shops and food hotels also for their sustentation. Some migrated people also do business here besides ethnic people. The houses are made of bamboo. A "Para" consists of a few houses. A most significant quality is unity among them. Education and medical facilities are not insufficient. Only one school is available there. And for treatment purpose, there is a small house only, where local people get primary treatment facilities. In case of medical emergency, the local people have to go Dighinala or Khagrachari city which is far away from Sajek valley. Thus it becomes difficult and troublesome as public transports are not available always". He added that the people face problems of electricity. They are very simple and good hearted people.

Food

According to Nowrin Jabin, Special food "Bamboo chicken" and "meat of wild-chicken" were excellent. Kamrul Islam said, "Scarcity of pure water is big problem here. Residential hotels take the water from waterfall for their usage". He added,

ethnic people's food habit is totally different from Bengali people. Food made from soft bamboo locally named as "Bashkorul" and "Bamboo chicken" is their special food. Beside this, they eat hilly chicken, dal, egg and vegetables. But the recipes are totally different. Many types of breakfast are available there. Most amazing experience was drinking tea in pot made by bamboo. This was an exceptional feeling. I found that there are many vegetable sellers who sell their vegetables besides roadside from morning to noon". Naem Hossain also agreed with this. He said, "There is unavailability of pure water". According to Sushmita das Dalia, "We have brought cooked food from home as the price here is relatively high. We have also brought bread, banana, cold drinks and some snacks. After reaching here, we have taken our breakfast".

Customs

According to Shabyashachi Chowdhury, "Women seem to be more involved in economic activities here. Tea stalls, food joints and roadside marketplaces are dominated by women. Picking fruits and vegetables early in the morning is a common trade here. I visited a local community called Konglak para and also observed women-dominated society. They are very fluent in English specially the Lushai people". Kamrul Islam mentioned that most of the ethnic people are from matriarchal families. Women can be seen in marketplace. They wear their traditional dress.

Clothing of Local People

According to Md. Ashraful Hoque Tareq, women wear "Thami" which is a Chakma dress. But they also wear formal dress. Shabyashachi Chowdhury said, "There are many types of ethnic people in Sajek valley. All the ethnic people wear their special dresses except the Lushai people". According to Saibal Hoque, "colorful clothes of ethnic people are really beautiful. Most of the ethnic peoples wear their traditional dress. Thami, Skirt and Lungi are their favorite dresses".

Night Life

Nowrin Jabin said, "I liked the night life more. The environment was totally different. I enjoyed the sparkling light in the Mizoram hill from my resort. The sky was full of stars. In one word, it was an extraordinary beauty of nature". According to Saibal Hoque, "the environment of night is indescribable. Moon of moonlit night along with hill and clouds make an artificial river which creates the moonshine in tourists' mind. Small tea stalls of ethnic people and barbecue is really amazing. The

sweet smell of flower fills the mind with softness". Shabyashachi Chowdhury opined that tourists have very little to do at night. According to him, most of the tourists pass their time at helipad or doing barbeque or roaming around the street. Kamrul Islam said, "The night environment is quiescent and peaceful. All activities are closed after 8 p.m. After that, a monastic environment is created".

Cultural Event

Shabyashachi Chowdhury did not get time to observe any cultural events of local people. According to Naem Hossain, "Unfortunately I could not get the scope of enjoying any cultural events". Kamrul Islam said, "We were walking there. Suddenly we found that there is a house where the ethnic people were singing and dancing. We came to know, that was one of the cultural events of them". According to Md. Ashraful Hoque Tareq, "Sajek valley would improve more if it could arrange cultural events for tourists. They do not arrange such events. Only they allow tourists to visit Lushai village from 10 am to 4 pm. by purchasing tickets. As the place is controlled by Bangladesh Army, some places are restricted". Saibal Hoque said, "I was not that much of fortunate to enjoy the cultural events of ethnic people".

Morning and Evening Beauty

Nowrin Jabin said, "I wake up very early in the morning. It cannot be expressed in word what I saw in the morning. I felt that I was in the emperor of clouds. For this Sajek valley is known as "cloud girl". Naem Hossain told that he can still remember the scenic beauty of sunrise. According to him, "It seems that the sun is rising from the below of clouds". Saibal Hoque said, "The mind of tourists is bewildered by fogs, hills and sun. Morning marketplace of hilly people enhances the pleasant experiences. Fresh fruits and vegetables in the morning attract tourists easily. Hot tea which makes a smoke effect with a special soft "Parata" creates a captivating environment in the morning. Again, the scene of sunset is really amazing. This time, tourists can enjoy the view of color changing of natural environment. The sight of pleasant sunset can be observed from the balcony of the hotels or resort. Tourists can enjoy sunset sight from helipad also. Rows of hills become visible slowly and turn into blackish green after the sunset. Colorful tea stalls in evening easily attracts the tourists. Tourists make friendship with seller's pet dogs easily". According to Shabyashachi Chowdhury, sunrise scene is very nice to observe with clouds. Kamrul Islam said, "most attractive part is morning beauty. I wake up very early in the morning and enjoyed white cloud raft. Clouds, hills and soil make an extraordinary beauty together. Mainly Sajek valley is known to all due to this scenic beauty. Both sun rise and sunset is very enjoyable". Sushmita das Dalia told that after visiting Sajek valley, it was afternoon. She and her family members have their lunch. They

have enjoyed the beautiful weather of afternoon, cool air, natural beauty at that time. All made a heavenly environment.

Cost

Saibal Hoque said, "The cost depends on personal choice. From Khagrachari, there are many types of transports to go to Sajek valley. But the most popular transport is "Chander Gari" which can be called "vehicle of moon" in English. The cost of "Chander Gari" is 7000–8000 BDTK. per 10 people for a round trip. Hotel/resort rent is 1500–10,000 BDTK. depends on the quality of hotel/resort. Food cost is around 120–250 BDTK. per person for each meal depends on the quality of food". According to Nowrin Jabin, the place is very costly. Price of food and accommodation was very high. Our daily food cost was around 1500 BDTK. per person and resort price was 2500 per day. Transport cost was 12,000 BDTK. for going there. Shabyashachi Chowdhury said, "hotel cost is between 1500 BDTK. and 9000 BDTK. It depends on the tourists on the basic of luxury they want. Our transport cost was 7000 BDTK. for 9 seated Mahindra zip for round trip". Kamrul Islam said that if tourists go by "Chander Gari", then the transport cost will be 8000–10,000 BDTK. for round trip. Naem Hossain told that he came with friends. The cost was 4500 per person in total as they shared the different type of costs.

Overall Satisfaction

Overall satisfaction was very good. According to Nowrin Jabin, "overall satisfaction was excellent. I would never forget this experience". Ashraful Hoque said, "My experience of Sajek valley is not worth mentioning. I would like to go there again if I get opportunity". Saibal Hoque said, "In one word we can say it 'charming'. Who will visit this place one time, tendency of going of him/ her will rise. Those who did not visit Konglak hill, seems their life is vainly". Shabyashachi Chowdhury told that Sajek valley is the one of the best tourism destinations in Bangladesh to observe the flood of clouds and being in the cloud. Naem Hossain said, "I was moderately satisfied". According to Kamrul Islam, "Anyone will like Sajek valley as tourist destination. It is an excellent place".

Challenges

Ensuring that nature-based travel establishes and maintains high standards is a challenge for all parties. The roles are different for each player, but together they can find the ecologically sensitive and economically viable methods and practices that

will ensure survival of the attractions of nature and culture, without harming the resources (Shores 1992). Local communities, resource industries, tour operators, and national environmental organizations all have stance to think about.

According to Isranglcura (1996) and Shores (1992), some challenges are stated below:

- Environmental organizations have the challenge of ensuring the objectiveness of the policy environment, where each interest group may hold a set of values very different from the next group.
- Promoting dialogue and facilitating conflict reduction is continuing challenges.
- Providing independent analysis of official data, and independent data collection when the official data are in question, are also roles for the environmental organizations.
- Ecotourism has been hindered by a lack of awareness that has consequently affected the development of sustainable tourism. The negative impact of ecotourism includes damage to plants, forest clearance, disturbing animal habitats, creating soil compaction, and marine resource destruction (coral damage and over fishing).
- Ecotourism can become a threat to the local community due to overcrowding leading to resentment among the local community, introducing new values and practices to the local people and creating conflicts in the use of natural resources.
- Overcrowding or unmanaged eco-tours can also increase pollution in the form of garbage, air pollution and water pollution.
- Tour operators and resource management agencies must come together to ensure enviro-centric travel and use in national parks and their surrounding lands.
- Park managers need to develop clear criteria for setting the limits of acceptable change for each ecosystem.
- Tour operators need to learn enough about the ecosystems they visit to understand the need for restrictions and limits. This same information can be used to enrich the visitor experience, as well.
- Local communities need to be encouraged to take the long view in selecting a development path for their landscape and their economy. They may find partners in development and conservation by inviting the environmental groups to work with them to find solutions and the capital to make them happen.

It is, however, important to note that, the negative impacts, generally, result from inadequate planning and mismanagement of eco-tours. With well-designed eco-tour activities, a control of the volume or frequency of visits, proper pricing techniques and careful environmental assessments, the negative impact can be much reduced (Isranglcura 1996).

Potentials of Ecotourism in Bangladesh

From the above literature, the researchers of this paper find out that in Bangladesh there are potentialities and scope for ecotourism development. As earlier in this paper, it was highlighted that for any destination to be called ecotourism destination, it needs to fulfill some criterions, have to have some characteristics, components and elements. Furthermore, the most important part of ecotourism, the actors and eco-tourists should be present to composite the market of ecotourism.

First of all, this paper has highlighted that two criteria's (a form of tourism and basis in nature) are fulfilled in the context of Bangladesh through which Bangladesh can explore and develop ecotourism ideas amongst the tourists. But the other two important criteria- sustainability and learning lacks in our country and it needs to be resolved. In this paper authors tries to find out that education process for the entire industry as well as the tourists of different types are not adequately present in Bangladesh to flourish ecotourism from different perspectives. When tourists and the other actors did not receive the proper knowledge building and learning program about ecotourism, its benefits, how to utilize the resources efficiently- the result is lack of sustainability of the tourism offerings.

As this paper identifies- whether Bangladesh has the potentials for ecotourism destinations or not, some characteristics play a vital role to explain it. The jungles and forests have rich variety of flora and fauna in the Chittagong hill tracts' which could create the attraction and fascinate tourists. Bangladesh offers opportunity to meet with local communities and also understands, respects local culture along with building environmental awareness. The ecotourism destination (specially the hilly areas of Bangladesh) provides the best scope for bonding between the eco tourists and the local communities. In case of ecotourism in Bangladesh, tourists like to travel different natural remote areas even though accommodations and other services may not support. Ecotourism destinations offer strong relationship between nature and local communities and our eco-tourists enjoy this part more than anything else.

The species, coral reefs and the wild lives are the part of ecotourism which in different times are the sources of knowledge on various subject matters for the researchers. In Bangladesh, St. Martin's Island, the Sundarbans, Nijhum Deep, Lawachera etc. holds very strong evidence for collecting valuable information and to observe and develop new ideas, concept and practices.

Ecotourism normally involves travel to natural areas and fostering environmental opportunities which enclose newer possibilities of ecotourism development. With different elements of ecotourism, Bangladesh consist experience and eco tourists who participate in various activities and love distance traveling. The young generation of this country likes to perform adventurous tourism activities such as- trekking, photography, sight-seeing and exploring the natural remote areas. In case of ecotourism actors, we hold the visitors along with communities to promote this opportunistic side of tourism. Our government and NGO's are recently trying hard

to promote this special part of tourism for earning foreign currency and to increase the GDP.

Conclusion

The purpose of this study is to develop holistic theoretical model of destination loyalty by using tourist perception, ecotourism destination image, tourist satisfaction and its attributes. Analyzing the antecedents of tourist perception, destination image, tourists' satisfaction and destination loyalty may provide insight in the process of creating destination loyalty at both construct and indicator level. Firstly, authors exposed the impact of tourist perceptions, destination image and satisfaction on tourist loyalty. They analyzed with different types of graphs. Secondly, authors analyzed the components, attributes and factors influence of the tourist perception and destination image. To analyze, they used the scoring table. Thirdly, authors examined the attributes of tourist satisfaction through summary statistics and ANOVA table and finally, authors explored the determinants of destination loyalty. To establish their result, they have done a post hoc test.

The government has enacted Environment Policy 1992, Bangladesh Environment Protection Law 1995, and National Tourism Policy 2010; the main objective of which is to develop sustainable ecotourism through conserving natural resources and promoting community interests as well as preserving cultural values of the local people by ensuring their participation in the entire process. Ecotourism might be the rapidly growing segment of the tourism industry and that needs appropriate strategic planning for effective implementation of the National Tourism Policy.

The recommendations are as follows:

- Educating local people about ecotourism and its maintenance.
- Necessary measures are required from law enforcement authorities for maintaining the serenity of the sites.
- Adequate availability of restrooms and refreshment zones are top priorities.
- Proper waste management system is essential.
- Safety and security should be strictly handled.
- Ascertaining training and monitoring of tour operators and service providers.
- Punitive actions should be taken on violations of code of conduct set for the eco-tourists.
- Ensuring economic benefits of the local/indigenous people.
- Cultural events can be organized to display the cultures of ethnic people.
- Banking facilities should be provided for tourists and ethnic people.
- Medical facilities are needed for both local people and tourists.
- Food security must be ensured for ethnic people.

It is necessary to introduce some strategic plans by the government to portray what needs to be done, the groups responsible for the actions to be taken, and the roles and responsibilities of the relevant groups. Bangladesh is still its nascent stage

of flourishing as an ecotourism destination. Ensuring proper infrastructure and facilities for the tourists will help uphold the tourism image of the country.

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Chapter 11
Culinary Image of Bangladesh and Tourists' Travel Intention: The Impact of Visual Attention

Chinedu Increase Onwachukwu and Mallika Roy

Abstract Focusing on Bangladesh, we investigate how the culinary destination image influences the intention of tourists to visit the country at the pre-travel phase. In addition to the three culinary destination image factors considered by existing studies, we include a fourth factor which captures the cultural heritage and critical traditional festivals of Bangladesh, which could attract tourists. We employ eye-tracking measures with a survey to understand the potential travelers' attention to tourism visuals, the effect of a culinary destination image on travelers' intention to visit the destination and whether this influence differs across ethnic groups in the pre-trip phase. The eye-tracking technique allows us to obtain data on fixation duration, fixation count, and patterns of saccades. We then employ suitable statistical methods to analyze the data. We make three crucial findings which far-reaching implications: (i) increase in the four culinary destination images factors of Bangladesh – food, dining, food activities and culture is associated with an increase in the probability of visiting the destination. (ii) Culinary tourists fixate more on food while non-culinary tourists fixate more on cultural activities. (iii) Westerners have a strong preference for food, while Asians are lovers of cultural events. These results point to the need for tourism marketers in Bangladesh to segment tourists into different categories based on their preferences and ethnicities and reach each group with appropriate advertising strategies.

Keywords Culinary tourism · Bangladesh · Destination image · Eye-tracking technique

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Introduction

Apart from being an engine of economic growth and development of a country, tourism affects various industries directly and more indirectly through spending. It also contributes significantly to employment creation at the local, regional and national level. According to the World Food Travel Association (2019), expenses on food and beverages account for about 15% to 35% of all tourism spending. No wonder why culinary tourism has become a significant sub-branch of tourism. Culinary tourism employs food as a means of showing cultural experiences; it focuses on the nexus between culture and cuisine. According to Bessière (1998), the local cuisine of a country expresses the national identity and could improve the image of such a destination. Also, Pine and Gilmore (1999) contend that tourists no longer pay for essential services that a destination has to offer but the overall experience. Culinary tourism even concerns cultural and food-related activities, and they manifest in people ways of living, their cultural heritage and celebration.

The focus of this study is on the culinary tourism demand in Bangladesh. Bangladesh is famous for its elegant cuisine, cultural heritages, lovely beaches and variety of wildlife. It is therefore expected that tourism will contribute immensely to the development of the country's economy. Unfortunately, the country has continued to record a decrease in the number of arrivals over the last eight years as can be seen in Fig. 11.1. The formulation of effective marketing strategies and policies will go a long way in raising inbound tourism and the receipt from tourism.

Pearce (2005) identifies five phases that characterize the behavior of tourists – pre-travel, travel to the site, on-site experience, return to the country of origin, and recall/recollection. Culinary tourism researchers have focused on the last stage at the neglect of the pre-travel stage, which determines the choice of destination. Also, existing literature concentrates on three culinary destination image factors – food, dining and food-related activities. Focusing on Bangladesh, we investigate how the
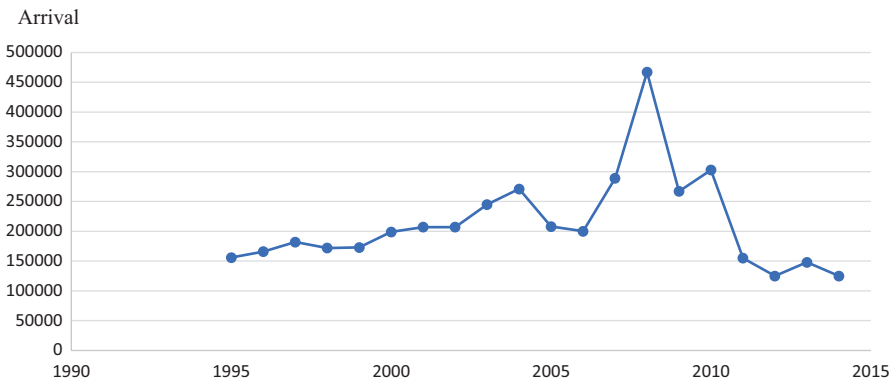

Fig. 11.1 Trend in inbound tourism of Bangladesh between the period 1995–2014. (Source: World Bank Group 2018)

culinary destination image influences the intention of tourists to visit the country at the pre-travel phase. In addition to the three culinary destination image factors, we include a fourth factor which captures the cultural heritage and critical traditional festivals of Bangladesh, which could attract tourists.

We employ eye-tracking measures with a survey to understand the potential travelers' attention to tourism visuals, the effect of a culinary destination image on travelers' intention to visit the destination and whether this influence differs across ethnic groups in the pre-trip phase. The eye-tracking technique allows us to obtain data on fixation duration, fixation count, and patterns of saccades. We then employ suitable statistical methods and analyze the data. Our results are of paramount importance, especially to marketers and governments because we highlight the importance of considering image characteristics and tailoring images to specific markets.

Tourism Development in Bangladesh

Bangladesh is a nation of natural beauty, history and culture. In a little region, it has broadened vacation spot. Mountains, ocean shorelines, waterfalls, mangrove woodland, tea garden, islands, various species flora and faunas etc. glorify the nation's natural beauty.

Restaurants of this country have iconic and wildly popular images. They serve various foreign dishes and also bring every possible permutation of local ingredients and flavors to tourists' tables. The decorations of the restaurants are fine enough, and some of the restaurants display local traditional invaluable signs which have significant values. The country is famous for delicious food and desserts. The specialty of Bangladeshi food is that the foods are spicy. Most of the foods are available in restaurants, but some homemade foods are not available there. Bangladeshi cuisine incorporates the use of pastes – spices and roots ground smooth. Green chili peppers are ubiquitous in Bangladeshi cuisine. Other common pastes include a combination of any of the following: ginger, garlic, red chili peppers, turmeric, onion, cinnamon, coriander, cumin, or mustard seed. Many of the restaurants along London's famed Brick Lane and other foreign countries are Bangladeshi in origin.

Bangladesh has a diverse culture that has evolved with influences from diverse social groups. Bangladesh's primary religions, Islam, Buddhism, and Hinduism, and ethnic people of hill tracts have played a critical role in influencing the country's culture. The culture of Bangladesh incorporates festivals and celebrations. These events include new year festival, religious festivals and national festivals. Religious festivals are Eid ul-Adha, Chand Raat, and Eid ul-Fitr from Islam as well as Janmashtami and Durga Puja from Hinduism. Other festivals in Bangladesh include the Christian Christmas and Buddha Purnima from the Buddhist religion. The people of Bangladesh also celebrate national holidays like Independence Day and

Language Movement Day. As the people of Bangladesh holds a non-communal mentality, everyone participates in each category of festivals.

All these resources set up the nation's tourism industry progressively winsome, which can pull tremendous quantities of tourists and produce foreign earnings. Tourism has turned out to be the biggest business and one of the rapidly growing income-generating segments, which has a significant role in the economic development of the nation by producing direct foreign revenues. Bangladesh is a middle-income country. Recently, Bangladesh is attempting to upgrade its economic base by maintaining a constant GDP growth rate over the recent five years.

Tourism has contributed tremendously to the economy of Bangladesh in all sorts of ways, and one of them is an increase in the growth rate of GDP. The direct contribution of travel and tourism on GDP includes spending of residents and non-residents. More specifically, accommodation, transportation, food, entertainments, retail trade, sports and attraction are the sectors that can have a direct positive influence on GDP. Indirect contributions, on the other, include collective government spending, consumer products, sanitary services, security services, aviation administration, fuel and gasoline service. According to World Travel and Tourism Council (2017), the direct contribution of travel and tourism to GDP was 2.2% of total GDP in 2017 and the total contribution of travel & tourism to GDP was 4.3%.

Employment generation is another important contribution of tourism in Bangladesh. This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes the activities of the restaurant and leisure industries directly supported by tourists. Travel and travel & tourism generated about 3.8% of the total employment in Bangladesh (World Travel and Tourism Council 2017).

Besides travelling to Bangladesh to explore the goods things it holds, visitors invest in the country and also export goods to different countries. For instance, the export of visitors accounted for 0.6% of the total export in 2017. Also, travel and tourism accounted for 1.4% of total investment in the country in 2017.

Hypothesis Development

Culinary Destination Image Factors

Existing studies that investigate culinary destination image factors focus only on three food dimensions – food, food-related activities and dining. Food factor captures the need to travel to a destination simply because of the exceptional cuisine of such place. Tourists also visit a popular destination to avail themselves the opportunity of dining in distinguished restaurants, hence the dining factor. Food-related activities concern learning how to make and process the local food of a destination. For instance, visiting a country to grasp the process of drying fish and tomatoes are categorized as food-related activities. We, however, add a fourth factor, which is the cultural aspect of culinary tourism. As noted by Pine and Gilmore

(1999), tourists no longer pay money for the services that a destination could offer but the experiences they could acquire. One of such experiences is participating in Durga Puja, which is the biggest celebrated festival in Bangladesh.

Tourists that visit a place because of the first three factors are called culinary tourists, while non-culinary tourists visit a destination for the cultural experiences they could acquire. However, we distinguish culinary tourists from non-culinary tourists by explicitly asking the study participants if they would travel to the country in question because of the first three factors or the fourth factor. Thus, we speculate the following hypothesis:

H1 The four culinary tourism factors will positively influence the intention of tourists to visit Bangladesh.

H2 While culinary tourists will fixate more on images displaying food, non-culinary tourists will fixate more on pictures without food elements.

The Role of Ethnicity

Psychological and cultural studies demonstrate the role of culture in shaping the cognitive behavior of people and their visual attention (Chua et al. 2005). Also, Chiu (1972) emphasizes the importance of cultural background in shaping visual attention. More specifically, his study reveals that while Westerners focus on the center of a picture and its components, Asians pay attention to contextual information. We verify whether culture plays a role in visual attention since the study participants include both Asians and Westerners. Therefore, the third hypothesis is.

H3 There is a difference in the fixation count and the fixation duration of the Asians and Westerners.

Literature Review

There are unlimited determinants of tourists' intentions to visit a destination. Distinct factors identified in the literature include income, cost of flight ticket, food, climatic conditions, cost of accommodation, etc. According to Quan and Wang (2004), food is the fourth most crucial factor that explains the intention to visit a destination. The need to taste the local cuisine of various countries has become an essential factor that drives tourists to visit different destinations. Long (1998) coined the phrase, Culinary tourism, and he defined it as the process of having a feel of other people's culture through cuisine.

The peculiar cuisine of a country improves its culinary image, thereby increasing the attractiveness of such a place and the influx of tourists. Also, the image of a destination influences the beliefs and emotion of people; thus, their travel decisions.

Individuals appraise the product of a place by forming some form of ideas about such a product based on its features and what they already know about it. This means that knowledge, beliefs, and characteristics help tourists form a mental image. Since images help consumers establish a mental picture of a place, it stands to reason that advertising and marketing, which employ images that appeal to consumers, will be useful in attracting tourists. Ab Karim and Chi (2010) point out that food image is multi-dimensional. They classify food image into few main components:

 (i) Cuisine: this ranges from the features of local food to the cooking method, tastes and ingredients used in making them.
 (ii) Dining: concern the beauty of restaurants, quality of service and the price dining in such restaurants.
(iii) Food Activities: encompasses activities such as fishing, learning how to dry local food such as tomatoes and fish, etc.
(iv) Culture: this fourth factor is added to capture the need to travel to a destination because of its cultural heritage, festivities and celebrations.

The decision to visit a destination is a behavioral process that is very complex, and it consists of numerous interrelated components (Decrop 1999). The pre-travel phase, as identified by Pearce (2005), is the most crucial stage because it leads to choosing a destination to visit. At this stage, different factors play various roles in the decision-making process. This is why numerous models of decision making have stressed on the importance of marketing, advertising, destination image, previous travel experiences, economic status, risk, cost, etc. in creating awareness of a destination (Woodside and Lysonski 1989; McWilliams and Crompton 1997; Hennessey et al. 2016).

Advertising is a suitable means of promoting the image of a destination, thereby stimulating the intention to visit such a place. It involves appraising how people respond to promotional campaigns in connection to travel plans and destination awareness. The availability of the Internet has even transformed the means through which information about destinations reach potential tourists. Almost every destination now employs web-based tourism advertising strategy. The success of tourism marketing depends on if the factors can affect the behavior and decisions of tourists, and one crucial element is the destination image.

The image of a destination includes all that a place can offer vis-a-vis the needs of tourists. As a result, Echtner and Ritchie (1991) contend that a country with a strong and positive image will tend to be chosen by travelers at the pre-travel stage. The connection between travel intentions and the image of a destination is fully established in the literature (Bigne et al. 2001; Lee et al. 2005; Bao and Hu 2008). According to Mansfeld (1992), the impact of the destination image is not restricted to the pre-travel stage that tourists choose the places to visit, but affect the overall behavior of tourists.

Despite the abundant literature on how destination image affects travel intentions, there is still a lack of consensus on the direction of the relationship. The work of Court and Lupton reveal that an improvement in the image of a country increases

the intention of tourists to visit such a country. Alcañiz et al. (2009) also document a positive effect of destination image on both plan to visit a place and revisits. Conversely, Castro et al. (2007) reveal that the influence of the destination image both be positive and negative. Furthermore, the work of Lee (2009) shows that while improvement in destination image increases the probability of visiting a place, it reduces the chances of future visits.

Tourists seek to create an unforgettable experience by travelling to different part of the world, and several studies reveal that food is an integral part of the experiences of tourists (Bessière 1998; Long 2004). The implication is that the local cuisine of a place could serve as a means to understand the local culture of such destination (Hjalager and Richards 2003). The rising need to have a feel of the local food of different places by tourists could be ascribed to the availability of advertising medium such as social media, magazines, television, etc. In the pre-travel phase, tourists have already formed an image of potential destinations, and this helps in the process of selecting a particular place to visit.

According to Gartner (1994), the formation of an image about a destination is mostly influenced by external stimuli. This means that tourists respond to stimuli from culinary photos of a destination. Examining the eye movement of people is an excellent way to study stimuli, and this could provide data on how people pay attention to visual information (Scott et al. 2016). By examining how tourists pay attention to pictures representing culinary features of a destination, it is possible to understand their intentions to visit different places.

Methodology

Data Collection

We obtain primary data from two main sources – eye-tracking analysis and self-reported data. Our initial sample includes 40 students from the City University of Hong Kong, and they consisted of both Asians and Westerners. However, after the tracking tests, invalid results were discarded, leaving us with a total of 34 students. By using eye-tracking technology, we investigate the focus areas of the participants in photos indicating Bangladeshi culinary characteristics. The participants have no prior information about the content of the picture, so there is no need to worry about any form of bias in the eye-tracking. Detailed instructions were made available so that they know what they are only required to look at the photos one after the other, and nothing else. Thus, indirectly, we create a framework in which the people want to travel for tourism but have no particular destination in mind. This leads them to start browsing magazines, looking at photos of available destinations, which will help them reach a decision. A preparatory eye-tracking was conducted to ensure that appropriate viewing duration was chosen. So, in the real analysis, participants looked at each photo for a total of 20 seconds. We understand that participants that

are hungry during the viewing time could end up paying much attention to photos displaying food, thereby biasing the eye-tracking results. To eliminate this, we asked the participants to eat before participating in the eye-tracking. We first present warm-up pictures to help them understand what they need to do during the actual experiment.

In the eye-tracking experiment, we made use of eight singular photos and one mood board of four pictures. These pictures contain information relating to the four culinary factors under investigation. For instance, the pictures indicating food factor contain images such as main Bangladeshi dish (Bhuna Khichuri), dessert (Patishapta Pitha) and breakfast (Mughlai Paratha). Photos for food activities include images such as the process of drying fish, making Narikol-pitha and wrapping Hilsha with leaves. Also, the pictures for culture include religious festival (Durga Puja and Eid day) and new year celebration. The idea behind using both single images and mood board is to compare the fixation and fixation duration for both of them. Figure 11.2 below displays individual pictures corresponding to the four culinary destination image factors. Data from the eye-tracking were obtained using the Gaze point software. A gaze point tracker helps collect information on the eye movement of people, and it also produces heat maps and gaze plots.

After completing the eye-tracking experiment, were told the participants to provides answers to the survey questions. The participants were asked to provide information about their gender, monthly earning, country of origin, age and educational attainment. To obtain data relating to the travel intentions of the participants, they were asked if they would visit Bangladesh for a holiday after looking at all the photos. It is crucial to identify participants that are culinary tourists and those that are non-culinary tourists; it will help investigate if there is a significant difference in fixation for culinary and non-culinary tourists. As a result, we include the question, would you visit because of food, dining and food-related activities or to experience a culture different from yours? Those that choose the first three elements are categorized as culinary tourists while those that prefer the last are the non-culinary tourists. There is also a question about if they have visited the country previously. Also, after looking at the pictures relating to the four factors of culinary destination image, they were asked to provide their responses to questions with Likert ranking ranging from one (strongly disagree) to five (strongly agree). A sample statement is; I would like to visit Bangladesh because it will provide me with the opportunity to eat the Bangladeshi Khichuri.

Estimation Strategy

The first hypothesis of this study concerns how the four factors of culinary tourism affect tourists' intentions to visit Bangladesh. To test this hypothesis, we estimate the logistic model below.

Fig. 11.2 Images of the four factors of culinary destination image. (**a**) Bangladeshi Khichuri. (**b**) Dining in a Fine Restaurant. (**c**) Drying Fish. (**d**) New Year Celebration. (Source: zuranaz recipe 2019; Viator 2019; the authors, 2019; the authors, 2019)

$$Intention_i = \alpha + \theta\, Food_i + \beta\, Dining_i + \gamma\, Activity_i + \delta\, Culture_i + \rho X_i^{'} + \mu_i \qquad (11.1)$$

The dependent variable is the intention of tourists to visit Bangladesh; it is a dummy that takes ones for yes and zeroes for no. The coefficients associated with the four factors of the culinary destination image are the main interest. For each participant, the Likert ranking for all the questions relating to a culinary factor is averaged to get data for that factor. For instance, we obtain data for Dining by averaging the Likert ranking for the three questions associated with the dining element. Because the dependent variable is a dummy, the coefficients of the explanatory variables are to be interpreted as changes in the probability of visiting Bangladesh. $X_i^{'}$ is a vector of participants' demographic variables such as gender, age, educational attainment, etc.

The second research hypothesis tests if culinary tourists fixate more on images displaying food elements and if non-culinary tourists fixate more on picture not showing food. From the question which explicitly asked participants if they would travel to Bangladesh because of the first three factors or the fourth factor, we categorize the participants into culinary and non-culinary tourists. We also

differentiate fixation count on single photos from that of the mood board. We then apply the student t-test and investigate if there is a significant difference between the average fixation counts for culinary and non-culinary tourists, and if the difference depends on picture type – single and mood board.

For the last hypothesis, we group the study participants into two categories – Asians and Westerners – based on their country of origin. The average fixation counts and fixation duration are calculated for each group. We then apply the sample t-test and check if there is a significant difference in the mean of these variables for the two groups.

Results

Descriptive Statistics

A total of 40 students from the City University of Hong Kong participated in the eye-tracking and filled the questionnaires as well. However, six eye-tracking results were invalid because of the inability of the tracking software to detect eye moving of the participant that wore glasses during the test.

As a result, the sample size is 34 students. Table 11.1 presents the descriptive statistics for all the variables from the questionnaire. It displays the mean and the standard deviation for each variable. Half of the study participants are within the age range of 25–29 years. The sample consists of 19 females and 15 males. 73.53% of the participants recorded that they would visit Bangladesh for holidays, after looking at all the photos. While 47.06% of the sample are culinary tourists, the remaining 52.94% are non-culinary tourists. 10 students reported that they have previously visited Bangladesh.11 students have only a high school degree, 15 students have only a bachelor's degree, and 8 students have only a master's degree. Out of the 19 Asians in our sample, 6 are from China, 2 are from Singapore, 8 are from Hong Kong, 1 is from Japan, and 2 are from Indonesia. Out of the remaining 15 Westerners, 1 is from Poland, 2 are from Canada, 2 are from the United States, 2 are from Germany, 1 is from Australia, 2 are from Italy, 1 is from France, and 4 are from the United Kingdom.

Destination Image

The averages of the Likert rankings for questions relating to the four factors are in Table 11.2. It is crucial to point out that the lowest-ranking means "strongly disagree" and the highest-ranking means "strongly agree". The implication is that averages tending to five indicate a strong degree of agreement while averages tending to one show a strong degree of disagreement. Column one is the full sample,

Table 11.1 Descriptive statistics

Variable	N (Mean)	% (S.D.)
Age		
20–24	9	26.47%
25–29	17	50%
30–34	7	20.59%
35–39	1	2.94%
Gender		
Male	15	44.12%
Female	19	55.88%
Intention		
Yes	25	73.53%
No	9	26.47%
Culinary		
Yes	16	47.06%
No	18	52.94%
Previous		
Yes	10	29.41%
No	24	70.59
Education		
High School	11	32.35%
Bachelor	15	44.12%
Master	8	23.53%
PhD	0	0%
Country		
China	6	17.65%
Singapore	2	5.88%
Hong Kong	8	23.53%
Japan	1	2.94%
Indonesia	2	5.88%
Poland	1	2.94%
Canada	2	5.88%
United States	2	5.88%
Germany	2	5.88%
Australia	1	2.94%
Italy	2	5.88%
France	1	2.94%
United Kingdom	4	11.76%

column two is for Asians, column three is for Westerners, column four is for culinary tourists, and column five is for non-culinary tourists. A look at the average Likert ranking in column two and three shows that Westerners have a strong preference for food while Asians have a strong choice for culture. The implication is that if marketers wish to attract Westerners and Asians to Bangladesh, they should employ

Table 11.2 Destination image

Factor	Full sample	Asians	Westerners	Culinary	Non-culinary
Food					
Bangladeshi Khichuri	3.86	3.01	4.11	3.90	3.23
Mughlai Paratha	3.53	3.41	4.00	4.16	3.54
Bangladeshi Dessert	3.96	3.29	3.71	3.62	3.18
Dining					
Fine Restaurant	3.70	3.44	3.96	4.05	3.55
Buffet Restaurant	3.88	3.36	3.84	4.00	3.57
Street Food Restaurant	3.92	4.00	4.52	4.51	3.68
Food activities					
Drying Fish	3.59	4.24	4.41	4.52	3.69
Wrapping Hilsha	3.79	4.17	4.20	3.95	3.28
Making Narikel-Pitha	3.62	3.52	4.10	4.22	3.53
Culture					
New Year Celebration	4.02	4.71	3.57	3.43	4.64
Durga Puja and Eid Day	3.86	4.43	3.49	3.23	4.55
Independence Day	3.41	4.29	3.11	3.58	4.62

appropriate images that appeal to each group. Coming to the last two columns, there is clear evidence that culinary tourists have higher average Likert ranking for the first three factors which relate to food than the non-culinary tourists.

On the other hand, non-culinary tourists have higher average Likert ranking for the last factor than culinary tourists. The numbers in Table 11.2 only shows average Likert ranking for culinary and non-culinary tourists. Thus, we cannot reach any conclusion as to whether culinary tourists fixate more on pictures displaying food elements by looking at those numbers. We will need information from the eye-tracking analysis to do that.

We verify the first hypothesis by estimating a logit model with the intention to visit Bangladesh as the dependent variable. Because the four factors are just the average ranking of the participants, it is possible for them to be highly correlated, and this could affect their significance. As a result, we start with a model that includes each factor with the demographic variables and finally estimate a model that contain all the factors. Table 11.3 presents all the results of the logistic regression. The first column includes only food destination image, and it is positive and significant at 1% level. The sign indicates that an increase in the food image of Bangladesh is associated with a higher probability of visiting the destination. Column two includes only the dining image, and it is still positive and highly significant. While the coefficient of culture in column four is positive and significant, the coefficient of food activities in column three is positive but insignificant.

We add each factor one after another from column five, so the last contains all the variables. The coefficients of all the factors are still positive but only food, dining and culture are significant. Age is positively signed and significant, suggesting that people tend to take more holidays as they get older. The coefficient of gender is

Table 11.3 Impact of culinary destination image on the intention to visit Bangladesh

Variable	1	2	3	4	5	6	7
Food	0.01***	–	–	–	0.01**	0.01**	0.01***
	(0.00)				(0.00)	(0.00)	(0.00)
Dining	–	0.05***	–	–	0.03***	0.05***	0.03***
		(0.00)			(0.00)	(0.00)	(0.00)
Food activity	–	–	0.04	–	–	0.02	0.04
			(0.04)			(0.04)	(0.04)
Culture	–	–	–	0.13***	–	–	0.10***
				(0.04)			(0.03)
Age	0.09***	0.10***	0.08***	0.07***	0.11**	0.10***	0.19***
	(0.01)	(0.01)	(0.01)	(0.01)	(0.05)	(0.02)	(0.05)
Gender	−0.06	−0.08	−0.00*	−0.06	−0.08	−0.06	−0.06
	(0.07)	(0.07)	(0.00)	(0.07)	(0.07)	(0.06)	(0.07)
Previous	0.22	0.22	0.20	0.23	0.22	0.20	0.22
	(0.31)	(0.32)	(0.32)	(0.30)	(0.34)	(0.33)	(0.31)
Education	0.21***	0.20***	0.29***	0.25***	0.18***	0.22***	0.22***
	(0.03)	(0.03)	(0.04)	(0.03)	(0.05)	(0.05)	(0.05)
Intercept	0.42	0.27	0.49***	0.53***	0.53***	0.11	0.88***
	(0.86)	(0.51)	(0.10)	(0.11)	(0.12)	(0.09)	(0.10)
Pseudo R^2	0.22	0.20	0.20	0.24	0.32	0.35	0.43
Observations	34	34	34	34	34	34	34

Note: The dependent variable is the intention to visit Bangladesh. ***, ** and * indicate significance at 1%, 5% and 10% respectively

consistently negative, but it is not significant. This implies that females have a higher probability of visiting Bangladesh than males. Participants that have previously visited Bangladesh have a higher likelihood of visiting the destination than does who have not been there for the first time. The coefficient estimate is not significant. Education is positive and significant, meaning that higher educational attainment increases the probability of visiting the destination.

Eye-Tracking Results

The eye-tracking results provide us with the area of interest to the participants through the heatmap, as can be seen in Fig. 11.3. We also obtain data for fixation count and the duration of fixation on each photo. We made use of both a single picture and a mood board containing multiple images. This will allow us to test if there is a difference in a fixation on individual pictures and the mood board. Fixation count shows the number of fixations which the eye-tracking software registers for a particular image, specifically in the area of interest. Duration of fixation, on the other hand, indicates the seconds spent while fixating on a given image; it is

Fig. 11.3 Sample heat map for Bangladeshi Khichuri. (Source: Gazepoint Eye Tracking System 2019)

measured in milliseconds. We expect that people will spend more time fixating on images that interest them than those that do not interest them.

We start by presenting the eye-tracking results for all the participants and then move to show the results for culinary and non-culinary tourists. The eye-tracking results for all the participants are in Table 11.4. The first column indicates the name of the image in each picture as well as the image type – single or mood board. Photos with single images have the prefix "S". while those with multiple images have the prefix "B". The second column shows the average fixation count on each image by all the participants, and the last column indicates the average duration of fixation measured in milliseconds. Two things are clear from the eye-tracking results of all the Participants.

First, the average fixation count on single images is higher than the fixation on the mood board. Second, the average duration of fixation for a single image is also higher than that of mood board photos. The implication is that people can process and obtain information from a single image easier than from photos stacked together. This is of paramount importance to tourism marketers who advertise their products on newspapers and magazines. Table 11.5 presents the eye-tracking results for culinary and non-culinary tourists.

We still observe similar pattern for the two groups; average fixation and the duration of fixation single images are more than those of mood board. Focusing on the first three factors – food, dining and food activities – which contain photos displaying food elements, the average fixation for culinary tourists is 13.56 with a standard deviation of 1.64. On the other hand, the average fixation for non-culinary tourist is 4.75, with a standard deviation of 1.07. The difference between the two averages is significant at 1% level with a probability value of 0.0002. Also, the average duration of fixation for culinary tourists of 4265.57 with the standard deviation of 635.42. For non-culinary tourists, the average is 1638.80 with a standard

Table 11.4 Eye-tracking results for all participants

Image name	Fixation count (FC)	Fixation duration (FD)
S.Khichuri	18.42	5686.11
S. Fine Restaurant	18.5	5927.8
S.Drying Fish	17	5776.9
S.New Year Celebration	16.44	5640.23
S.Mughlai Paratha	18.18	5584.82
S.Buffet Restaurant	16	5622
S.Wrapping Hilsha	15.82	5301.7
S.Durga Puja and Eid Day	16.73	5642.8
B.Dessert	10.88	3421
B.Street Food	11.72	4388.83
B.Narikel-Pitha	9.83	2091.85
B.Independence Day	8.35	1984.2

Note: The prefix S. indicates it is a single image, while the prefix B. means it is a mood board image

Table 11.5 Eye-tracking results for culinary and non-culinary tourists

Image name	Culinary		Non-culinary	
	FC	FD	FC	FD
S.Khichuri	16.66	5229.7	11.28	4899.9
S. Fine Restaurant	15.49	5886.87	7.82	2483
S.Drying Fish	17.47	6409.2	2.54	1053.8
S.New Year Celebration	2.08	882.4	17.31	6327.9
S.Mughlai Paratha	18.34	6625.92	2.74	1133.88
S.Buffet Restaurant	19.90	4894	4.52	1540
S.Wrapping Hilsha	9.8	2164.8	6.7	1582.9
S.Durga Puja and Eid Day	8	2323.5	15.23	5855.7
B.Dessert	8.34	2417.1	2.9	779
B.Street Food	7.91	2281.54	1.96	688.76
B.Narikel-Pitha	8.17	2481	2.28	587.93
B.Independence Day	5.24	1785.77	10.02	3782.67

Note: The prefix S. indicates it is a single image, while the prefix B. means it is a mood board image

deviation of 451.90. The difference is also significant at 1% level with a probability value of 0.0020. Since the average fixation and fixation duration for culinary tourists are significantly higher than that of non-culinary tourists, it confirms our hypothesis that culinary tourists fixate more on pictures displaying food elements.

Coming to the fourth factor, which contains images without food elements, the average fixation for culinary tourists is 5.11, with a standard deviation of 1.71. Non-culinary tourists have an average fixation of 14.19 with a standard deviation of 2.17. The difference in the averages is significant at 5% level, given a probability value of 0.0151. Similarly, for the duration of fixation, the mean for culinary tourists is 1663.89 with a standard deviation of 420.45. Non-culinary tourists have a higher mean of 5322.09 with a standard deviation of 781.69. Their difference is significant

at 1% level with a probability value of 0.0073. Again, this confirms our hypothesis that non-culinary tourists fixate more photos not showing food elements.

Furthermore, we explore the role that ethnicity plays in culinary tourism demand. As noted by previous culinary tourism studies, there is a significant difference in how Asians and Westerners scan for information and as a result, their fixation and the duration of fixation. We verify this by testing if there is a difference in fixation count and fixation duration for the two groups using the sample t-test. When we lump all the images together, we find that ethnicity does not play a significant role in culinary tourism demand. For instance, the average fixation for Asians is 8.16, with a standard deviation of 0.82, while the average for the westerners is 8.02 with a standard deviation of 0.83. The difference is not significant given substantial probability value. However, when we disaggregate fixation data from all the photos into culinary and non-culinary images, we find that ethnicity plays a vital role in culinary tourism. More specifically, we find that while Asians have a higher fixation on pictures relating to culture, Westerners fixate more on food-related photos.

Conclusion and Implications

In recent years, culinary tourism has become an essential aspect of tourism. The more important thing that motivates this study is the fact that Bangladesh has unimaginable tourism potentials, which manifest in its unique cuisine and cultural festivities. Our study is, therefore, crucial because it is one of the few studies that investigate culinary tourism in Bangladesh and how to deploy culinary destination images to attract tourists to the country.

The first finding of this study is that westerners display a strong preference for food-related images while Asians show a strong preference for pictures relating to culture. The first evidence in support of this comes from the average Likert ranking for all the factors. We find that westerners have higher Likert rankings for images relating to food than Asians. Also, Asians have higher Likert ranking for pictures about cultural celebration than westerners. We further verify this by examining the differences in fixation and the duration of fixation for food images and culture-related images for the two groups. We still find that while westerners fixate more on food, Asians fixate more on cultural images. This finding is very crucial for market segmentation in the tourism industry. The implication is that an effective way to increase the influx of western tourists in Bangladesh is to advertise more on newspapers, magazines, etc., the unique cuisine of the country. On the other hand, bringing to the attention of Asian tourists the diverse cultural celebrations of the country will go a long way in attracting them. We also confirm that tourists are attracted more by pictures displaying single images than stacked images.

We pool all the study participants together and estimate a logistic regression, to understand whether the four culinary destination image factors are important determinants of the intention of tourists to visit Bangladesh. We find that all the factors are positively associated with the intention to visit Bangladesh. However,

out of the four factors, only food, dining and culture are significant determinants of travel intentions. Further, our results reveal that an increase in age and educational attainment raises the probability of travelling to the destination. These findings are also useful in segmenting the market according to age and education and reaching each category with what appeals most to them.

Finally, we categorize all the study participants into culinary tourists and non-culinary tourists and then analyze the difference in the fixation and the duration of fixation for the two groups. More specifically, we contend that culinary tourists, who are food-lovers will fixate more on images displaying elements more than non-culinary tourists. Also, nonculinary tourists will fixate more on images that do not display food elements, that is, culture-related images. Our analysis confirms this hypothesis; the average fixation and the duration of fixation of food images for culinary tourists are significantly higher than that of non-culinary tourists. On the other hand, the average fixation and the length of fixation on non-food images for non-culinary tourists are significantly higher than that of culinary tourists. Because westerners fixate more on food while Asians fixate more on cultural destination images, there is a suggestion that most of the culinary tourists are Westerners while most of the non-culinary tourists are Asians. Our results all point to the need for effective segmentation of tourists into different categories – culinary vs non-culinary, westerners vs Asians, young vs old, and more educated vs less educated- and deploying appropriate marketing strategies to reach each group.

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Chapter 12
Tourist Satisfaction in Bangladesh: An Analysis of Apparel Fashion Retail Industry

Mallika Roy and Nazmoon Akhter

Abstract In the modern era, organizations need to compete in satisfying their local and tourist consumers due to dynamic nature of competition. Moreover, satisfying tourist customers is more challenging than local customers as the contemporary tourists want to live unique experience and are not interested in purchasing standardized products/services. The purpose of the study is to develop and test a conceptual structural model that explores the dimensions of service quality and tourist customer satisfaction and their relationships in the context of Bangladesh apparel fashion retail. In the study, data are collected from the domestic tourists currently living in Chattogram and foreign tourists who visit Dhaka and Sylhet in Bangladesh through an established questionnaire and Factor Analysis and Structural Equation Modeling (SEM) approaches are performed. The results highlight five dimensions of service quality, where the dimension "Problem Solving and Physical Aspects" has the greatest impact on tourist satisfaction, followed by Inspiring Confidence and Reliability, Store Size, Courteous/Helpfulness and Policy and Product Information under multiple regression method. The findings also report that most important dimensions of tourist's satisfaction are quality and brand Image and retail Image; indicating tourists less think about product price rather they want to enjoy different experience during travel. Finally, the study concludes that service quality of apparel fashion industry in Bangladesh has positive impact on tourist satisfaction. Therefore, the apparel fashion retailers should take strategies to improve the quality of their services to ensure they remain competitive in a global market environment.

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Introduction

Shopping is considered to be an important part of any tourist's experience (Timothy 2005) as it is more than sightseeing, recreation or any other holiday activities (Yuksel 2007). In the modern era, organizations need to compete in satisfying their local and tourist consumers due to dynamic nature of competition. Moreover, satisfying tourist customers is more challenging than local customers as the contemporary tourists want to live unique experience and are not interested in purchasing standardized products/services. In this regard, a well-developed, diverse and attractive retail sector can contribute to increasing destination attractiveness to the tourist along with generating additional revenues and foreign currency for local economy (Tosun et al. 2007) which can make tourists stay longer and spend more (Egresi and Kara 2015). Thus, tourist satisfaction comes from both tourist's pleasure and experiences (da Costa Mendes et al. 2010; Bowen and Schouten 2008) where such satisfaction helps tourists in planning about tourism products and services (Kozak and Rimmington 2000). It is, then, crucial for local authorities and for tourism development planners to ensure that tourists are satisfied with their shopping experience at the destination since tourists shopping contributes to the local economic development of a country. In Bangladesh, revenue from tourist shopping is Tk. 4485.04 lakhs during 2017–2018 which was Tk 3888. 76 during 2016–2017 (Bangladesh Parjatan Corporation, Annual Report 2017–2018). In order to increase revenue from such sector, the respective authorities should focus on tourist satisfaction about shopping. Moreover, in the competitive market, customer satisfaction and loyalty in the tourism industry is highly dependent upon the organization's service quality as service quality of the retail industry can be the foundation to achieve uniqueness (Asubonteng et al. 1996). This service quality of retail store generates satisfied customer (Yip et al. 2011) that creates customer loyalty (Ehigie 2006; Lymperopoulos et al. 2006) which ultimately improve business profits (Heskett et al. 2004; Gupta et al. 2007).

The world market has a great demand for the Bangladesh fashion industry due to its high quality, low prices and the variety of fashion items. Bangladesh is one of the top five listed countries exporting fashion apparel to the USA and European markets. Moreover, Bangladesh exports fashion apparels to other North American countries, many Middle East countries and also neighboring countries likely India, Pakistan, Nepal and Sri Lanka. These Bangladesh fashion apparel industries have been playing a crucial role in the country's economic development since its birth 1971. The total number of fashion apparel factories in Bangladesh is 4621 during fiscal year 2018–2019 which is 4560 during fiscal year 2017–2018 (Board of Investment, Bangladesh, 2019). These apparel fashion sector contributes about 83.49% or 330.61 billion to overall exports earnings of $34.66 billion and 11.17% or Tk 2,513,471 million of GDP during 2017–2018 (Dhaka Tribune 2019). Bangladesh apparel factories design, produces and markets clothes for men, women and children through local and world's leading brands and retailers such as "Aarong", "Gentle Park", "Yellow", and "Shoilpik" etc. Besides, many international retailers

have established their own factories in Bangladesh as fashion industries in Bangladesh seem very lucrative and attractive in the world's competitive business environment. As a result, the local apparel companies in Bangladesh are facing a great competition than before.

Additionally, as shopping patterns and shopping behavior of tourists is closely related to retail trade, the cooperation between tourism and the retail industries should be increased which will induce customer's desire to visit and extend their stay at tourist destinations (Yuksel 2007). Yet, surprisingly few papers have focused on the detailed specific relationship among service quality and customer satisfaction in the tourism area in Bangladesh. Moreover, the concept of tourist satisfaction regarding apparel fashion industry in Bangladesh is relevant in the context of products preferred by tourists. Therefore, the retail managers should pay attention on evaluation of retail service quality to add value to the both customers and organizations.

Literature Review

Tourist and Tourist Shopping

Tourists are the people who voluntarily visit a place away from home to experience a change from his regular life. In this regard, Gordon (1986) stated that a tourist is concerned with a non-permanent, extra-ordinary experience as he is a temporarily leisured person who voluntarily visits a place away from home to experience a change from his day to day life. He explained that tourists have propensity to take something home from trip, and therefore they go shopping where they spend money on small foolish items as it is not an ordinary time. Ryan (1991) stated that shopping opportunities for tourists is act as attractions and that shopping can be the primary purpose of tourism travels. Additionally, Timothy 2005; Timothy and Butler (1995) argued that besides acquiring necessities for daily needs, the act of shopping includes a recreational and tourists experience in which clothing, souvenirs, artworks and handicrafts are purchased as reminders and moments of travels experiences. Christiansen and Snepenger (2002) reported that tourists enjoy shopping, therefore, tend to spend more money and time at the mall than do the local shoppers. They suggest that both tourists and local shoppers affect the customer's value that is derived from the shopping trip, the overall satisfaction with the mall experience, how long the customer stays at the mall and how much money is spent during the shopping trip. They recommend that mall managements should take steps to create novelty within the space available to encourage local economic growth. Supporting this view, Grattan and Taylor (1987) reported that shopping has become important leisure and tourist activity as two-third of visitor expenditure is on shopping purchases. Wallendorf and Arnould (1988) reported that shopping on trips has become valuable possessions for tourists. In addition, Gordon (1986) stated that acquisition

of possessions by tourists help them remember and share their experience about the trip with the individuals who were not able to go with them. Turner and Reisinger (2001) stated that the growth of tourism shopping has a significant implication for retail development. They test two causal relationships to determine shopping satisfaction domestic tourists where the first one is between different dimensions of product purchasing importance and the importance of product attributes and the second test is between the dimensions of attribute importance and the dimensions of satisfaction with product attributes and services. They conclude that a sequential causal relationship is existed leading to shopping satisfaction where the significance of market sectoring on demographic grounds is useful and supported only on broad demographic categories.

Shopping Satisfaction

Customer satisfaction is considered as a pivot outcome of making efforts by both marketing practitioners and researchers. According to Blanchard and Galloway (1994) customer satisfaction is the results, indicates that value received in a transaction equals perceived service quality relative to price and customer acquisition costs. Churchill and Surprenant (1982) stated that profit should be earned through satisfying customer's need and wants where customer's satisfaction is an outcome of buy and use resulting from the customer's comparison of rewards and costs of the purchase in relation to their perception. They explained that operationally satisfaction is same attitude that can be assessed by the sum of the satisfactions with various attributes of the product or service. According to Ellis and Marino (1992), customer satisfaction is a key measure of whether retailers are fulfilling the marketing concept or not. They explained that management should assess customer attitudes relating to retail attributes to modify strategies and increase shopping satisfaction. In this regard, Hallowell (1996) argued that customer loyalty is associated with customer satisfaction and related to profitability. Lambert (1980) found that retailers' prices, their images, brand reputation, market share, product features and country of manufacture affect the customer's decision regarding the retail stores' products. Additionally, Koo (2003) reported that both store image and brand image are considered to be important attributes of customer satisfaction in a study of retail stores in South Korea. In this regard, Zboja and Voorhees (2006) found a positive and direct relationship between brand image and customer satisfaction in their study of the computers and electronics retail businesses. Tourist satisfaction is defined differently by various authors. According to Moutinho (1987), tourist satisfaction is the function of relationship between pre-travel expectations and post travel experience. To explain tourist satisfaction, Westbrook and Oliver (1991) argued that tourist satisfaction indicates tourists post purchase evaluation of destination and is considered to be one of the crucial judgments made by tourists regarding a tourism service or product (Song and Cheung 2010).

Retail Service Quality

Service quality is the customer's perception of how well a service meets or exceeds their expectations (Czepiel 1990:14). In today's competitive environment, organizations need to meet customer expectations consistently to earn customer's trust. The differences between expectation and perception are the main factor in a customer's assessment of service quality.

Service quality can be viewed in two ways: one is difference between expectations and perceptions of the service quality (suggested by Parasuraman et al. 1988) and another one is customer's attitude towards products or services (suggested by Grönroos 1984). The first view was suggested by Parasuraman, Zeithaml and Berry (1988) who define service quality as customer's judgment of overall excellence of the service or the gap between customer's expectation and actual service performed or perceived. In terms of customer's attitude towards service, Cronin and Taylor (1992) argue that service quality indicates perceived (performance only) service quality which includes the overall judgment of a product or service.

In order to measure service quality, Parasuraman, Zeithaml, and Berry (1985) developed the first model, named SERVQUAL, which involved 10 dimensions, specifically tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding, and access. Further, these dimensions were revised and reduced to five dimensions using factor analysis, namely tangibles, reliability, responsiveness, assurance (including competence, courtesy, credibility and security) and empathy (including access, communication, understanding and the customer) (Parasuraman et al. 1988).

According to Mehta, Lalwani and Han (2000), service quality in retail industry is different from any other product/service environment (Finn and Lamb 1991). They explained that because of unique nature of retail service, it is necessary to measure quality from the perspective of both service and goods in order to determine a set of items that accurately measure the service quality of the retail store. In this regard, Gagliano and Hathcote (1994) stated that service quality in retail industry is complex as it needs to combine selling product and service quality together to satisfy the customer. For this reason, Dabholkar, Thorpe, and Rentz (1996) developed and empirically validated a typical service quality scale, called the Retail Service Quality Scale (RSQS) which involved a series of interviews with retail customers such as phenomenological interviews, exploratory depth interviews, and a qualitative study tracking the customer through the store that monitored the thought processes of a number of customers during an actual shopping experience. On the basis of these qualitative findings with the existing literature and SERVQUAL, Dabholkar, Thorpe, and Rentz (1996) suggested that retail service quality has a hierarchical factor structure comprising five basic dimensions where each dimension has sub-dimensions such as (i) physical aspects (sub-dimensions: layout, comfort and privacy and also aesthetic elements such as the architecture, color, materials and the style of the store); (ii) reliability (sub-dimensions: combination of keeping promises and performing services satisfactorily); (iii) personal interaction
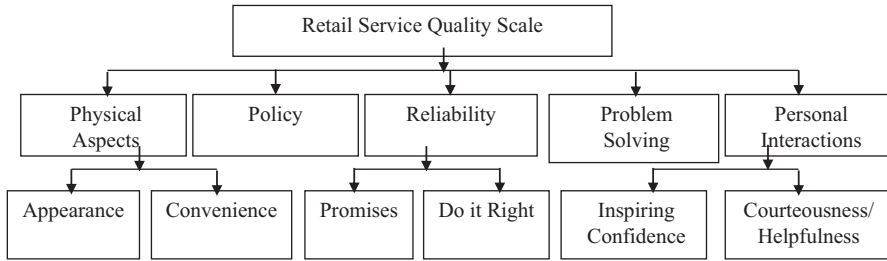
Fig. 12.1 Retail Service Quality Scale. (Source: Dabholkar et al. 1996, p. 6)

(sub-dimensions: service personnel being courteous, helpful, inspiring confidence and retail's image in customers); (iv) problem solving (sub-dimensions: the handling of returns and exchanges as well as complaints); (v) policy (sub-dimensions: a set of strategies, procedures and guiding principles which the store operates under, such as high quality merchandise, convenient operating hours, availability of parking spaces and payment options) which is illustrated in Fig. 12.1 above.

In the light with the above literature, the following research questions have been generated in this study: first, are service quality and tourist satisfaction guided by attributes and dimensions? Second, is this a valid overall structural relationship model between service quality and tourist satisfaction, in the context of apparel fashion retail industry in Bangladesh?

On the basis of the above research questions, the following hypotheses have been developed:

H^1: Service dimensions positively influence service quality.

H_2: Service quality positively influences tourist satisfaction.

Travel and Tourism in Bangladesh

Travel & Tourism creates jobs, drives exports, and generates prosperity which provides a great contribution to a nation's economy. In Bangladesh, both domestic and international tourist play crucial role in its economic sector at a large.

Contribution to GDP

The direct contribution of Travel & Tourism to GDP was BDT427.5 billion (US$5310.4 million), 2.2% of total GDP in 2017 and is forecast to rise by 6.1% in 2018 and the total contribution of Travel & Tourism to GDP was BDT850.7 billion (US$10,567.4 million), 4.3% of GDP in 2017, and is forecast to rise by 6.4% in 2018.

Contribution to Employment

Inclusive growth and ensuring a future with quality, jobs are the concerns of government of a country. Supporting this, Travel & Tourist m is a dynamic engine of employment opportunity. In Bangladesh, Travel & Tourism directly supported 1,178,500 jobs (1.8% of total employment) during 2017 which is expected to rise by 3.0% in 2018 and the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 3.8% of total employment (2,432,000 jobs) in 2017 that is expected to rise by 2.5% in 2018.

Different Component of Travel and Tourism in Bangladesh

Travel & Tourism in Bangladesh is classified in two different ways by World Travel & Tourism Council (WTTC) (2019), these are: first, from Leisure travel spending & Business travel spending perspectives; second, from Visitor exports and domestic travel spending perspectives.

From Leisure Travel Spending & Business Travel Spending Perspectives

Leisure travel spending is spending on leisure travel within a country by residents and international visitors whereas; Business travel spending is spending on business travel within a country by residents and international visitors as presented in Bangladesh Travel & Tourism, Economic Impact 2018 (WTTC 2019).

From Fig. 12.2, it is revealed that in Bangladesh, leisure travel spending (inbound and domestic) is generated 85.2% of direct Travel & Tourism GDP in 2017 (BDT596.9 billion) compared with 14.8% for business travel spending (BDT104.1

Fig. 12.2 Leisure Travel Spending & Business Travel Spending. (Source: WTTC 2019)

Leisure travel spending & Business travel spending

15%

85%

■ Leisure travel spending
■ Business travel spending
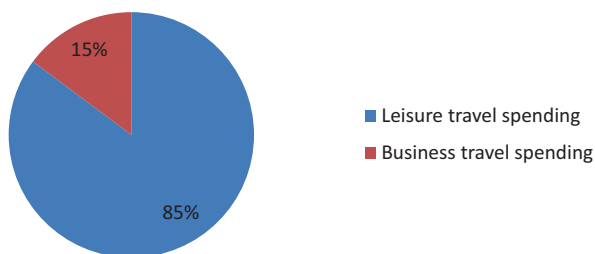
billion). Additionally, leisure travel spending is expected to grow by 6.4% in 2018 to BDT635.0 billion and business travel spending is expected to grow by 6.1% in 2018 to BDT110.5 billion (WTTC 2019).

From Visitor Exports and Domestic Travel Spending Perspectives

Visitor exports is spending within the country by international tourists for both business and leisure trips, including spending on transport, but excluding international spending on education which is consistent with total inbound tourism expenditure whereas; Domestic travel spending is spending within a country by that country's residents for both business and leisure trips where multi-use consumer durables are not included since they are not purchased solely for tourism purposes and which is consistent with total domestic tourism expenditure (WTTC 2019).

From Fig. 12.3, it is revealed that in Bangladesh, Domestic travel spending generated 97.4% of direct Travel & Tourism GDP in 2017 compared with 2.6% for visitor exports (i.e. foreign visitor spending or international tourism receipts). Domestic travel spending is expected to grow by 6.3% in 2018 to BDT725.9 billion and Visitor exports are expected to grow by 6.3% in 2018 to BDT19.5 billion (WTTC 2019).

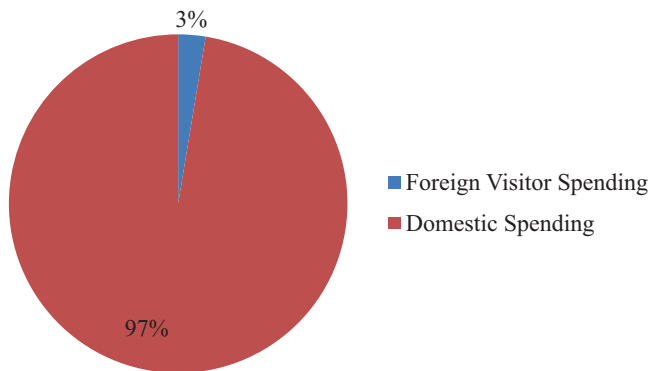## Visitor exports and Domestic travel spending

Fig. 12.3 Visitor exports and Domestic travel spending. (Source: WTTC 2019)

Research Methods

Sample Design

The sample for this study is the domestic and foreign tourists who had visit to Dhaka and Sylhet and purchased apparels from there during travel.

Data Collection

In the study, ten well-known export oriented apparel fashion retailers, which also had domestic chain store businesses, were selected where tourists visited to purchase apparel as the sample for purposes of data collection. Both Primary and secondary data are used to conduct the research. Articles and textbooks have been reviewed to find out related variables and existing models on the evaluation of factors that influences tourist's satisfaction regarding apparel fashion retail industry in Bangladesh. Here, a printed survey questionnaire is prepared to collect primary data where such data are collected by direct personal visit to the respondents.

Survey Instrument

Questionnaire survey method is conducted among the tourist respondents by providing a 74-item questionnaire developed by the researchers to gather primary data where 6 questionnaire are about demographic characteristics, 8 questionnaire are about travel characteristics of respondents and the remaining 60 questionnaire, consist of 45 questionnaire about Retail Service Quality Scale (RSQS) and 15 questionnaire about Tourist Satisfaction for fashion retail industry, are 5-point Likert scale (5 = Strongly Agree … 1 = Strongly Disagree).

Mode of Data Analysis

A sophisticated method of statistics – Factor Analysis (Principal Component Analysis) by Varimax rotation method is used in this present study to obtain interpretable dimensions. Here, researchers have followed the initial factor matrices to Varimax rotation procedures to provide orthogonal common factors (Kaiser 1958). Finally, Dimensions regarding the service quality and tourist satisfaction are made on the basis of factors scores. Further, structural equation modeling (SEM) is performed by using statistical software packages IBM SPSS 22 and AMOS 22 to analyze all path estimations in this model.

Appropriateness of Data for Factor Analysis

Kaiser-Meyer-Olkin (KMO) is a useful method to show the appropriateness of data for factor analysis. This method is a measure of sampling adequacy. The KMO statistics varies between 0 and 1. Kaiser (1974) recommends that values greater than 0.5 are acceptable. Again, Bartlett's test of Sphericity (Bartellet 1950) is another statistical test applied in the study for verifying its appropriateness. This test should be significant i.e., having a significance value less than 0.5.

Besides, according to Bartlett's Test of Sphericity, the data is appropriate for the factor analysis, when the significance value is less than 0.50.

Factor Analysis

We employ principal component analysis (PCA) followed by the Varimax rotation. It is necessary to mention here that factor loading greater than 0.3 are considered significant, 0.4 are considered more important and 0.5 or greater are considered very significant (Hair et al. 2013). Again, Boyd (1985) stated that Communality is the sum of the square of its factors loading. Communality values indicate the proportion of the variance in the response to the variables, which are explained by the identified factors, report the strength of data. A minimum 0.4 value of communality is recommended for any further analysis in principle components analysis (Costello and Osborne 2005).

In the study, a factor's eigenvalue is the sum of the squares of its factor loading, which indicates how well each factor fits the data from all of the respondents on all of the variables. Boyd (1985) also explained that when a factor's Eigevalue is divided by the number of items/variables, the resulting value is the proportion of variance in the entire set of response scores explained by that factor.

Reliability of the Scale

Reliability is formed with an overall Cronbach's alpha that shows the strong or weak consistency of a set of items (variables) that are considered as a hypothesis to measure the study concept. In this study, reliability test is used to verify the consistencies of predetermined items/variables regarding the factors to determine creditworthiness of borrowers of commercial banks. Cronbach's alpha is considered the most widely used method of reliability test (Cooper and Schindelr 2001; Hair et al. 2013; Malhothra 2002). It is computed using the Statistical Package for Social Science (SPSS, version 23.0) software. It is quite important to say that its value varies from 0 to 1, but values more than 0.6 is required to be reliable (Cronbach 1951;

Malthothra 2002). Cronbach's alpha is used in the current study to measure the reliability of the scale.

Structural Equation Modeling

Structural equation modeling is used here because of its capacity to measure the causal relationship between sets of unobserved (latent) variables and take into account potentially sizeable measurement errors contain in the variables. Clearly, in this study the causal relationships are complex and the number of observed variables is large. For this reasons, only latent variables which are strongly defined by the principal components analysis, and observed variables that loaded strongly on these latent dimensions are used.

Identifications of Variables that Influence Tourist Satisfaction Regarding Apparel Fashion Retail Industry in Bangladesh

The variables influencing tourist's satisfaction regarding apparel fashion retail industry in Bangladesh have been presented in the following tables (Tables 12.1 and 12.2).

Data Analysis and Findings

Demographic Characteristic of the Respondents

The descriptive statistics in this study show the different demographic characteristics of the studied sample as follows:

The total number of respondents involved in the interviews is 107, of whom 53.27% are males and 46.73% are females, where 75.70% are single and the remaining 24.30% are married. Most of the respondents is in the age group 24 years or younger and 42.99% of the respondents had monthly incomes of BDT 10,001–18,000. Besides, about half of the respondents are domestic students and more than 50% of the respondents have bachelor degrees. The detailed demographic record of respondents is shown in Table 12.3.

Table 12.1 List of Factors affecting the Influences Apparel Fashion Retail Service Quality in Bangladesh

Retail service quality scale	Variable
The store has modern-looking equipment and fixtures	R 1
The store and its physical facilities (trial rooms and restrooms) are visually attractive	R 2
Materials associated with this store's service (such as shopping bags, loyalty cards and catalogs) are visually appealing	R 3
This store has clean, attractive, and convenient public areas (restrooms, fitting rooms)	R 4
The store layout at this store makes it easy for customers to find what they need	R 5
The store layout at this store makes it easy for customers to move around in the store	R 6
When this store promises to do something (such as repairs, alterations) by a certain time, it will do so	R 7
This store provides its services at the time it promises to do so	R 8
This store performs the service right the first time	R 9
This store insists on error-free sales transactions and records keeping	R 10
Employees in this store have the knowledge to answer customer's questions	R 11
The behavior of employees in this store instills confidence in customers	R 12
Customers feel safe in their transactions with this store	R 13
Employees in this store give prompt service to customers	R 14
Employees in this store tell customers exactly when services will be performed	R 15
Employees in this store are never too busy to respond to customer's requests	R 16
This store gives customers individual attention	R 17
Employees in this store are consistently courteous with customers or on telephone	R 18
This store willingly handles returns and exchanges	R 19
When a customer has a problem, this store shows a sincere interest in solving it	R 20
Employees in this store are able to handle customer complaints directly and immediately	R 21
This store offers high quality and wide variety of merchandise when it needs	R 22
This store provides plenty of convenient parking for customers	R 23
This store has operating hours convenient for all its customers	R 24
This store accepts most major credit cards	R 25
This store offers its own credit cards / membership cards.	R 26
Advertising and publicity of the store are sufficient	R 27
Employees are well dressed and appear neat	R 28
Employees are willing and enthusiastic to respond to customer's request	R 29
Employees understand customer's specific needs	R 30
Conducive environment is available in the store for chatting with other shoppers or store personnel	R 31
The environment of the store is ease in problem solution	R 32
The store offers well made product	R 33
The store is rich in product mix	R 34
No usual product run out from the store	R 35
Employee provides product information from other chain store	R 36
The store is people oriented – SME	R 37
The store allows to purchase small amount	R 38

(continued)

Table 12.1 (continued)

Retail service quality scale	Variable
Strong bond between owner and customer exists in the store.	R 39
Location and areas of the store are proper for its trade.	R 40
The store offers standard self service	R 41
Product prices are clearly visible in the store.	R 42
Correct and updated information on sales promotions are available in the store.	R 43
The length of time I have to wait in a queue is not much more in the store.	R 44
There are always stocks of products that I desire in the store.	R 45

Table 12.2 List of Variables Affecting the Influences Tourist Satisfaction Regarding Apparel Fashion Retail Industry in Bangladesh

Tourist satisfaction	Variable
Employees of the store are trustworthy	S 1
Employees of the store are kind and polite	S 2
I am satisfied with the store whose product prices are reasonable and competitive	S 3
I am satisfied with the store as it offers a good value for money	S 4
I am extremely happy as the store delivers a good product for the price	S 5
The store would be economical	S 6
I am satisfied the store as it offer well made product.	S 7
The store has acceptable standard of quality	S 8
The store would perform consistently	S 9
The quality of my shopping experience allows me to form an opinion of the retailer	S 10
Buying at this retailer was one of my best decisions	S 11
Directional signage, internal and external light boxes are sufficient and visible in the store	S 12
It is the right thing buying at this retailer store	S 13
I am satisfied about the location of the store	S 14
I am satisfied about the product diversity of the store	S 15

Travel Characteristics

Travel characteristics include Types of Tourist Respondents, Accommodation, Transportation, Length of Stay, Travel Party, Importance of Shopping Opportunities When Travelling, Information Source and Times Visiting as follows:

The study involves two types of tourist respondents where 95.33% i.e. 102 out of 107 respondents are domestic tourists and the remaining 4.67% i.e. 5 are foreign tourist, of whom 2 from Malaysia, 1 from Sri Lanka, 1 from Nepal and the remaining 1 from India. In terms of accommodation, 57.94% used friends and relatives' houses, 31.78% used apart hotel, 9.35% were lodged in camping area, and 4.67% used other types of accommodations such as private houses. Furthermore, in terms of transportation, the majority of respondents travelled by public transportation (85.98%), 12.15% of tourists used private car, and 1.87% choose other. Regarding length of stay, the majority of tourists stayed in Dhaka who currently live in Chattogram and abroad for more than two days (54.21%), 25.23% stayed for two

Table 12.3 Demographic
Characteristic of the
Respondents

Demographic characteristic of respondents	% (Statistics)
Gender:	
Male	53.27 (57)
Female	46.73 (50)
Age:	
24 or younger	63.55 (68)
25–32	26.17 (28)
33–39	5.61 (6)
40 and above	4.67 (5)
Educational level:	
Higher secondary school	6.54 (7)
Bachelor's degree	68.22 (73)
Master's degree	23.37 (25)
MPhil	1.87 (2)
Marital status:	
Single	75.70 (81)
Married	24.30 (26)
Occupation:	
Domestic students	49.53 (53)
International students	14.02 (15)
Job holder	21.50 (23)
Businessman	9.35 (10)
Others	5.60 (6)
Monthly income:	
BDT 10,000 or less	18.69 (20)
BDT 10,001–18,000	42.99 (46)
BDT 18,001–25,000	3.74 (4)
BDT 25,001–38,000	17.76 (19)
BDT 38,001 − 50,000	4.67 (5)
BDT 50,001 and above	12.15 (13)

days, and 20.56% stayed for one day. Majority of tourists travelled with friends (55.14%), 42.06% with their family, 1.86% alone, and only 0.94% by tour. The information they obtained about shopping center from which they purchased apparels during travel often came from the Internet (55.14%), word of mouth (23.37%), others such as newspapers, magazines, books and TV/radio commercials (10.28%), travel agencies (6.54%) and brochures and catalogues (4.67%) (see Table 12.4).

Most of the tourists (64.49%) report that opportunities to shop are not major part of their travel decisions but they enjoy shopping when on holiday. 16.82% of the tourist respondents' claims that the opportunity to shop plays an important part in their travel decisions, where 10.28% explain that the opportunity to shop is the main reason for travel. 6.54% of the respondents avoid shopping while on holidays most

Table 12.4 Travel Characteristics

Travel characteristics	% (Statistics)
Types of tourist respondents:	
Domestic	95.33 (102)
Foreign	4.67 (05)
Accommodation:	
Camping area	9.35 (10)
Apart hotel	31.78 (34)
Friends and relatives	57.94 (62)
Others	4.67 (5)
Transportation:	
Private car	12.15 (13)
Public transportation	85.98 (92)
Others	1.87 (2)
Length of stay:	
One day	20.56 (22)
Two days	25.23 (27)
More than two days	54.21 (58)
Travel party:	
Friends	55.14 (59)
Family	42.06 (45)
Alone	1.86 (2)
Tour	0.94 (1)
Importance of shopping opportunities when travelling:	
The opportunity to shop is the main reason I travel	10.28 (11)
The opportunity to shop plays an important part in my travel decisions	16.82 (18)
Opportunities to shop are not major part of my travel decisions but I enjoy shopping when on holiday	64.49 (69)
I am not interested in shopping while on holidays	1.87 (2)
I avoid shopping while on holidays most of the time	6.54 (7)
Information source:	
The Internet	55.14 (59)
Word of mouth	23.37 (25)
Brochures	4.67 (5)
Travel agency	6.54 (7)
Others	10.28 (11)
Times visiting:	
First time	31.78 (36)
Two times and more	68.22 (73)

of the time and 1.87% not interested in shopping while on holidays. Finally, only 31.78% of the tourists visited the shopping center during travel for the first time and the majority of the tourists (68.22%) visited twice and more (see Table 12.4).

Appropriateness of Data for Factor Analysis

Kaiser-Meyer-Olkin (KMO) is a measure of sampling adequacy which is a useful method to show the appropriateness of data for factor analysis.

In this study, the value of KMO is 0.735 for Apparel Fashion Retail Service Quality Scale (FRSQS) and 0.862 for Tourist Satisfaction (TSFR) which are greater than 0.5, thereby indicating that the sample taken to process for the factor analysis is acceptable. Besides, the significance value is also less than 0.50 under both cases. So, according to Bartlett's Test of Sphericity, the data is appropriate for the factor analysis (see Table 12.5).

Factors Affecting the Influences Apparel Fashion Retail Service Quality (FRSQS) in Bangladesh

In order to find out determinants that influences tourist's satisfaction towards fashion retail service quality, sixty reasons, 45 for fashion retail service quality and 15 for tourist's satisfaction are taken into consideration. In this regard,

The Bartlett's test of Sphericity and Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO-MSA) are performed to evaluate the adequacy of the survey data for factor analysis. Then, a minimum 0.4 value of communality of each items has been considered for further analysis in principle components analysis. As a result, 11 items under FRSQS i.e. R5, R13, R14, R19, R23, R24, R26, R34, R41, R44, R45 has been eliminated from the analysis. A principal component factor analysis with Varimax rotation is performed for these items/reasons indicating factors in this regard. Here, five factor under FRSQS and three factors under TSFR results are emerged from the output with eigenvalues greater than 1 (see Tables 12.6 and 12.7 respectively). These factor results are generated after grouping the items/reasons with a factor loading of higher than 0.45 under a factor. In this regards, 3 items such as R3, R25 and R35 under FRSQS (see Table 12.6) and 1 item i.e. S13 under TSFR (see Table 12.7) have been deleted, having factoring loading less than 0.45.

Table 12.5 KMO and Bartlett's Test

		Apparel Fashion Retail Service Quality Scale (FRSQS)	Tourist Satisfaction (TSFR)
Kaiser-Meyer-Olkin measure of sampling adequacy.		.735	.862
Bartlett's test of Sphericity	Approx. Chi-Square	1924.672	816.452
	Df	561	105.000
	Sig.	.000	.000

Table 12.6 Factors affecting the influences Apparel Fashion Retail Service Quality in Bangladesh

Dimensions of Fashion Retail Service Quality (FRSQS)	Variables	Components					Communality	Cronbach's Alpha
		1	2	3	4	5		
Problem solving and physical aspects (FRSQS1)	R20	.708					.587	.854
	R2	.692					.594	
	R43	.617					.578	
	R6	.580					.436	
	R30	.576					.639	
	R21	.572					.588	
	R1	.553					.524	
	R33	.514					.461	
	R10	.491					.472	
Courteous/ helpfulness and policy (FRSQS2)	R17		.698				.632	.824
	R29		.694				.599	
	R18		.659				.530	
	R16		.585				.445	
	R28		.557				.524	
	R27		.524				.463	
	R22		.518				.511	
	R15		.453				.471	
Product information (FRSQS3)	R36			.701			.577	.725
	R31			.679			.564	
	R38			.655			.627	
	R9			.617			.470	
	R32			.616			.522	
Store size (FRSQS4)	R40				.624		.615	.705
	R39				.599		.539	
	R4				.581		.499	
	R42				.543		.569	
	R37				.504		.479	
Inspiring confidence and reliability (FRSQS5)	R11					.690	.617	.727
	R12					.655	.526	
	R8					.536	.551	
	R7					.515	.444	
Eigenvalues		9.357	2.499	2.310	2.012	1.842	**18.020**	
% of variance explained		13.772	12.818	9.180	8.852	8.378	**53.001**	

Result of PCA of Service Quality Attributes

The result of Cronbach's alpha coefficients of the five dimensions are 0.854 (Problem Solving and Physical Aspects), 0.824 (Courteous/Helpfulness and Policy), 0.725 (Product Information), 0.705 (Store Size), and 0.727 (Inspiring Confidence

Table 12.7 List of Factors affecting the influences tourist's satisfaction regarding apparel fashion retail industry in Bangladesh

Dimensions of Tourist Satisfaction on Fashion Retail Industry (TSFR)	Variables	Components			Communality	Cronbach's Alpha
		1	2	3		
Quality and brand image (TSFR1)	S15	.850			.727	.870
	S11	.691			.541	
	S12	.646			.583	
	S9	.645			.655	
	S7	.635			.678	
	S14	.595			.525	
	S8	.589			.676	
Retailers image (TSFR2)	S6		.754		.586	.745
	S1		.737		.628	
	S2		.681		.598	
	S10		.579		.546	
Reasonable Price (TSFR3)	S3			.910	.829	.871
	S4			.883	.804	
	S5			.834	.742	
Eigenvalues		6.119	2.270	1.276	**9.664**	
% of variance explained		24.465	21.889	18.074	**64.428**	

and Reliability). The study shows that principle component analysis resulted in five dimensions with Eigen value greater than 1.These five dimensions explained 53.001% of total variances (results shown in Table 12.6).

Result of PCA of Tourist's Satisfaction Regarding Apparel Fashion Retail Industry in Bangladesh

The result of Cronbach's alpha coefficients of the three dimensions are 0.870 (Quality and Brand Image), 0.745 (Retailers Image), and 0.871 (Reasonable Price). The study shows that principle component analysis resulted in three dimensions with Eigen value greater than 1.These three dimensions explained 64.428% of total variances (results shown in Table 12.7).

Multiple Regression Analysis

Stepwise method of multiple regression analysis is performed to predict tourist satisfaction (dependent variable) by five dimensions (independent variables) of fashion retail service quality found from principle components analysis. The results showed

that all five variables used in the analysis are statistically significant in predicting tourist's satisfaction and 62.6% of the variability (value of R^2) in tourist satisfaction could be accounted for by the predictors. The final regression model of tourist's satisfaction can be expressed as (results shown in Table 12.8).

Tourist Satisfaction $= -4.6374767557303E\text{-}18 + 0.288$ X Problem Solving and Physical Aspects $+0.207$ X Inspiring Confidence and Reliability $+0.204$ X Store Size $+0.194$ X Courteous/Helpfulness and Policy $+0.098$ X Product Information.

Factor one (Problem Solving and Physical Aspects) is found to be the highest critical factor influencing tourist's satisfaction. It indicated the efforts to improve problem solving and physical aspects are likely to have a more significant effect on tourist's satisfaction. Tourist's satisfaction can also be improved by ensuring higher degrees of Inspiring Confidence and Reliability, Store Size, Courteous/Helpfulness and Policy, and Product Information. The findings suggested that none of these dimensions of service quality should be disregarded by apparel fashion retailers, as all of these dimensions have significant influence on tourist satisfaction. However, not all of the measured dimensions have equal important.

Finally, it can be concluded from the multiple regression analysis that in Bangladeshi apparel fashion retail establishments, tourist satisfaction is predicted by some dimensions which are not included in the RSQS or SERVQUAL, for example product information and store size. Tourists as customers want all items and information to be available at a single retail outlet due to severe transportation problems and also want apparel products which will last for more than one season. Thus, product and store size are considered to be important factors of service quality.

Structural Equation Modeling Result

The proposed hypothesized model is tested by using the structural equation modeling (SEM) technique. The results showed that Chi-square 630.083, $p < 0.01$, indicated that the data fitted the model satisfactorily. Moreover, the indices like CMIN/DF = 1.755, CFI = 0.816, GFI = 0.742, NFI = 0.665, TLI = 0.792, RMSEA = 0.084 and RMR = 0.073 and SRMR = .0789 are found in the model. To get the robust result, two items (R18 and R21) under factors "Problem Solving and Physical Aspects" and "Courteous/Helpfulness and Policy" and one factor of tourist satisfaction (i.e. Reasonable Price have been removed from the analysis due to have low multiple squared correlation). To discuss the model fit of SEM, we should consider the criteria of the various model fit indices. It has been suggested that CMIN/DF < 3 is good (Hu and Bentler 1999). Thus, the CMIN/DF value of 1.755 in this sample indicates an acceptable fit. Besides, RMSEA values less than 0.05 are good, values between 0.05 and 0.08 are acceptable, values between 0.08 and 0.1 are marginal, and values greater than 0.1 are poor (Fabrigar et al. 1999). Supporting this view, MacCallum, Browne, and Sugawara (1996) explained that an RMSEA in the range of 0.05 to 0.10 is an indication of fair fit and values above 0.10 indicated poor fit. It is then, the RMSEA of between 0.08 and 0.10 provides a mediocre fit and below

Table 12.8 Results of Regression Analysis

Model		Unstandardized coefficients		Standardized Coefficients	t	Sig.	R Square	Adjusted R Square
		B	Std. Error	Beta				
1	(Constant)	−5.9801116664648489E−17	.049		.000	1.000	.249	.242
	Problem solving and physical aspects	.288	.049	.499	5.900	.000		
2	(Constant)	−4.4120530864343438E−17	.044		.000	1.000	.378	.366
	Problem solving and physical aspects	.288	.045	.499	6.450	.000		
	Inspiring confidence and reliability	.207	.045	.359	4.635	.000		
3	(Constant)	−5.5553784696 7194E−17	.040		.000	1.000	.502	.488
	Problem solving and physical aspects	.288	.040	.499	7.180	.000		
	Inspiring confidence and reliability	.207	.040	.359	5.159	.000		
	Store size	.204	.040	.353	5.085	.000		
4	(Constant)	−1.5736474677194E−17	.035		.000	1.000	.615	.600
	Problem solving and physical aspects	.288	.035	.499	8.124	.000		
	Inspiring confidence and reliability	.207	.035	.359	5.838	.000		
	Store size	.204	.035	.353	5.754	.000		
	Courteous/helpfulness and policy	.194	.035	.336	5.465	.000		
5	(Constant)	−4.6374767557303E−18	.034		.000	1.000	.644	.626
	Problem solving and physical aspects	.288	.034	.499	8.406	.000		
	Inspiring confidence and reliability	.207	.034	.359	6.040	.000		
	Store size	.204	.034	.353	5.954	.000		
	Courteous/helpfulness and policy	.194	.034	.336	5.655	.000		
	Product information	.098	.034	.170	2.863	.005		

a. Dependent Variable: Tourist satisfaction

0.08 shows a good fit (MacCallum et al. 1996). Therefore, the RMSEA value of 0.084 in this sample indicates an acceptable fit. Additionally, the RMR should not over 0.10. The interpretation of RMR value is difficult as it is calculated based upon the scales of each indicator. Therefore, if a questionnaire contains items with varying levels (some items may range from 1 to 5 while others range from 1 to 7) (Kline 2005). In this case, the Standardized RMR (SRMR) resolves this problem and is therefore much more meaningful to interpret. The range of SRMR value from zero to 1.0 with well-fitting models obtaining values less than 0.05 (Byrne 1998; Diamantopoulos and Siguaw 2000). However, values as high as 0.08 are deemed acceptable (Hu and Bentler 1999). These requirements are also fulfilled in the model. The GFI value of this sample, 0.742, is below 0.9, but the GFI and AGFI depend on the sample size (Mulaik et al. 1989). To some extent these indices parallel regression $R2$. In the interpretation of the CFI, a value above 0.9 is regarded to be a very good fit (Konovsky and Pugh 1994: 662). Regarding exploratory research, Du Plessis (2010) and Moolla and Bisschoff (2013: 9). However, report that a CFI index of 0.80 is satisfactory, and that even a CFI of 0.75 could indicate a fair fitting model. Thus, the value of CFI (i.e. 0.816) of the model is also in satisfactory level. Based on overall indices, this sample has an acceptable fit to the model as Chi-square, CMIN/DF, CFI, RMSEA, RMR and SRMR lie in the acceptable ranges.

The modified structural model is shown in Fig. 12.4 and results of hypothesis testing are depicted in Table 12.9. Service quality was found to influence tourist satisfaction positively as their relationship coefficient was significant (0.955, $t = 4.772$, $p < 0.01$). The results supported H2. H1 was tested Problem Solving and
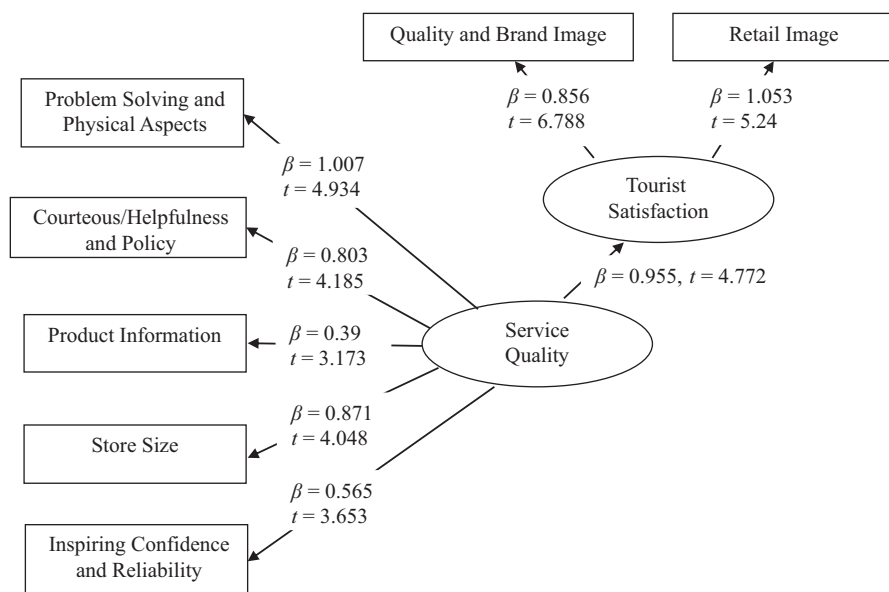

Fig. 12.4 Results of structural equation modeling (SEM)

Table 12.9 Structured model results

Path	Standardized Estimate	S.E.	C.R.	P
Tourist satisfaction ← service quality	0.955	0.173	4.772	***
Problem solving and physical aspects ← service quality	1.007	0.002	4.938	***
Courteous/helpfulness and policy ← service quality	0.803	0.137	4.185	***
Product information ← service quality	0.39	0.134	3.173	0.002
Store size ← service quality	0.871	0.182	4.048	***
Inspiring confidence and reliability ← service quality	0.565	0.121	3.653	***
Quality and brand image ← tourist satisfaction	0.856	0.044	6.788	***
Retail image ← tourist satisfaction	1.053	0.214	5.24	***

Notes: Chi-square = 630.083, CMIN/DF = 1.755, CFI = 0.816, GFI = 0.742, NFI = 0.665, TLI = 0.792, RMSEA = 0.084, RMR = 0.073 and SRMR = .0789, ***$p \leq 0.01$ (*t*-tests are two tailed), S.E. = Standard Errors, C.R. = Critical Ratio (*t-value*)

Physical Aspects (1.007, $t = 4.938$, $p < 0.01$); Courteous/Helpfulness and Policy (0.803, $t = 4.185$, $p < 0.05$); Product Information (0.39, $t = 3.173$, $p < 0.01$); Store Size (0.871, $t = 4.048$, $p < 0.01$) and Inspiring Confidence and Reliability (0.565, $t = 3.653$, $p < 0.01$). All relationships were found to be positively significant as expected.

Conclusion

Retail industry especially shopping center places increasing emphasis on leisure shopping and tourism. Although opportunities to shop are not major part of travel decisions but tourists enjoy shopping and spend a great deal of resources on shopping when on holiday. Additionally, tourist's expectations of the product, particularly from apparel fashion retail industry have become higher than ever before because of the mature market characterized by acute competition, which produces tremendous challenges for take holders in this sector. Again, tourist satisfaction depends on a complex process where the role of each factor is fundamental and it must be in tune with all the other ones. For these reasons, continuous market research has become the norm, not a style, to sustain business. The present research undertakes theoretical and empirical background in order to measure the attributes and dimensions of service quality and tourist satisfaction to better understand the apparel fashion retail industry in Bangladesh.

   The results of the study reveal that, five dimensions of quality service (such as Problem Solving and Physical Aspects, Courteous/Helpfulness and Policy, Product Information, Store Size and Inspiring Confidence and Reliability) and three of tourist satisfaction (such as Quality and Brand Image, Retail Image and Reasonable

Price) under multiple regression method made a significant difference to tourist perceptions of Bangladesh's apparel fashion retail stores. The results highlighted that, although five dimensions of service quality have an impact on tourist satisfaction, the dimension 'Problem Solving and Physical Aspects' has the greatest impact on tourist satisfaction, followed by Inspiring Confidence and Reliability, Store Size, Courteous/Helpfulness and Policy and Product Information. The finding also reports that most important dimensions of tourist's satisfaction are quality and brand Image and retail Image which indicates that contemporary tourists less think about product price rather they want to live unique experience during travel. Therefore, the apparel fashion retailers should take strategies to improve the quality of their services to ensure they remain competitive in a global market environment.

This empirical study provides a novel implication of knowledge on service satisfaction in the tourism sector which will serve as valuable pedagogical and research reference for decision makers, students and academics interested in hospitability and tourism but, in common with all research, it has some limitations. The study collects information from the domestic tourists currently living Chattogram and foreign tourists who visit Dhaka and Sylhet in Bangladesh, yet the findings obtained may not be representative of the whole country. In addition, the research focused only on the relationship between service quality and tourist satisfaction of the retail sector of the fashion apparel industry, not on loyalty. Thus, future possibilities for study may arise as a consequence of these limitations.

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Chapter 13
Consumer Behavior in the Tourism Industry of Bangladesh

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Abstract Tourists as consumers are considered as central element for tourism policy making in any country for any destination or for any tourism product or services. Without the proper identification and engagement of the tourists, this is relatively difficult to market tourism products and services successfully. The behavior of these tourists as consumers with importance has been left comparatively unattended than the hospitality consumers. Tourists as consumers are the purpose of generating tourist products and services and then their positive behavior towards purchasing a new product and services renders importance. This subject area has also been left as less attended by the relevant stakeholders. However, understanding the psychology of tourists as consumers has immense importance when the tourism industry of Bangladesh is flourishing and creates more spaces to engage with the tourists. This research is literature review data generated. Findings outline that the behavior of tourists as consumers is attached to psychology that leads directly to the purchase of a desired destination product or service. The behavior of tourists as consumers is non-static and subject to changes due to relevant factors. This research stresses that understanding the behavior of tourists as consumers can help tourism marketing in terms of either product or service selection or consumption. This chapter also develops a model of tourist behavior by considering the perspectives of domestic tourists in Bangladesh.

Keywords Tourism · Consumer · Tourist · Behavior · Marketing · Bangladesh

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Introduction

Tourists are the consumers of tourism products and services who generally travel away from their usual residents and spend no less than one night at a destination (Goeldner and Ritchie 2011; Leiper 1997). They can be classified as 'psychocentric' tourists (introvert, less adventurous tourist) or 'allocentric' tourists (extrovert, risk takers, more adventurous tourists) (Plog 1977); wanderlust (tourists who prefer unique places, emphasize on cultural needs) or 'sunlust' (tourists who prefer sun, warm, crowd places, emphasize on recreational needs) (Gray 1970); or they can be recreational tourists (tourists seeking physical recreation mainly), diversionary tourists (tourists seeking escape from routine everyday life), experiential tourists (tourists seeking authentic experiences), experimental tourists (tourists who want to meet with the people of local community), or existential tourists (tourists seeking active participation in the culture and lifestyles of host community) (Cohen 1972). These tourists have different characteristics, travel motivation, value expectancy, needs and desires; therefore, showing different attitude towards different destinations and behave differently throughout their travel in chosen destinations. As these behavioral aspects vary from tourist to tourist, understanding this dynamism of tourist behavior therefore acts as a prerequisite for successfully designing, developing, promoting, distributing, and selling tourism products and services.

For a country like Bangladesh, whose tourism industry is experiencing a recent boom because of its numerous travel and tourism associations like natural beauty, rich history and culture, religious and archaeological attractions, and affluent biodiversity (Pramanik and Rakib 2020b; The Financial Express 2019; The Independent, 2018); the study of tourist behavior becomes ever more important in order to attract sufficient number of tourists to its aforesaid attractions and maintain the pace of growth. Understanding the complex psychology and corresponding behavior of Bangladeshi tourists therefore becomes imperative to design appropriate tourism products and services at different destinations that can successfully meet the diverse needs and expectations of tourists. But surprisingly, no such formal initiatives from the part of Bangladeshi destination managers and marketers as well as academia have been found that investigate the multifaceted behavior of tourists. Therefore, the authors try to provide some basic ideas on different concepts and strategic issues related to consumer as well as tourist behavior throughout this chapter. The authors also develop a comprehensive model of tourist behavior, which is first of its kind from Bangladesh tourism perspective and believed to be helpful for planning and marketing of tourism products and services.

Understanding Consumer Behavior

The behavior of consumer is dynamic and a careful understanding of such effervescent behavior is the foundation of successful tourism business. Chances of success in tourism industry increase if the various aspects of travel, tourism, and hospitality

can meet the consumer needs and wants. For offering their desired products and services at different destinations in meeting the needs of consumer, it is therefore obvious for the tourism marketers and destination managers to understand the behavior of the consumer of tourism products and services at the first place.

Consumer behavior is the process through which the consumers select, purchase and use a product or service to fulfill their needs and desires (Juvan et al. 2017; Solomon 1996). While meeting their needs, consumers always try to maximize their benefits through minimizing their costs. Consumer behavior is the study of why and how people make their purchase decision (Swarbrooke and Horner 2007). It is related with finding the reasons people purchase a specific product and the way of making their purchase decision. It refers to the actions that an individual takes to purchase and use the product and service as well as the decision making process that decides the actions (Engel et al. 1995; McColl et al. 1994). Consumer behavior is the study of consumer to explain and predict their behavior with a view to influence them favorably through devising appropriate marketing and communication strategies (Hyde 2015). Moutinho (1987) defined consumer behavior as the systematic process of obtaining and organizing information for making a purchase decision, using the product and service, and evaluating the same. This systematic process involves the activities of searching for desired product and service, buying, using, appraising, and disposing the purchased product and service. Peter and Olson (2002) argue that consumer behavior includes the thoughts, feelings and actions people perform in their consumption practice as well as the environmental factors i.e. advertising, packaging, observations of other consumers etc. influencing all these things. Such behavior is dynamic and involves interactions and exchanges. Therefore, the authors conclude that consumer behavior is the study of consumer's consumption related problem solving behavior and decision making process through which the consumers choose their desired products and services and evaluate the performance of chosen products and services. A wide range of factors normally affect the behavior of consumers including cultural factors (i.e. culture and subculture, values, social class etc.), social factors (i.e. reference group influence, status in society, family etc.), personal factors (i.e. gender, age, personality, lifestyle, education, income etc.), psychological factors (learning, skills, perceptions, beliefs etc.) that significantly influence consumers' problem solving initiative (Engel et al. 1968; Howard and Sheth 1969; Kotler and Armstrong 2012; Kotler and Keller 2006; Moutinho 1987; Peter and Olson 2002).

However, understanding the complex behavior of consumer can be an ease if viewed from different standpoint. Consumer behavior study can be carried out from different perspectives. Mowen (1988) recommends that consumer behavior can be viewed from the decision-making, the experiential and the behavioral perspectives. Hyde (2015) also studied consumer behavior from three perspectives: problem solver, uninvolved purchaser, and hedonic consumer. The fundamental perspective of consumer behavior views consumer as problem solver in which the consumer makes purchase decision to solve the problem at hand through careful judgment of available options, be that the problem is related with any product, service, brand or any other objects (Engel et al. 1968; Fishbein and Ajzen 1975; Howard and Sheth

1969; Schiffman and Kanuk 1991). In many instances, experts found that the behavior of consumer is not highly motivated; rather they can be uninvolved consumer or the consumers with low involvement (Krugman 1965). Krugman (1965) also suggested that, although consumers purchase many products but they only care about few of them, and they view many of their purchased products as unimportant (Kassarjian and Kassarjian 1979). Besides the view of problem solver or low involvement consumers, experts also present the hedonic view or experiential perspective of consumer behavior in which the consumers are motivated by emotional arousal like feelings, experiences or emotions for the purchase or consumption of particular products and services such as entertainment, sports, tourism and leisure etc. (Hirschman and Holbrook 1982; Mowen 1988).

Models of Consumer Behavior

Different views of consumer behavior lead to the development of different theories and models that try to present simplistic portrayal of the aspects and factors driving the process of consumers' purchase decision making. Among the numerous models proposed till date, Andreasen's (1965) model of consumer behavior is perceived as one of the earliest models which consider information as the fundamental element in the process of consumer decision making. This model also acknowledges the importance of attitudes in explaining the purchase behavior of consumers. The Engel–Kollat–Blackwell model developed by Engel, Kollat and Blackwell (1968) consists of four components namely inputs to decision process (input from marketing and other sources), information processing (processed through sequential activities such as exposure, attention, comprehension, acceptance and retention), the decision process (involving five orderly steps such as recognition of problem, searching of information, alternative evaluation, purchase and post-purchase outcomes), and other variables influencing the decision process (variables like culture, personality of consumer, motivations, reference groups and situational influences) is believed to be the first all-inclusive model of consumer behavior.

The Howard–Sheth (1969) model viewed consumers simply as the processer of information and their decision-making mechanism as the fundamental activity in consumer behavior. They distinguished among routine decision-making, limited decision-making and extensive decision-making aspects of consumers. They also focused on four different variable sets in explaining the complex mechanism of consumer behavior namely stimulus variables (marketing and other socio-environmental variables including price, quality, service availability, family influence, reference groups and social class etc.); response variables (represents the output in terms of attention, comprehension, attitude, intention and purchase behavior); hypothetical constructs (perform the role of endogenous variables consisting of learning constructs like specific and nonspecific motives, choice criteria, brand

comprehension, attitudes, confidence, intention and satisfaction with the brand purchase; and perceptual constructs like attention, perceptual bias, stimulus ambiguity and overt search for information); and exogenous variables (other influences working on buyer's decision including importance of purchase, personality variables, social class, culture, organization, time pressure and financial status).

Fishbein and Ajzen (1975) developed the theory of reasoned action (TRA) which can explain individual purchase behavior. They suggest that actual behavior of consumer depends on the intention to act or perform specific behavior like actual purchase depends on purchase intention, which is a function of attitude towards that behavior and the subjective norms indicating the degree to which the consumer believe that important other people expect him to perform the behavior. The TRA also assumes that the individual consumer shows rational behavior and makes motivated decisions through reasonably choosing between various available options. To better predict individuals' behavior, Ajzen (1991) further proposed Theory of Planned Behaviour (TPB) as a development over the TRA through linking individual's beliefs with behavior. The TPB argue that attitude, subjective norms, and perceived behavioral control altogether better predict an individual consumer's intention to behave and actual behavior. Based on the proposition of TPB, from a marketing stand point, consumer behavior is guided by three types of belief related contemplations: behavioral beliefs can result in positive or negative attitude toward the behavior, normative belief generates expectation of other persons and related societal pressures representing subjective norms, and control beliefs produce perceived behavioral control indicating an individual's perception of capability to execute a given behavior. This model also suggests that an individual consumer's intention to perform specific behavior increases with the increase in perceived behavioral control and positive attitude toward behavior and subjective norm.

However, most of the theories or models of consumer behavior discussed above are concerned mainly with the problem solving and decision making aspects of consumer. In most of the cases, the simplest process represents a customer responding to some sorts of marketing and other stimuli through making a purchase decision in order to fulfill the unmet needs and desires. Kotler and Keller (2006) also developed a stimulus-response model (shown in Fig. 13.1) of buyer behavior that explains how consumers make buying decision and respond to given set of stimuli.

Marketing stimuli (controllable marketing mix variables such as product, price, channel of distribution, and promotional measures) and other environmental stimuli (uncontrollable external variable such as cultural, economic, technological and political factors that have profound impact on both the customer and company) enter the consumer's consciousness, where they are resulted into a set of consumer responses. In this complex turning process, a set of consumer psychological processes (such as motive of the consumer, their perception and learning speed, and their memory capacity) linked with specific consumer characteristics (such as cultural factors like culture and subculture, values, social class etc., social factors like reference group influence, status in society, family etc., and personal factors like
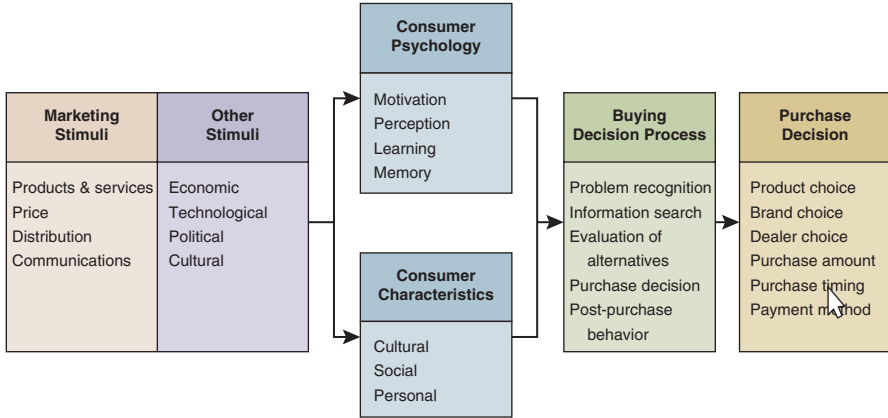
Fig. 13.1 Model of Consumer Behaviour. (Source: Kotler and Keller 2006)

gender, age, personality, lifestyle, education, income etc.) act as catalyst in igniting the buying decision processes. The buying decision process central to this Consumer Behaviour Model consists of the activities of recognizing a problem, searching for information, evaluating the available alternatives, making the actual purchase and post-purchase evaluation to check whether they are satisfied. Throughout the buying decision process, as response to the stimuli given earlier, the consumer or buyer also make decisions regarding what to buy (product, brand, company and dealer choice), and when, where and how often to buy (timing of purchase, amount of purchase, method of payment etc.). However, when studying this comprehensive Model of Consumer Behaviour, two things should be kept in mind: first, the consumer's reaction to stimuli depends both on the consumer characteristics and psychology; and second, the buyer's decision process of five successive stages itself affects buyer's actual behavior (Kotler and Armstrong 2012).

Understanding consumer behavior is a key to design appropriate marketing strategies in order to develop, promote and sell tourism and hospitality products and services (Swarbrooke and Horner 2007). All these models discussed above will surely help the tourism and hospitality service providers and destination managers to better understand the complex phenomena of dynamic consumer behavior. Besides, a clear understanding of such behavior also help the destination managers to recognize the differences between behavioral pattern of general consumers and consumers of tourism and hospitality services; hence help in better understanding of tourist behavior (Clawson and Knetsch 1966; Guleria 2016).

Tourist Behaviour: A Special Dimension of Consumer Behavior

We know tourists are the visitors who stay at least one night at their desired destination (Goeldner and Ritchie 2011). Tourists usually consume regular as well as unusual products and services beyond the boundary of their everyday life and usual environment (Leiper 1997). In this section, we will try to clear the concept of tourist behavior, that is, the behavior of consumer from a tourism context.

Clawson and Knetsch (1966) differentiate tourist behavior from general consumer behavior in the subsequent facets: (1) anticipation or pre-trip (2) travel to the destination or site (3) on-site experience (4) return from the travel component and (5) extended recall and recollection phase. In the pre-trip or anticipation phase, a large number of tourists plan their forthcoming tour, months or even years in advance. Although this preplanning scenario might be analogous for high value or luxurious purchase, but quite dissimilar to the purchase of low value daily necessities (Guleria 2016). The travel to destination and return to home from tour components are also quite different from the aspects of general consumer behavior, as these phases mostly involved intangible tourists' experience. Throughout the tour, tourists' see, feel and soak up the visited attractions, leading to personal fulfillment, responses and socio-environmental outcomes and pursuance that are unique features of tourist behavior. Besides, the finishing stage of extended recall and recollection of experience may last in tourists' memory for years, which can be enhanced through attracting them for repeat visit (Peter 2014). All these phases are influenced largely by a number of internal and external factors such as age, gender, education, occupation, income, nationality, culture, social impulse, media, family, friends, lifestyle, and so on, with each phase structured ahead preceding phases (Go¨ssling et al. 2012; Hu and Morrison 2002; Pearce 2005).

Tourist consumer behavior is a socially affected, future oriented, dynamic and episodic behavior which is complex in nature (Pearce 1993). It is evolved as a combination of a number of interconnected stages starting from needs or motives identification to the consumption and appraisal of the trip experience by respective tourist (Goodall 1991). In simple terms, tourist behavior involves the purchase, consumption and disposal of tourism products and services by the tourists (Juvan et al. 2017). Pearce (2005) argue that the corner stone of tourist behavior is the experiences and satisfaction they gather from traveling and destination managers and marketers are always concerned about the way tourists' participate in and enjoy these experiences. Pearce (2005) also proposed a concept map (shown in Fig. 13.2) for comprehending tourist behavior.

To get a clear idea about the individual tourist and tourists' markets as a whole, assessment of demographic variables, for instance age, gender, education, profession, income, family composition etc. can be used. Besides, variables like accommodation, tour arrangement, tour party etc., often known as 'tripographics' (Hu and Morrison 2002), can also be analyzed to understand the travel organizing system as well as travelling styles of tourists. All these demographic and psychographic
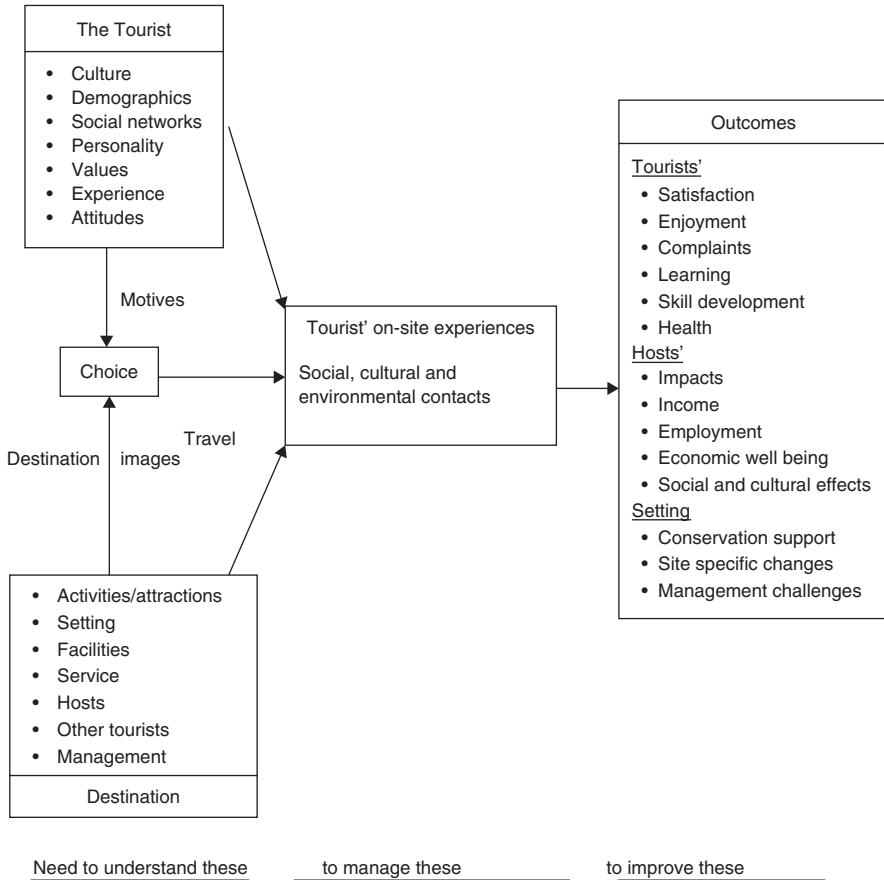
Fig. 13.2 Concept map for understanding tourist Behaviour. (Source: Pearce 2005)

constructs significantly affect the destination choice of tourists. The physical, natural, human, and social facets of respective destination in combination with the characteristics of tourists help in forming a unique destination image which acts as an antecedent of destination choice. The study of tourist behavior should also incorporate the interactions of tourists with fellow tourists roaming around them, service delivery staffs and local communities. Reviews and comments from other tourists; behavior of employees and service delivery staffs during service encounter; and the cooperation and tenderness extended by local communities to tourists in terms of information sharing, expression of local lifestyles, and cultural exchanges can produce positive or negative view of the destination and affect the experience and satisfaction of tourists. Moreover, an assessment of the tourists' on-site behavior in terms of activities, used resources, and tourists' impact on the destination may generate positive effects such as better preservation efforts, increased opportunities and financial welfare of local people and negative consequences such as environmental degradation, cultural aggression, offensive changes on traditional lifestyle etc. (Dowling et al. 2002).

Models of Tourist Behavior

We know that behavior of tourists involves the physical activities as well as the decision making process of searching, evaluating, purchasing, consuming and disposing of tourism products and services. Although numerous theories and models of consumer behavior have been developed and used to explain the consumer behavior (i.e. model developed by Ajzen (1991); Andreasen (1965); Fishbein and Ajzen (1975); Howard and Sheth (1969); Kotler and Keller (2006); Peter and Olson (2002) etc.), few of them are used in explaining tourist behavior. The models which are used in amplifying tourist behavior (by scholars i.e. Ajzen and Driver (1991); Han and Kim (2010); Tsai (2010) etc.) are not without critics. Experts also suggest that these models of consumer behavior should be used with additional caution, if they are to use for explaining tourist behavior, destination choice and satisfaction (Clawson and Knetsch 1966; Cooper et al. 1993; Juvan et al. 2017; Shaw et al. 2000). Therefore, to avoid complexities, it is preferable to use distinct model of tourist behavior to explain the complex behavior of tourists, although such models are scarce in existing tourism literature.

However, many scholars try to develop model of tourist behavior or tourist buyer behavior in explaining their destination choice, motivation, satisfaction and overall behavior; most of which are concerned primarily with the decision making process of tourists. Crompton (1977) presents a two-steps recreation system model that explains the process of tourists' choice of particular destination. At the first stage, the tourist decides whether he/she need a holiday. A resulting yes answer leads to the second stage of deciding where to travel? The model also recommends that tourist' destination choice is significantly affected by the interaction of image of the destination and constraints like money, time, skills etc. perceived by the tourists.

Um and Crompton (1990) later propose a more comprehensive destination choice model through expanding Crompton's (1977) framework. Their model consists of three sets of constructs: external inputs, internal inputs, and cognitive constructs. External inputs are those stimuli originated from both the social as well as marketing environment and can be grouped into 'significative', 'symbolic' and 'social stimuli' (Howard and Sheth 1969). Internal input stem from the prospective tourists' socio psychological characteristics, including individual characteristics, values, motives, attitudes etc. (Assael 1984). Cognitive constructs symbolize the amalgamation of both inputs- internal and external- into the awareness as well as the evoked set of considered destinations. The awareness set may include all potential tourist destinations which the tourists can think of visiting prior to their final trip decision (Crompton 1977); whereas the evoked set consists of all the reasonable alternative destinations from which potential tourists choose final destination(s) (Howard and Sheth 1969). Their model also suggests a five steps process of cognitive evolution involving belief construction about destination, commencement of process of destination choice, evoked set development, belief formation about evoked destination, and final destination selection from the evoked set.

Moutinho (1982) developed a flowchart model of vacation tourist behavior consisting of three distinct parts namely pre-decision and decision processes, post-purchase evaluation, and future decision making. The pre-decision and decision processes involve the flow of successive events ranging from the tourist stimuli to their decision to purchase. This phase involves three fields namely preference structure, decision, and purchase. Formation of tourists' preference structure depends on environmental influences such as cultural norms, social class, family status, reference groups, financial condition etc. and individual determinants such as personality, lifestyle, perceived role, motives etc. This field is divided into three sub-fields namely stimulus filtration, attention and learning, and choice criteria. The decision field indicates psychological inclination of tourists' buying intention of specific destination products and services and depends on factors like tourist's awareness, destination image, promotion of destination, social interactions of tourists etc. The purchase field represents a tourist's act of buying his or her desired vacation destination (Moutinho 1987). The post-purchase evaluation of visited destination and purchased products and services adds to tourists' experiences and shape their future behavior. Moutinho (1982) labeled the post purchase evaluation field as the assessment of satisfaction/dissatisfaction. Assessment of satisfaction/dissatisfaction carried out through applying the mechanism of cognitive dissonance may produce three latitudes or zones of commitment to successive behavior: positive or acceptance, negative or rejection, and neutral or non-commitment (Sherif 1963). As a subfield, adequacy evaluation also introduced at this phase representing an outcome of mental comparison of costs and benefits of having the ideal attributes of consumed products and services by the tourists. The future decision making part of this model is concerned mainly with the revisit possibility to different destinations and repurchase probability of different tourism products and services. The repeat buying probabilities field may result in straight rebuy, modified rebuy or rebuy behavior in different time considerations (Mountinho 1987).

Mathieson and Wall (1982) developed a simple linear model of tourist buying behavior which is concerned mainly with the decision making process of tourists. This five phases model consists of the activities of felt need or travel desire recognition, collection of information and image evaluation of different destinations, make decision to travel to specific destination through choosing from the alternative destinations, prepare to travel and experience the trip at and around the destination, and finally assess the travel satisfaction outcome through post travel evaluation (Wall and Mathieson 2006). (Fig. 13.3).

After a careful scrutiny of a number of general consumer behavior models, the authors realized that most of the models of consumer behavior in tourism or the
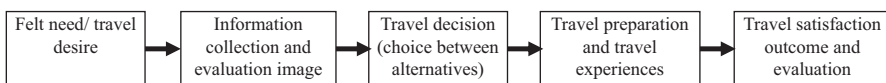

Fig. 13.3 Model of travel buying behaviour. (Source: Mathieson and Wall 1982)

models of tourists' behavior are much more simplified compared to the general models of consumer behavior (Wall and Mathieson 2006). But in real sense, tourists' behavior representing diverse characteristics is a complex process as it is influenced by a large number of internal and external variables and stimuli (Swarbrooke and Horner 2007).

Towards a Model of Tourist Behavior in Bangladesh: Exploring the Details of Bangladeshi Tourists

Till date, several researchers (i.e. Ajzen 1991; Andreasen 1965; Engel et al. 1968; Howard and Sheth 1969; Kotler and Keller 2006; Schiffman and Kanuk 1991) have developed different types of models for understanding consumer behavior and many of these models are also used to explain the behavior of tourists. Besides, some scholars (i.e. Crompton 1977; Mathieson and Wall 1982; Moutinho 1982; Pearce 2005; Um and Crompton 1990) also developed separate models for explaining tourist behavior from different country perspectives. But surprisingly, no attempt has been found from the end of Bangladeshi researchers to explain the behavior of tourist from Bangladesh tourism perspective. Therefore, it is quite difficult for the authors to pinpoint the diversified issues and factors involved in explaining tourist behavior in Bangladesh tourism industry and develop a comprehensive model. However, after studying some valuable works on both general consumer behavior and tourist behavior, and collecting data from domestic tourists on different behavioral issues, the authors develop a Model of Tourist Behaviour in Bangladesh through answering many questions.

Findings on Important Strategic Issues Involved in Tourist Behaviour in Bangladesh

The authors initially conducted face-to-face depth interviews with more than 30 domestic tourists, tour operators, destination managers and academicians to develop primary understandings on diverse aspects of tourist behavior. Then, data on different strategic issues and behavioral attributes related to tourist behavior are also collected from 105 domestic tourists by using a self-administered semi-structured questionnaire; statements of which are developed based on the findings of depth interviews as well as previous research works (i.e. research studies of Ahmed and Krohn (1993); Mok and Lam (2000); Shaw et al. (2000) etc.). The findings are summarized in the below table (Table 13.1).

The demographic profile of the tourists interviewed reveals that 62.9% of them are male and 37.1% are female; of which 61.9% are married, 31.4% are unmarried,

Table 13.1 Strategic issues of tourist behavior in Bangladesh. (Source: field survey by the authors, 2020)

Statement	Options/Responses	Frequency	Percent
Gender of the tourists	Male	66	62.9
	Female	39	37.1
	Total	105	100.0
Age of the tourists	Less than 18 Yrs	7	6.7
	18–25 Yrs	16	15.2
	26–35 Yrs	31	29.5
	36–45 Yrs	43	41.0
	46–55 Yrs	5	4.8
	More than 55 Yrs	3	2.9
	Total	105	100.0
Profession of the tourists	Private	36	34.3
	Government	29	27.6
	Business	17	16.2
	Housekeeping	14	13.3
	Student	9	8.6
	Total	105	100.0
Educational level of the tourists	Up to secondary level	3	2.9
	Higher secondary level	6	5.7
	Under-graduation level	32	30.5
	Post-Graduation level	55	52.4
	More	9	8.6
	Total	105	100.0
Monthly income of tourists	Less than Tk.10, 000	17	16.2
	Tk. 10,001 – 20,000	11	10.5
	Tk. 20,001 – 30,000	22	21.0
	Tk. 30,001 – 40,000	33	31.4
	Tk. 40,001 – 50,000	16	15.2
	More than 50,000 Tk.	6	5.7
	Total	105	100.0
Marital status of the tourists	Unmarried	33	31.4
	Married	65	61.9
	Widowed/separated	7	6.7
	Total	105	100.0
Sources of information about destination	Friends and family members	37	35.2
	Colleagues	11	10.5
	Social media travel groups	30	28.6
	Promotional message from different destination managers and marketers	20	19.0
	Push messages/emails from different tour operators	1	1.0
	Self-search	4	3.8
	Others	2	1.9
	Total	105	100.0

(continued)

Table 13.1 (continued)

Statement	Options/Responses	Frequency	Percent
Types of destination	Conventional or traditional, well known destinations	50	47.6
	Non-traditional, emerging destinations	25	23.8
	Adventurous, off the beaten track destinations	23	21.9
	Others	7	6.7
	Total	105	100.0
Preferred destination	Cox's Bazar Sea beach	68	64.8
	Saint Martin's Island, Cox's Bazar	17	16.2
	Sajek Valley, Rangamati	7	6.7
	Nilgiri, Bandarban	6	5.7
	The Sundarbans	3	2.9
	Kuakata sea beach, Patuakhali	1	1.0
	Paharpur Buddhist Vihara, Naogaon	2	1.9
	Hajrat Shahjalal Mazar Sharif, Sylhet	1	1.0
	Total	105	100.0
Main motivation for travel	Rest and recreation	58	55.2
	Enjoy the nature	21	20.0
	Enjoy sun/beach holiday	9	8.6
	Exploring culture and religion	4	3.8
	Honeymoon	3	2.9
	Visiting friends or relatives	2	1.9
	City trips	2	1.9
	Wellness/health treatment	2	1.9
	Others	4	3.8
	Total	105	100.0
Attractions influencing the choice of destination	Location's natural environment/ attractiveness	51	48.6
	Cultural and religious heritage	13	12.4
	Entertainment facilities	20	19.0
	Gastronomy	15	14.3
	Arts	3	2.9
	Festivals or other events	2	1.9
	Others	1	1.0
	Total	105	100.0
Preferred activities at destinations	Outdoor sports and activities such as swimming, hill climbing etc.	29	27.6
	Sightseeing	32	30.5
	Life-seeing activities such as knowing the host community, sampling local food, attending festivals etc.	14	13.3
	Naturalists/enjoying the nature	21	20.0
	Shopping	4	3.8
	Others	5	4.8
	Total	105	100.0

Table 13.1 (continued)

Statement	Options/Responses	Frequency	Percent
Travel mode	Solo travel/independent travel	21	20.0
	Family tour	43	41.0
	Group tour outside family members arranged by themselves	33	31.4
	Group tour outside family members by purchasing package tours	3	2.9
	Institutional packaged tour	5	4.8
	Total	105	100.0
Length of stay at each destination	1 night	24	22.9
	2–3 nights	54	51.4
	More than 3 nights	27	25.7
	Total	105	100.0
Preferred shopping items	Ethnic products such as fashion products, local handicrafts	54	51.4
	Souvenirs	25	23.8
	Ornaments/jewelry	7	6.7
	Cosmetics	3	2.9
	Candy and chocolate	4	3.8
	Others	12	11.4
	Total	105	100.0
Vacation planning	Sudden tour	21	20.0
	Shorter planning time	16	15.2
	Longer planning time	68	64.8
	Total	105	100.0
Frequency of tour	At least 1 tour each year	29	27.6
	2–3 tour each year	55	52.4
	More than 3 tours each year	21	20.0
	Total	105	100.0

and rest are either widowed or separated. Most of these tourists belong to the age group of 36–45 years (41%), whereas 29.5% fall in 26–35 years of age group, and 15.2% belong to 18–25 years of age. These tourists are well educated, maximum of which are having a post-graduation (52.4%) whereas 30.5% of them have completed under-graduation. Of these tourists, 34.3% serve in the private sectors, 27.6% serve in the government sectors, and 16.2% have their own business. 31.4% of the tourists earn on average BDT 30001-40000 monthly, whereas 21% and 16.2% earn BDT 20001-30000 and less than BDT 10000, respectively.

Bangladeshi tourists rely heavily on their friends and family as 35.2% of them collects information on different destinations from their friends and family members; whereas 28.6% of them gather information from different social media travel groups and 19.0% get that information from the promotional messages from different destination managers and marketers. Majority portion of the tourists (47.6%)

prefer conventional or traditional type, well known destinations, 23.8% like to travel to non-traditional, lesser known emerging destinations and 21.9% have a preference for adventurous or thrilling, off the beaten track type destinations. While answering for specific destination, 64.8% of the tourists marked Cox's Bazar Sea beach as their desired one, while 16.2% prefer Saint Martin's island and 6.7% choose Sajek valley as their favored destination. The largest portion (55.2%) of the Bangladeshi holidaymakers' report relaxation, rest and recreation as their prime travel motivation where 20.0% of them are primarily motivated by their urge for enjoying the nature. Besides, 48.6% of the tourists named location's natural environment/attractiveness and 19.0% named entertainment facilities as the key consideration/attraction for choosing a tour destination. The domestic tourists of Bangladesh like to engage themselves in sightseeing (30.5%), outdoor sports and activities such as sun bathing, swimming, hill climbing etc. (27.6%), naturalists position or enjoying the nature (20.0%) and so on. The study also reveals that, most of our tourists (41.0%) travel with their family members, 31.4% of them travel with self-managed travel groups other than the family members and 20.0% travel as solo tourist. In most of the instances, they (51.4%) spend 2–3 nights at each destination, whereas 25.7% of them stay more than 3 nights. However, the length of stay depends largely on their annual travel frequency. During their tour, besides relaxing through sightseeing and enjoying the beauty of nature, these tourists also demonstrate their love for shopping and 51.4% of the tourists like to purchase ethnic products such as local cloths, fashion products, traditional handicrafts, whereas 23.8% of them purchase souvenirs. In line with their age, marital status, and family attachments related issues, most of our studied tourists (64.8%) vacation planning behavior show longer decision time as they make their tour plan after careful thoughts and considerations, even before several months of the tour. However, 20.0% of the tourists plan their vacation suddenly. Besides, 27.6% of the Bangladeshi tourists arrange at least 1 tour each year, major portion (52.4%) of them arrange 2–3 tours every year, whereas 20.0% of the tourists show more frequent travel behavior representing more than 3 tours annually.

Model of Tourist Behavior

Our proposed Model of Travel Behavior (shown in Fig. 13.4) consists of three main parts: the factors affecting tourists' behavior, tourists' decision making process, and the travel outcomes.

Factors Affecting Tourists' Behavior The first part consists of factors that affect the behavior of tourists and divided into two broad groups: tourist specific factors and external factors. *Tourist specific factors* are internal to tourists that include age, education, occupation, income, marital status, personality, lifestyle, learning, motive, attitude etc. (Cohen et al. 2014; Shaw et al. 2000; Swarbrooke and Horner 2007). These factors significantly affect the tourism consumption decision making
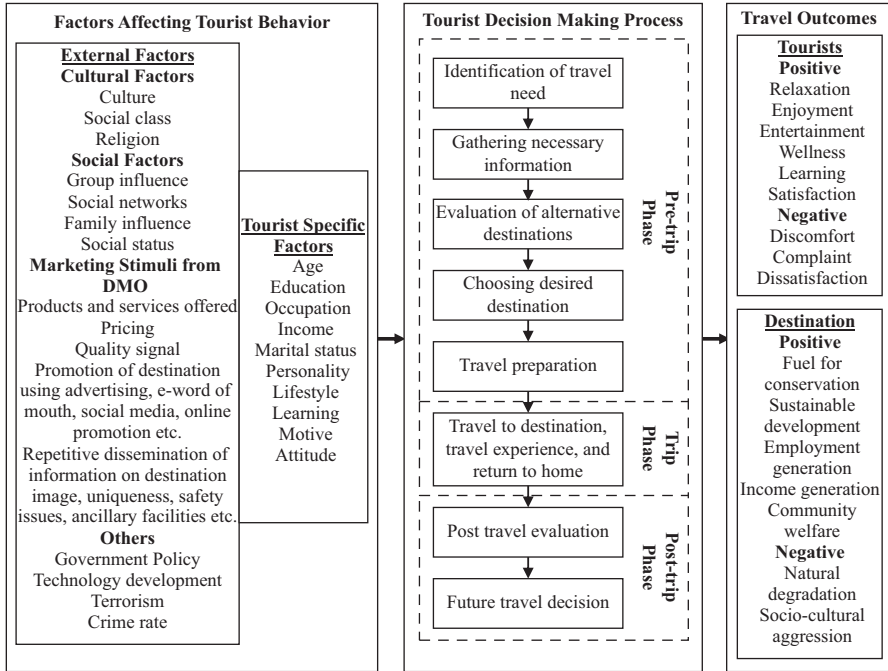
Fig. 13.4 Model of Tourist Behavior. (Source: authors' own construction, 2020)

and behavior of tourists. Face-to-face interviews reveal, for example, aged person tries to avoid destinations like Sajek valley or Nilgiri encompassing journey through zigzag, hilly roads. Besides age, difference in gender or marital status can also affect tourist behavior as such females have different vacation expectations than their male counterpart (Ryan 1997; Zalatan 1998). *External factors* comprise larger socio-environmental factors that have profound impact on behavior of Bangladeshi tourist. These factors include cultural factors such as tourists' culture, social class, religion etc.; social factors such as group influence, social networks, family influence, social status of tourists' etc.; marketing stimuli given by different destination management organizations such as products and services offered, pricing, quality signal, promotion of destination by using different elements of tourism promotion mix, and continuous circulation of destination's image, uniqueness, safety and security measures, and other facility related information; and other factors including political condition, government policy, technological advancement etc. All these factors are external to individual tourist and usually beyond their control. In-depth interviews suggest that, individual tourist can at best adjust to these variables. Howard and Sheth (1969) argued that socio-environmental factors affect tourist decision making behavior, whereas Crompton (1993) suggest that marketing initiatives of destination manager along with the image of the destination can notably shape the behavior of tourists. Besides, changes in political condition, technological advancement, and terrorism can influence the decision making process of tourist in

selecting a specific destination (Buhalis and Law 2008; Cohen et al. 2014; Swarbrooke and Horner 2007).

Tourists' Decision Making Process   Decision making process of tourist occupies a distinctive place in the study of tourist behavior. Understanding this complex decision making process depends largely on the context in which the decision is usually made or on the internal and external variables that stimulate the process. The authors divided this process into three phases: pre-trip, trip, and post-trip phase. *Pre-trip phase* covers all those planning related activities and decision a tourist take before starting the journey. For many tourists, this planning stage plays crucial role in choosing a destination and buying related tourism products and services as these often involve taking high-risk decisions (Gitelson and Crompton 1983). This process starts with the realization of a travel need by the tourists. Then they start collecting necessary information about destinations and associated tourism products and services from sources like friends and family members, social media travel groups, websites of destination service providers, and other media sources (Nolan 1976; Shaw and Williams 1994). After collecting data, tourists evaluate each and every destination based on a wide range of criteria such as its image, their past experience with similar destinations, destinations' natural settings etc. (Goodall 1988; Ryan 1997; Mok and Lam 2000; Shaw et al. 2000). At the next stage, the tourists decide between the alternative destinations and choose their desired destination. In making the final choice, besides the evaluative criteria mentioned earlier, tourists also consider issues like safety and security measures, family preferences, budgetary considerations, and on site facilities including entertainment, festivals, events, gastronomy etc. as revealed during the face-to-face interviews. After that, tourists perform some tour preparatory works such as booking the transport, making reservation on hotels and restaurants, making pre-payments etc. *Trip phase* covers the activities involving travel to chosen destination, experience on site activities, and return to home after completion of tour. In-depth interviews reveal that most of the Bangladeshi tourists travel with their family members, followed by self-managed group tours other than the family members. While roaming around the destination, tourists are usually engaged in a wide range of activities such as sightseeing, outdoor sports and activities such as sun bathing, swimming, hill climbing etc., enjoying nature, life-seeing activities such as knowing the host community, sampling local food, attending festivals etc., and shopping. Majority of the tourists (see also Table 13.1) spend 2–3 nights during their vacation before returning to home. The last phase, *post-trip phase*, of our decision making process part of tourist behavior involves tourists' evaluation of their destination experience and deciding on their future travel intention. Tourists not only evaluate their travel experience only on the beauty of the attractions they visited, but also on other issues like their interactions with host communities, their encounter of service delivery personnel of transportation, hotels, restaurants etc., availability of complementary facilities like shopping, safety and security measures etc. (Jamieson 2001; Klanarongran 2001). Tourist's positive evaluation of their overall travel experience results in increased intention to

revisit the same destination as well as choosing the same service providers and vice versa.

Travel Outcomes The last part of the study Model of Tourist Behavior deals with the results or benefits as well as negative impacts of travel and tourism. The tourist may receive lifelong memorable positive experiences in terms of relaxation, entertainment, enjoyment, wellness and lastly, satisfaction. But, any discomfort during their visit may result in complaining behavior, and ultimately, dissatisfaction. However, tourists' visit to any destination also brings some benefits with the possibility of certain damage to destination and local community. Earnings from tourists' visit may add fuel to the conservation and sustainability efforts of the destination. Besides, tourism generates employment opportunity, earnings and wellbeing to host community (Goeldner and Ritchie 2011). Conversely, tourists' onsite interactions and behavior also produce negative consequences such as degradation of nature, socio-cultural aggression, and offensive changes on traditional community lifestyle (Dowling et al. 2002).

Importance of Studying Tourist Behavior in Developing Tourism Products and Services in Bangladesh

People have different travel motivations, so as their travel behavior (Cohen 1972; Gray 1970; Plog 1977; Swarbrooke and Horner 2007). Some tourists may be happy and feel relaxed in a destination like Guliakhali sea beach, Chattogram which is calm, have privacy and a very little traffic; whereas some other tourists may feel comfort and enjoy a lot even in a destination with massive crowd like Cox's Bazar sea beach. Different types of tourist behave differently in different destinations as their travel motives or behavioral attributes are different (Ahmed and Krohn 1993; Mok and Lam 2000; Plog 1977; Shaw et al. 2000). Even the behavior of a vacationer or leisure tourist for the same destination can be different from a business tourist's behavior.

In today's rapidly growing and highly competitive tourism business, destination managers and marketers increasingly use marketing tactics to reduce their cost and increase their profit to survive in the market. Cost of marketing as well as overall operation of any destination will surely be reduced, if that destination can ensure repeat visitation (Anuar et al. 2012). That means, making the tourists loyal to the offered products and services at the destination is not only beneficial but also a prerequisite for the survival and growth of both the destination and the whole industry (Pramanik and Rakib 2020a). To make the tourists loyal, destination managers and marketers need to know the psychology of tourists and study their behavioral patterns carefully. Knowledge of different aspects of tourist behavior such as the factors that affect tourist behavior like their age, income, motive, family life cycle, sensitivity to pricing and quality etc. along with their decision making mechanism

can surely help the destination managers and marketers. Although it is not sufficient to only realize the buying decision making process of every tourist typology; suitable approaches for serving those tourists better than the competitors is also obligatory for all tourism marketers. Therefore, once they get to know the actual reason behind tourists' choosing specific destination and repeat visitation thereof, they will be better able to tailor products and services for tourists at the destination. Besides, the development, promotion and selling of tourism products and services at different destinations will be much more targeted and tourist centric (Choibamroong 2006). Given this fact, many eco parks, eco resorts, nature based resort, spas etc. have been developed across Bangladesh to meet the changing demand of more nature lover tourists. Destination and tourism as a whole will be victorious only when the tourists experience satisfaction with their visit; hence indicating the importance of studying the attitude, behavior and satisfaction level of the tourists (Raj 2004).

Conclusion, Recommendations and Future Research Directions

Tourism consumer behavior research from Bangladesh perspective is non-existent till today and therefore this study is supposed to be very first of its type in Bangladesh. Throughout the chapter the authors try to give general idea of some basic concepts on consumer behavior, tourists behavior, their decision making model and all the associated strategic issues. Besides, the authors develop a model of tourist behavior by considering the behavioral attributes of Bangladeshi tourists that is believed to be helpful for tourism product and service marketers in developing, promoting, distributing and selling their offerings to targeted tourist segments. Since our national tourism policy is still in its infancy and needs further improvement (Hassan and Burns 2014; Hassan and Kokkranikal 2018), this chapter will also help the tourism policy planners in Bangladesh to incorporate the critical aspects of tourist behavior in the future development of Bangladesh national tourism policy. Empirical data collected from 105 tourists reveal that their behavior is dynamic and affected by a large number of internal and external factors. Besides, findings also reveal that tourists' behavioral pattern shown throughout the entire tour varies significantly with their age, gender, educational level, marital status, and income. As these tourists are driven by different motives and their desired attractions and associated products and services vary radically, destination managers and marketers should carefully devise appropriate tourism package accordingly. This chapter will certainly help destination managers and marketers to tailor offerings for different tourist segments (i.e. naturalists, recreationists, adventurous, off-beat, rest-seekers). This will provide them with lifelong memorable travel experiences leading to increased satisfaction, unique destination image, and destination loyalty. For example, nature lover or rest seeker tourists can be offered with Cox's Bazar sea beach, Saint Martin's Island,

Kuakata sea beach etc., while adventurous tourists can be offered with destinations like Nilgiri, Nilachal, or Sajek valley etc., off-beat tourists can be offered with destinations like numerous waterfalls of Khagrachari having long natural trails and so on. Therefore, the authors suggest periodic research on tourist behavior not only from the part of academia but also from the side of tourism managers and marketers. However, this study is carried out based on a small number of tourists which can be increased in future study. Present study has identified the strategic issues and influencing factors of tourists' behavior, but their structural relationships can be investigated further.

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Part IV
Tourism Products and Services
in Bangladesh: Power and Politics

Chapter 14
Impact of Rohingya Refugee Migration Flow on Bangladeshi Tourism Destinations

Mallika Roy and Md. Mohiuddin Chowdhury

Abstract Bangladesh is the land of natural beauty and resources, which has different tourist spot, such as beaches, archaeological sites, religious places, hills and islands, forests and others. Tourism industry is contributing to business and social development, the cultural and environmental quality, and employment and economic growth (Onetiua and Predonua, Procedia Soc Behav Sci 92: 652–655, 2013). Recently, refugee crisis attacked the tourism environment in Cox's Bazar, the most attractive tourist spot in Bangladesh. Recently, refugee crisis attacked the tourism environment in Cox's Bazar, the most attractive tourist spot in Bangladesh. In this context, this study is an attempt by the researchers to sort out the effects of refugee, Rohingya, migration in the tourism capital city of Bangladesh. The specific research objectives of this study are: first, to analyze the present scenario of tourism industry in Bangladesh; second, to examine the effects of refugees in tourism industry of Bangladesh; and third, to find out the challenges and suggest some policy recommendations. In this paper the researchers work on a case study of Cox's Bazar. The researchers follow explanatory research, and uses both qualitative and quantitative method to move on the way of purposes. The researchers use interview method, and follow random sampling from hotel managers, NGO workers and tourists in this study. Tourism is the important means for domestic and foreign remittances. But this industry is facing threats due to refugee issues and failing to maintain a good image. This paper focuses on impacts of refugee crisis, and propose some policy recommendations.

Keywords Tourism · Refugees · Social · Challenges · Recommendations

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Introduction

In the mid of 2017, the Rohingya populace in Myanmar has been exposed to extreme violence and has been compelled to escape their homes. The Forcibly Displaced Myanmar Nationals (FDMNs) (Rohingya) are an ethnic group, the majority of whom are Muslims, who have lived for centuries in Buddhist-majority Myanmar. About 1.1 million Rohingya people are now displaced (British Broadcast Corporation 2020). The Rohingya Muslims are now described as the world's most persecuted minority (Independent 2016). The FDMNs (Rohingya) speak "Rohingya" or "Ruaingga". There are 135 official ethnic groups in Myanmar but the Rohingya people are not considered one of them and have been denied citizenship in Myanmar since 1982. Thus they have been left stateless. Almost all of the Rohingya people in Myanmar lived in Rakhine state in the western coastal region and were not allowed to leave without government permission. They were underprivileged in the country lacking basic services and opportunities (The Financial Express 2018). There have been reports of helicopters firing on civilians, extrajudicial executions of women and children, and the burning of entire villages in 2017. The United Nations High Commissioner for Human Rights considered the circumstance a "textbook example of ethnic cleansing". Outrageous brutality and abuse in Myanmar's Rakhine State have caused these individuals, an ethnic and strict minority, to escape their homes looking for wellbeing and has caused a mass departure of the Rohingya individuals.

Leaving about the entirety of their assets behind, most of the Rohingya individuals have fled across the border into Bangladesh. The recent geopolitical instability in Myanmar led to a significant increase in the refugee/migrant flows to Bangladesh and mainly to Cox's Bazar. Bangladesh hosts over 900,000 Rohingya refugees, and their displacement is likely to be protracted (Wake et al. 2019).

Cox's Bazar is known for a lot of significance in the field of tourism industry in Bangladesh. It's a fishing port. The sea beach in Cox's Bazar is a sandy slant with a solid length of 155 km. It is the longest normal sea beach on the planet. Cox's Bazar spreads on 2491.85 Sq. km with a populace of 228,99,90. The education rate is 39.3%. Upazillas of Cox's Bazar regions are Chakaria, Cox's Bazar Sadar, Kutubdia, Moheshkhali, Pekua, Ramu, Teknaf and Ukhia. Cox's Bazar is one of the loveliest and popular places of interest in Bangladesh. The significant wellspring of Cox's Bazar economy is the tourism industry. A huge number of foreigners and Bangladeshi individuals visit this city consistently. Around 500 hotels and cottages in the locale are subject to the travel industry. Individuals are likewise engaged with fishing and gathering fish and ocean items for their vocation. Oysters, snails, pearls and their ornaments are very popular with tourists. A few people are associated with transport business serving the vacationers. Cox's Bazar is one of only a handful barely any significant spots for aquaculture in Bangladesh. Numerous individuals are engaged with hospitality and customer support orientated business (The Financial Express 2018).

Displacement of Rohingya refugees was concentrated in two Upazillas: Ukhia and Teknaf, putting excessive pressure on infrastructure and services and also

straining patience of the host population. Bangladesh's tourism industry has been confronting a few difficulties because of the Rohingya emergency. There are four fundamental points of view of the difficulties: environmental, health, society and economy. The degree of effect of such difficulties will rely upon how long they remain in Bangladesh. FDMNs' transitory recovery at various pockets fundamentally inside Ukhia of Cox's Bazar and furthermore in different Upazillas of the region is prompting aftermaths like chopping down trees, leveling slopes, air contamination, water contamination and commotion contamination. In addition, because of the immense populace, waste creation is likewise expanding. Those waste items are additionally discarded openly. As the results, the ecological balance and bio-diversity of Cox's Bazar are in effect truly hampered. (The Financial Express 2018).

The aim of the chapter is to explore the current scenario of Rohingya refugee on tourism industry in Bangladesh. However, specific objectives include: first, to discover the reasons of refugee Rohingya flow. Second, to assess the challenges of tourism industry in environmental, economic, social, labor market arenas. Third, to explore the effect of refugee flow on tourists' behavior. Finally, to proffer the best strategy to overcome the problems.

The main research question regarding the impact of Rohingya refugee flow on tourism in Bangladesh is "Is Bangladesh facing multidimensional problems due to Rohingya refugee flow? How depths are the problems? How can we solve it?"

Under this major research question, there are several questions. They are: first, what are the major reasons behind the refugee flow?; second, what are the effects on economic and financial sectors in Bangladesh?; third, how refugee crisis can lead social crisis?; fourth, does refugee crisis change tourists' behavior?; fifth, are there any effects on labor market employment of refugee flow?; and finally, how does the refugee flow affect the environmental condition?

Literature Review

Tourism has effects on the labor market, and is contributing to employment growth, business and social development, the cultural and environmental quality, and economic growth (Onetiua and Predonua 2013); and it also generates employment, increases hotels, restaurants, and transportation (Kumar and Singh 2019). It has effect on fiscal policies and taxable income (Song et al. 2019). But, these effects, now a day, have been challenged by refugee crisis. According to United Nations High Commissioner for Refugees (UNHCR) (1967), refugee is a person arriving in a different country than the one he/she resides in, in search of refuge or residence permit owing to the fear of lack of protection or persecution for reasons of religion, race, nationality, etc. in the country of his/her nationality. Recent research works have little attention on the relationship between tourism and refugee (Seetaram 2012), though it is a vital issue now a day. The connection between tourism and

refugee (immigration) posed more challenges to the host countries or host society's social structure (Balli et al. 2016; Ekberg 1999).

Koščak and O'Rourke (2017) examined three key question while conduction their research work. The questions were (i) importance of tourism economically to countries in the West Balkan Migrant Corridor; (ii) Intensive nature of tourism for these countries; and (iii) Socio-economic consequences of the migrant flows. In their research they used sectional sample data to find out the socio economic and humanitarian effect of migrants on tourism. In their study they pointed out a mix of violence, dysfunctional political systems, decreasing international aid and globalization in general, are all triggers that push more and more people to cross borders. Migrants have certainly different reasons, backgrounds, pressures on their society and themselves as individuals, which places them in the situation to migrate. Some people became refugees because of enormous humanitarian crisis (Trihas and Tsilimpokos 2018), financial crisis (Gkionakis 2016) in the home country.

Krasteva (2018) said as the refugee and migrants' movement is historical trend, global forces have driven it and it's have effects on politics, economy and community of hosting countries. This is also supported by (Goldstein and Pevehouse 2013: p. 436). In his research Krasteva (2018) had focused on the following factors: Impact of refugee and migrant crisis on the local economy of the Greek islands; impact of refugee and migrant crisis on the social-demographic physiognomy; impact of refugee and migrant crisis on the regional policy and the natural environment, impact of refugee and migrant crisis on tourism industry of the Greek islands, and impact of refugee and migrant crisis on island as a tourism destination. Rabbany, Afrin, Rahman, Islam and Hoque (2013) opined that the quality of environment based on manmade and natural also essential for the tourism. According to them, ecosystems, natural habitat, wildlife, and forests were adversely affected and damaged by the tourism infrastructure, and also by tourist activities. They also opined that for sustainable tourism development it is necessary to avoid negative affects to tourism by proper planning. Because of refugee causes mass tourism in the tourist places. Mass tourism is one of the important causes of environmental, social, and cultural poverty (Mowforth and Munt 2003: p. 95).

For the sustainable community development in the tourists places the existence of host communities are important. Human communities are the basic resource on which tourism depends (Richards and Hall 2000). Local communities help the tourists in different ways. Nikolovski, Dimoska and Tuntev (2017) identified five policy areas for encouraging entrepreneurship activities in the tourist's area such as – culture/climate of entrepreneurship: development education and training: availabilities workforce and skills development; financing alternatives; and leveraging bureaucratic barriers. According to them, from the view point of entrepreneurs, tourism products can be transferred to the business based on nature, culture, heritage, traditions, religions, and others. Without violating human rights and freedoms of the local community how stakeholders can minimize negative effects on the tourism industry due to the new challenges posed by refugee and migrants crisis (Krasteva 2016). The incomes of general people of the local people are decreased as a result of the refugee and migrant crisis. It is noted that this crisis also posed negative

effects on the natural environment and infrastructure of the host area or country (Krasteva 2018).

For refugee crisis housing cost also increased in the host country because of increment of population, as population is the indicator of housing price (Alola and Alola 2018). In this study, Alola and Alola (2018) identify the hypothesis of tourism and refugee factor on the housing prices. Refugee crisis can accelerate the dark tourism problem. Ivanov and Stavrinoudis (2018) included 96 accommodation and housing establishments in their study; they revealed that the refugee crisis had a very negative impact on the hotel industry of the Greek Islands.

Dincer, Karayilan and Cifci (2017) in their studies tried to identify the refuges effects on the Turkish tourism industry; for this they took the semi-structured elite interview as the data collection method. They identified five common themes from their collected data on effect of refugee crisis on tourism: these are illegal employment, tourism investment, tourism demand, social conflict and tourist experience.

The aim of study of Trihas and Tsilimpokos (2018) was to examine the profile, motivations and on-site experiences of volunteer tourists, and the results of the study exposed three philanthropic motivations: to help people in need, to do something meaningful and worthwhile, and to work with an organization whose mission they support. The motivation to become volunteer tourists to the college students was to help others (Gage III and Thapa 2012). Proyrungroj (2017) had identified five different motivational factors to become the volunteer tourists to help in an orphanage are: (i) to help the children, (ii) to gain new experiences, (iii) to gain personal development and growth, (iv) to learn about/be immersed in local culture, and (v) to meet and make friends.

Methodology

The study is based on primary and secondary data sources. Primary data were collected through a questionnaire responded by randomly selected NGO people, tour operators and policy maker of the country during the period from 15th February, 2019 to 4th March 2020. On the other hand, the data and information have been collected and analyzed mainly from different published articles and reports, research monograph, Bangladesh Parjatan Corporation (BPC), Ministry of Civil Aviation and Tourism, and different websites.

Sample Design

By following a simple random sampling method, information has been collected by questionnaire survey. The study area is Cox's Bazar. Large number of Rohingya are living their life in Cox's Bazar. That is why, that area is the best place to conduct our study.

Survey Instrument

Questionnaire survey method is conducted among the respondents by providing a 42-item questionnaire developed by the researchers to gather primary data where questions are about demographic characteristics, travel characteristics of respondents and the remaining questions about the impacts of refugee on environmental, social, economic factors and some questionnaires are about Tourists behavior. Questions are designed on the basis of 7-point Likert scale scoring (7 = strongly Agree, 6 = Agree, 5 = Somewhat Agree, 4 = Neutral, 3 = Somewhat disagree, 2 = Disagree and 1 = Strongly Disagree).

Mode of Data Analysis

Likert Method Analysis with Various Graphs

Several graph analyses such as column, bar, pie; doughnut, cone etc. have been done to explore the impacts of refugee flow in tourism industry in Bangladesh. It displays a clear picture of the actual fact.

SWOT Analysis

A SWOT analysis is a high-level strategic planning model that helps organizations identify where they're doing well and where they can improve, both from an internal and external perspective. It is an acronym for "Strengths, Weaknesses, Opportunities, and Threats." To offer a systematic overview of the various effects it is meaningful to use a SWOT (Strength-Weakness Opportunities-Threats) analysis in which past, current and future effects are assessed from a broad socio-economic perspective.

- SWOT analysis of economic and financial factors
- SWOT analysis of social factors
- SWOT analysis of environmental factors
- Strategic Choice Matrix (SCM) analysis

By means of a "Strategic Choice Matrix (SCM)", a tool that focusses on strategy formulation and undertaken strategic choice (s), it is now useful to determine which are most important Strength and Weakness factors that may affect the opportunities and threats included in the SWOT-analysis. The SCM is used to answer two main questions: first, what is the most important Strength factor (S) and how can it be used to participate in, or take advantage of, Opportunities (O) (SO strategies) and counter or avoid Threats (T) (ST strategies)?; and second, what is the most important Weakness factor (W) and can it be eliminated or improved in order to participate in opportunities (O) (WO strategies) and counter or avoid the impact of Threats

(T) (WT strategies)?. The answers to these questions can aid in the development of appropriate immigration policies for host countries.

- Strategic Choice Matrix (SCM) analysis of economic and financial factors
- Strategic Choice Matrix (SCM) analysis of social factors
- Strategic Choice Matrix (SCM) analysis of environmental factors

Relative Importance Value Index (RII)

Relative importance value index is a part of SCM. There is a formula to measure the value.

$$RII = \frac{7n_7 + 6n_6 + \ldots + 1n_1}{A * N}$$

Where RII = Relative importance index
    n_7 = Number of respondents for strongly agreed
    n_1 = Number of respondents for strongly disagreed
    A = 7 for 7 point Likert score
    N = total number of respondents

Result and Analysis

Reasons of Migration Flow

There are several reasons of migration flow. To explore the reasons of Rohingya's flow in Bangladesh, the authors' pointed out some topics and presented as statements in the questionnaire.

Poor Governance in Home Country

Due to poor governance in home country, people often leave the country and find out a destination country. Respondents were asked: One of the important reasons for migrants' flow is the poor governance in the home country. (Fig. 14.1)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

    From the above Pie Diagram, we can see that there was no extremist in the both side (i.e. in the side of strongly agree and strongly disagree). But 60% respondents were agreed with the statement. The interesting part is that a large amount of respondents that is 30% stayed neutral.
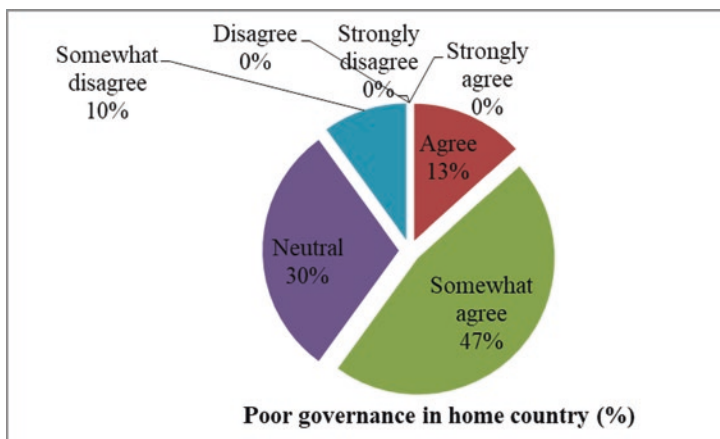
Fig. 14.1 Opinion on poor governance in home country based on authors' survey. (Source: the authors' survey, 2020)

Dysfunctional Political System in Home Country

Respondents were asked:

Another reason for refugee flow is the dysfunctional Political System in the home country. (Fig. 14.2)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

From the Cylinder Diagram we can see that, in this case also no respondents responded like extremist. 43.33% were agreed with dysfunctional political system in home country, whilst 6.67% were somewhat disagreed. Half of the respondents are neutral.

International Conflict

Respondents were asked:

Refugees are both a result of international conflict and a source of conflict. (Fig. 14.3)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

From the Column Diagram above, it is quite clear that all the respondents were agreed with the statement where 33.33%, 46.67% and 20% respondents were
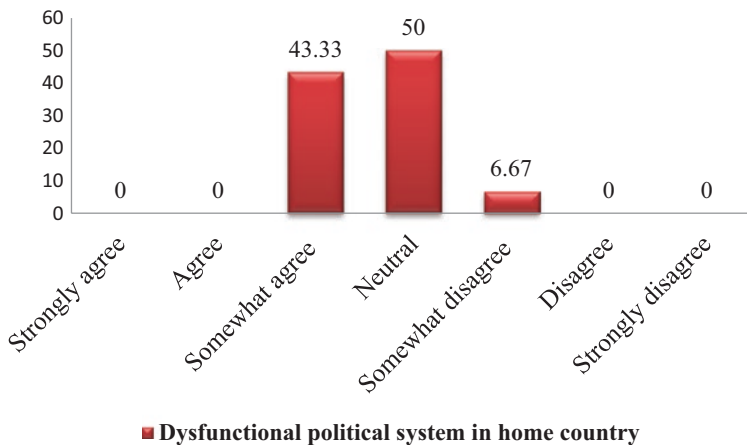
Dysfunctional political system in home country

Fig. 14.2 Opinion on dysfunctional political system in home country based on authors' survey. (Source: the authors' survey, 2020)
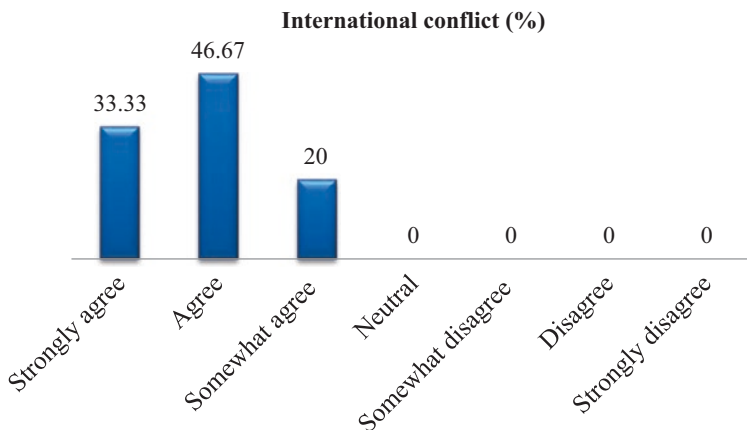

Fig. 14.3 Opinion on international conflict (%) based on authors' survey. (Source: the authors' survey, 2020)

strongly agreed, agreed and somewhat agreed. In this case, no one was disagreed with the statement and also no one are neutral.

Government Pushing Out

Many people claim that Rohingya, in their home country, were not well educated and literate, so the governments clean their country by pushing out them from their own country. (Fig. 14.4)

Fig. 14.4 Opinion on government pushing out (%) based on authors' survey. (Source: the authors' survey, 2020)
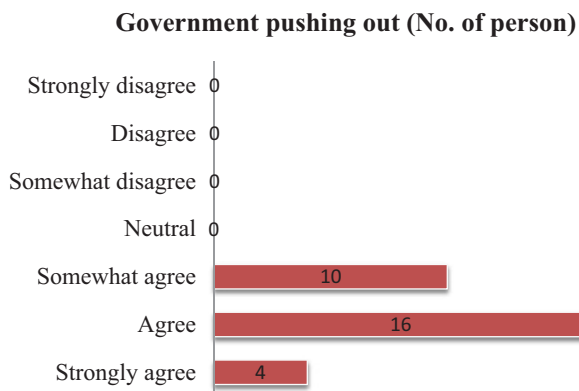
Government pushing out (No. of person)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

From the Figure above we can say that no respondents were disagreed with the statement. "Government of Myanmar were pushing out the Rohingya refugee", 16, 4 and 10 respondents were agreed, strongly agreed and somewhat agreed respectively.

Descriptive Statistics (Tables *14.1* and *14.2*)

Table 14.1 Summary statistics on poor governance in home country and dysfunctional political system in home country based on authors' study

Poor governance in home country		Dysfunctional political system in home country	
Mean	4.63333333	Mean	4.36667
Standard error	0.15524051	Standard error	0.11227
Median	5	Median	4
Mode	5	Mode	4
Standard deviation	0.85028731	Standard deviation	0.61495
Sample variance	0.72298851	Sample variance	0.37816
Kurtosis	−0.3341377	Kurtosis	−0.5668
Skewness	−0.2679085	Skewness	−0.4039
Range	3	Range	2
Minimum	3	Minimum	3
Maximum	6	Maximum	5
Sum	139	Sum	131
Count	30	Count	30
Confidence level(95.0%)	0.3175025	Confidence level(95.0%)	0.22963

Source: Authors' study (2020)

Table 14.2 Summary statistics on international conflict and government pushing out based on authors' study

International conflict		Government pushing out	
Mean	6.13333	Mean	5.8
Standard error	0.13333	Standard error	0.1213
Median	6	Median	6
Mode	6	Mode	6
Standard deviation	0.7303	Standard deviation	0.66436
Sample variance	0.53333	Sample variance	0.44138
Kurtosis	−1.0191	Kurtosis	−0.6338
Skewness	−0.2142	Skewness	0.24191
Range	2	Range	2
Minimum	5	Minimum	5
Maximum	7	Maximum	7
Sum	184	Sum	174
Count	30	Count	30
Confidence level (95.0%)	0.2727	Confidence level (95.0%)	0.24808

Source: Authors' study (2020)

Effects of Refugee Migration

Economic and Financial Effects

- *Downturn of destination country*

  After the arrival of Rohingya, the economic system of Bangladesh faced a downturn. (Fig. 14.5)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

  In the Pie Diagram, we can see that only 7% respondents were somewhat disagree with the statement. On the other hand, 70% were agreed with that. However, 20% respondents were neutral.

- *Increase in tourism enterprise income*

  Refugee crisis increases the tourism enterprise income. (Fig. 14.6)

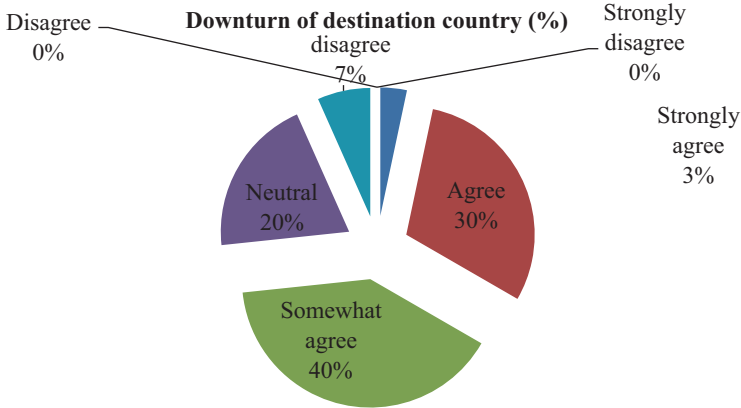| Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

Fig. 14.5 Opinion on downturn of destination country based on authors' survey. (Source: the authors' survey, 2020)
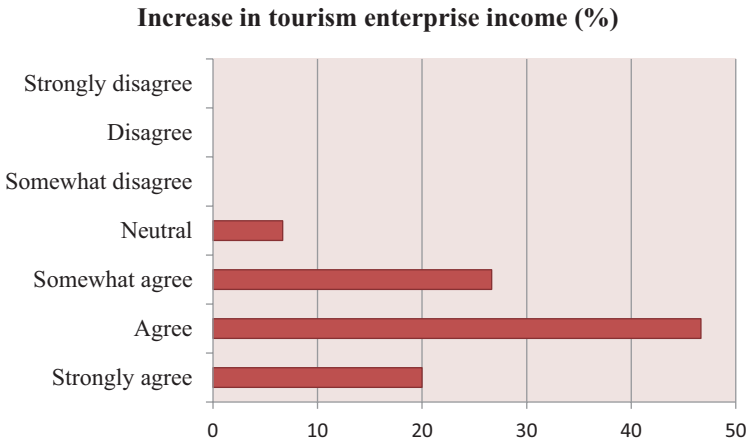

Fig. 14.6 Opinion on increase in tourism enterprise income based on authors' survey. (Source: the authors' survey, 2020)

From the Horizontal Cylinder, we can realize that 'Refugee crisis increases the tourism enterprise income'- no one disagreed with the statement. Less than 10% respondents were neutral, whilst more than 90% were agreed with the statement. That means, there is huge impact of Rohingya refugee flow on tourism enterprise income.

• *Decrease in income of natives of destination country*

Due to refugee, host country faces some problems. Among the problems, the income of natives often decreases. The respondents were asked the questions that "Rohingya crisis decreases the income condition of the native population in many ways". (Fig. 14.7)
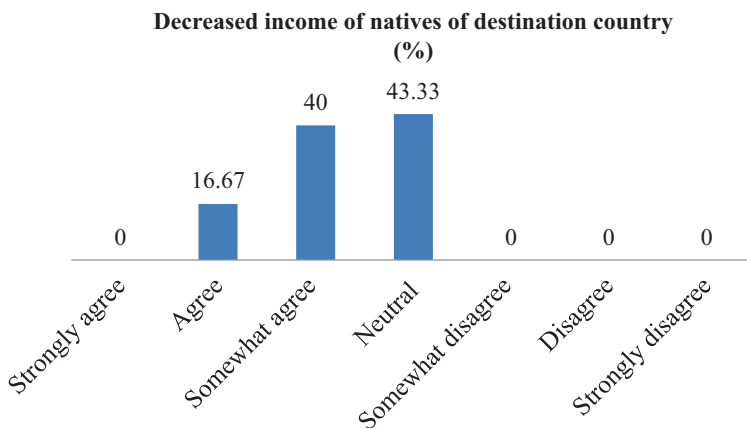
Decreased income of natives of destination country (%)

Fig. 14.7 Decrease in income of natives of destination country based on authors' survey. (Source: the authors' survey, 2020)
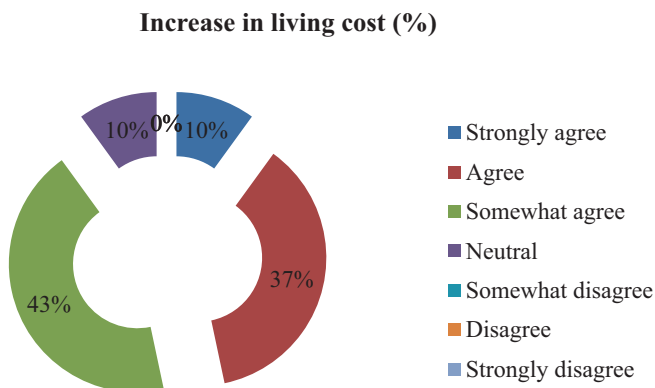
Increase in living cost (%)

Fig. 14.8 Increase in living cost (%) based on authors' survey, 2020. (Source: the authors' survey, 2020)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

According to the response of the respondents, no one was disagreed with the statement. 56.67% respondents were agreed with the statement, whilst a large percentage of the respondents (43.33%) remained neutral for unknown reasons.

- *Increase in living cost*

The living costs of the affected area are increasing day by day, so that local people faced problem. (Fig. 14.8)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

From the Doughnut Diagram, we can say that 37%, 43% and 10% scored the statement as "agree", "somewhat agree" and "strongly agree" respectively. However, only 10% were neutral. No respondents were disagreed with the statement.

Social Effects

- *Increase in terrorism violence and crime*

Many people believe that terrorism violence and crime have been increasing during the Rohingya Crisis. (Fig. 14.9)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

Around 70% respondents agreed with the statement that because of refugee flow, terrorism and crime has been increased. Only 3.33% were disagreed with the statement. 26.67% respondents were neutral.

- *Decrease in the ratio of the permanent population*

Decrease of the ratio of the permanent population in Cox's Bazar due to the Rohingya effects. (Fig. 14.10)
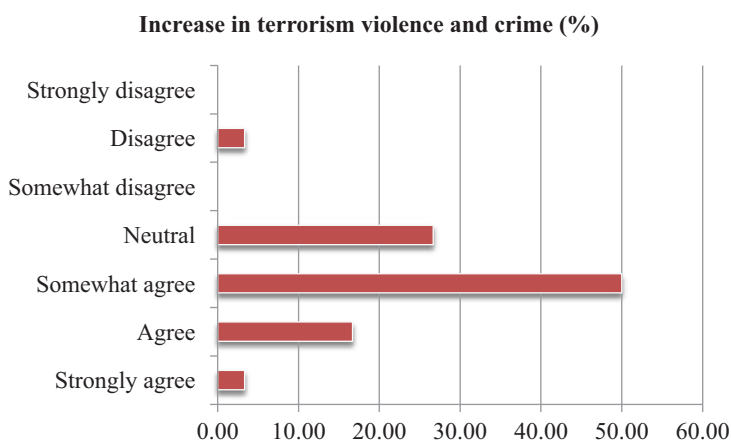
Increase in terrorism violence and crime (%)

Fig. 14.9 Opinion on the increase in terrorism violence and crime, based on authors' survey. (Source: the authors' survey, 2020)

Fig. 14.10 Opinion on the decrease in the ratio of the permanent population, based on authors' survey. (Source: the authors' survey, 2020)

Decrease in local population

Strongly agree
13%

Neutral
3%

Strongly disagree
0%

Somewhat disagree
0%

Disagree
0%

Somewhat agree
37%

Agree
47%

Strongly agree 0
Agree 16.67
Somewhat agree 30.00
Neutral 40
Somewhat disagree 13.33
Disagree 0
Strongly disagree 0

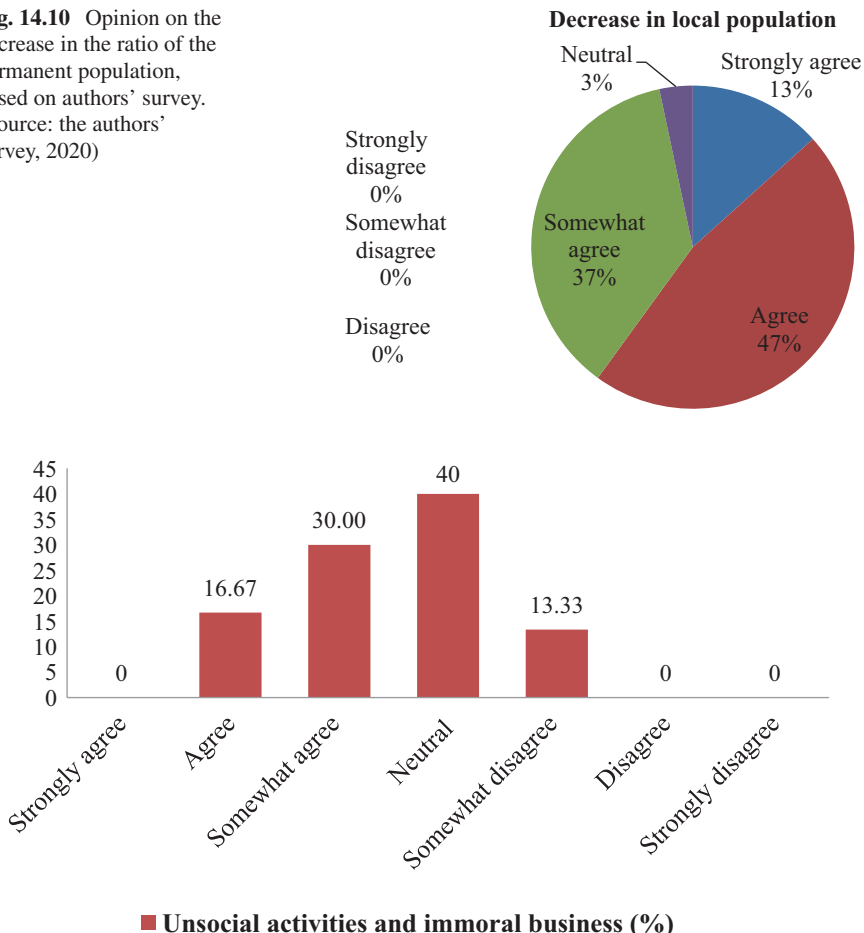■ **Unsocial activities and immoral business (%)**

Fig. 14.11 Opinion on unsocial activities and immoral business based on authors' survey, 2020. (Source: the authors' survey, 2020)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

From the above Pie Diagram, we can see that 97% respondents opined that they were agreed with the statement that due to refugee flow, local population decreases. Among them, 13% were strongly agreed with the statement.

- *Unsocial activities and immoral business*

The local people, especially the youth, were involved in unsocial activities and immoral business after Rohingyas' arrival at Cox's Bazar. The respondents were asked to opine about the statement in the following 7 point Likert scale: (Fig. 14.11)
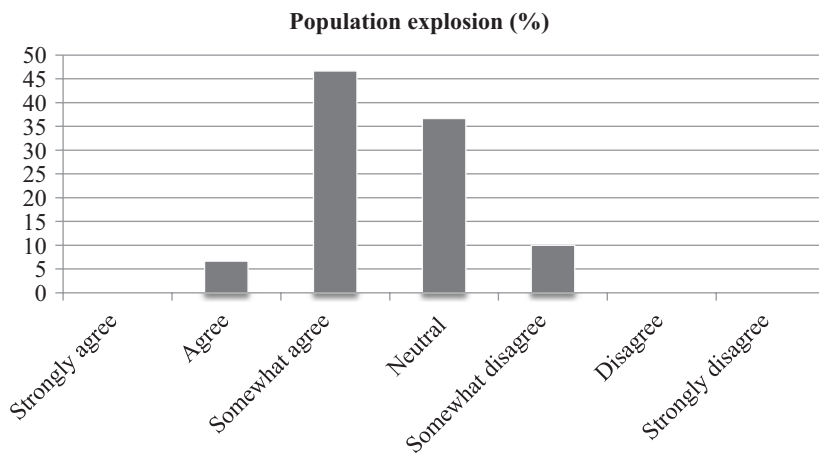
Population explosion (%)

Fig. 14.12 Opinion on population explosion based on authors' survey, 2020. (Source: the authors' survey, 2020)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

From the above Column Diagram, we can say that 56.67% were agreed with the statement, whilst 13.33% were somewhat disagreed. No one strongly opposed the statement. 40% respondents were neutral for some unknown reasons.

- *Population explosion*

Many people think that because of Rohingyas' arrival, population increases in Cox's Bazar area.

Respondents were asked the statement: "Since Rohingyas were not adopting any birth control method, there was a possibility of population explosion in Cox's Bazar area." (Fig. 14.12)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

From the cylinder graph above, it can be said that the percentage of agree was more than percentage of disagree as well as percentage of neutral.

- *Violation in human rights*

Respondents were asked the following statement regarding human rights:
Many observers say that human rights are being violated in Rohingya camps. (Fig. 14.13)
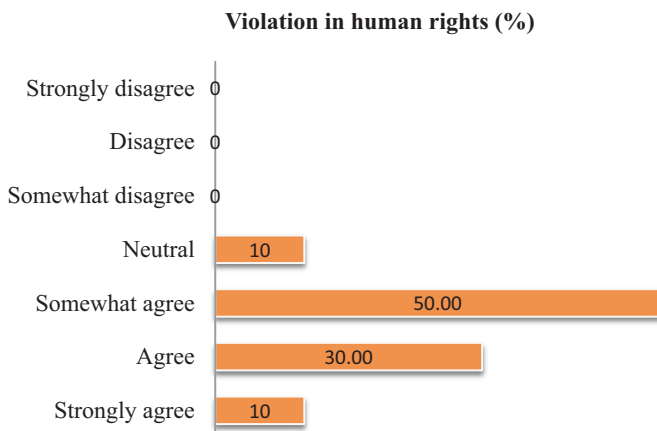
Violation in human rights (%)

Fig. 14.13 Opinion on violation in human rights based on authors' survey. (Source: the authors' survey, 2020)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

From the above Horizontal Column Diagram, it can be said that 90% respondents agreed with the statement, where only 10% were neutral.

• *Dark tourism*

Dark tourism is one of the threats for tourism destination country. The respondents were asked the following statement:

Due to Rohingya Crisis, the possibility of dark tourism (tourism to historical locations associated with death, sufferings, violence, or disaster) has increased. (Fig. 14.14)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

From the Pie Diagram above, we can see that 97% respondents agreed with the statement that dark tourism has been increased after arrival of the Rohingya refugees. Only 3% were neutral.
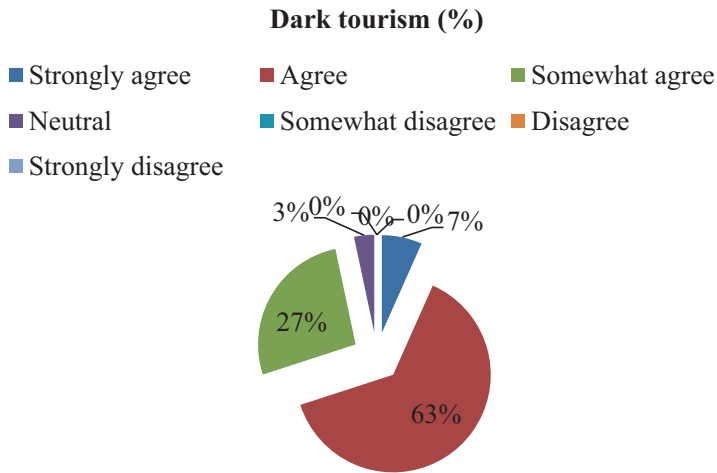
Dark tourism (%)

Fig. 14.14 Opinion on dark tourism based on authors' survey, 2020. (Source: the authors' survey, 2020)

Environmental Effect

Following statement were asked to the respondents:
RAE 1: Water (River) pollution has risen to alarming levels due to Rohingya.

Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
❶	❷	❸	❹	❺	❻	❼

RAE 2: Lots of hills and trees have been cut down to accommodate Rohingya endangering the natural environment.

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

RAE 3: Land erosion has increased for developing Rohingya housing system.

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

RAE 4: Rohingya crisis forces local populations to compete for the use of natural critical resources (land, water, air, etc.)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

RAE 5: The poor communities in Cox's Bazar are receiving no significant benefits from the tourism; rather they have to pay some of the social and environmental costs for Rohingya crisis.

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

RAE 6: Wildlife can be adversely affected by the construction and maintenance of Rohingya infrastructure, and by NGO activities.

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

RAE 7: The quality of air has deteriorated to a great extent, and many (including Rohingya and local people) have been infected with airborne diseases. (Fig. 14.15)

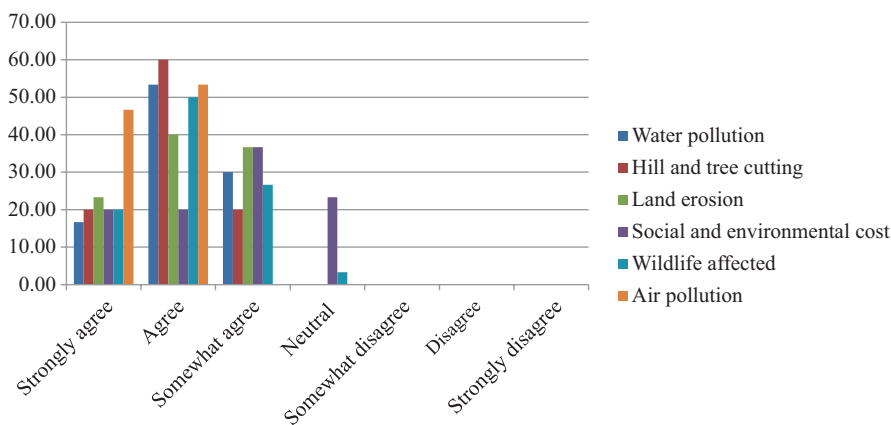| Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

Fig. 14.15 Environmental crisis due to Rohingya flow based on authors' survey, 2020. (Source: the authors' survey, 2020)

Based on literature review, authors got some environmental factors on which refugee tourism have impacts such as water pollution, hill and tree cutting, land erosion, social and environmental cost, wildlife affected, air pollution etc.

Most of the respondents strongly agreed with the statement regarding air pollution. Around 60% respondents were agreed with the statement related to hill and tree cutting. More than 30% respondents were somewhat agreed.

Current Scenario of Labor Market

- *Unemployment problem*

  Respondents were asked:
  Refugee entrance is contributing to solve the unemployment problem in Cox's Bazar/Bangladesh. (Fig. 14.16)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

From the below graph, we can see that 63.33% were disagree with the statement, whilst only 3.33% were somewhat agreed with the fact. Furthermore, 33.33% respondents were neutral.

- *Government initiatives and Rohingya as labor force participant*

  Some analysts believe that it will be good for Bangladesh, if Bangladesh Government take initiatives to convert Rohingya as the labor force.
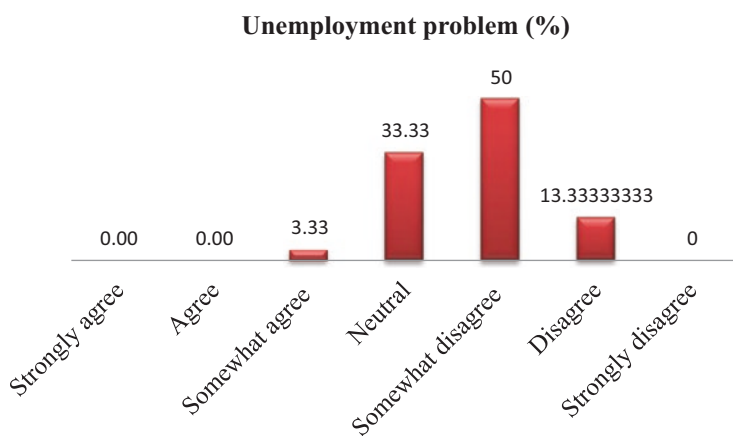
Unemployment problem (%)

Fig. 14.16 Opinion to solve the unemployment problem based on authors' survey, 2020. (Source: the authors' survey, 2020)

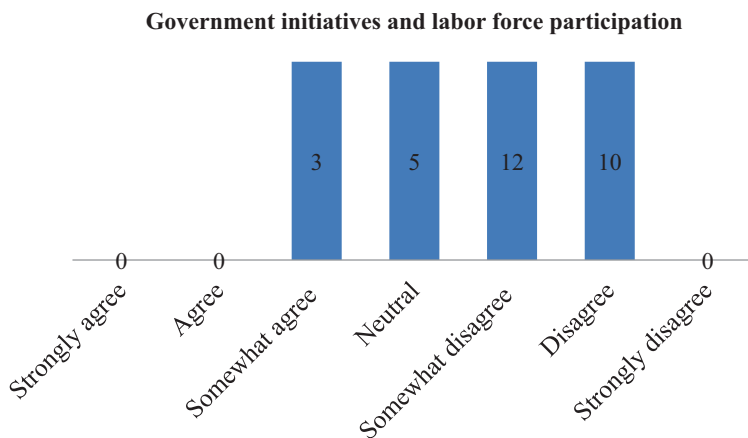**Government initiatives and labor force participation**

Fig. 14.17 Opinion on government initiatives and labor force participation based on authors' survey, 2020. (Source: the authors' survey, 2020)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

From the graph below, 22 respondents gave opinion against the statement i.e. they disagreed with the statement. 5 respondents were neutral and only 3 respondents were somewhat agreeing about the statement. (Fig. 14.17)

- *Local labor's job crisis*

  The local workers lose their job because of cheap labor of refugees.

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

Respondents were asked the above question. The result of the study regarding this statement is given below: (Fig. 14.18)

From the Figure below Pie Diagram, 77% respondents were agreed, where only 3% strongly disagreed. 20% respondents were neutral.

- *Improvement in general infrastructure*

  The constructions of general infrastructure (road and airports) are going on rapidly because of Rohingya affect, which will help to decrease the unemployment problems.
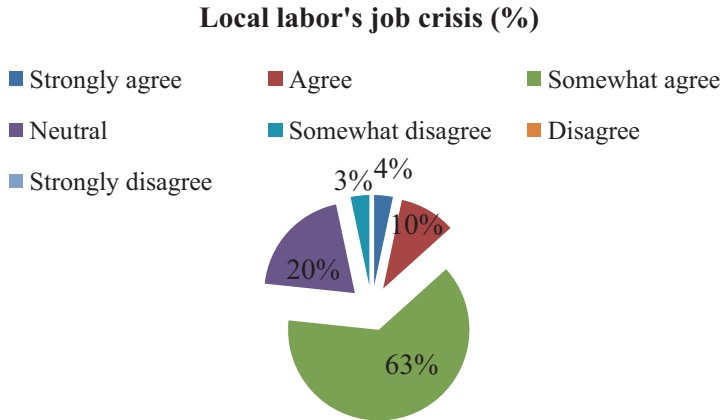
Local labor's job crisis (%)

■ Strongly agree   ■ Agree   ■ Somewhat agree

■ Neutral   ■ Somewhat disagree   ■ Disagree

■ Strongly disagree

Fig. 14.18 Opinion on local labor's job crisis based on author's survey, 2020. (Source: the authors' survey, 2020)

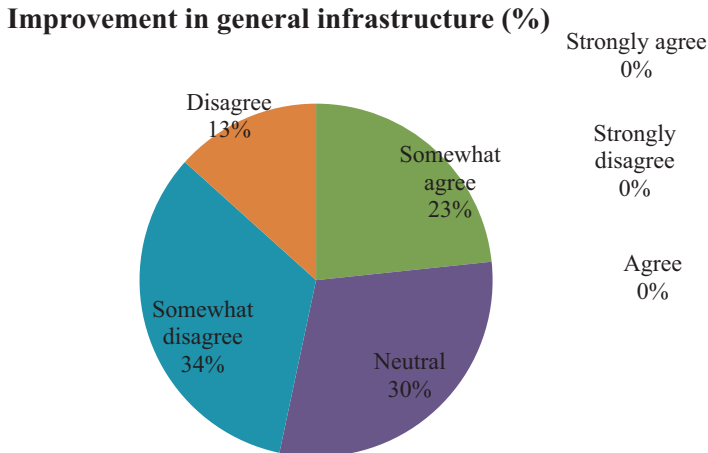## Improvement in general infrastructure (%)

Fig. 14.19 Opinion on improvement in general infrastructure based on authors' survey, 2020. (Source: the authors' survey, 2020)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

This statement was presented in questionnaire with 7 point Likert score. The results from the respondents are given above: (Fig. 14.19)

From the Pie Diagram above, we can see that only 23% agreed with the statement. 47% respondents disagreed with the statement and 30% were neutral.

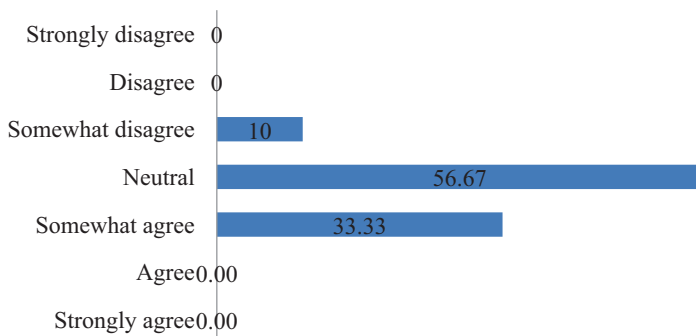## New accommodation facilities and employment (%)

Fig. 14.20 Opinion on new accommodation facilities and employment based on author's survey 2020. (Source: the authors' survey, 2020)

- *New accommodation facilities and job market*

New hotel, motel, and others residential premises are also developed which increases business for local people, which will help to minimize the unemployment problems. Respondents were asked the statement with following 7 point Likert scale scoring board. (Fig. 14.20)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

From the Figure above, we can see that 33.33% respondents somewhat agreed with the statement, where 10% respondents somewhat disagreed. More than half respondents were neutral.

Food Business and Job

Respondents were asked the following statement:

Restaurants and other food businesses are also developing due to the arrival of Rohingya in Cox's bazar, which will help to minimize the unemployment problems. (Fig. 14.21)

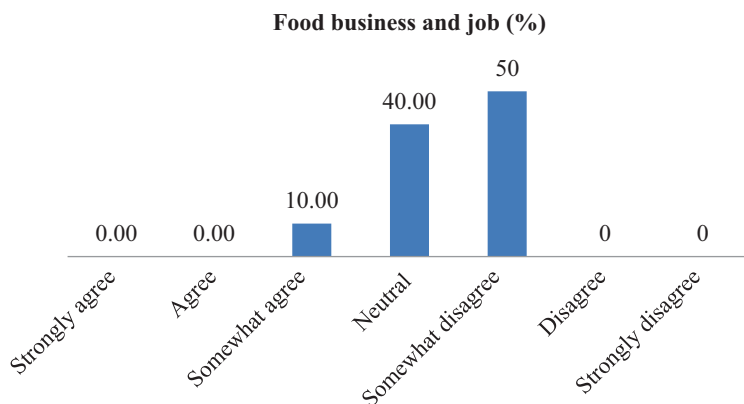| Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

Food business and job (%)

Fig. 14.21 (Opinion on food business and job (%). (Source: authors' survey, 2020)

From the Column Diagram above, 10% were somewhat agreed with the statement. 40% respondents were neutral and half of the respondents were disagreed with the statement.

Changes in Tourists' Behavior

To explore the change in tourists' behavior, the following statements were presented in the questionnaire:

ATB 1: Nowadays the tourists show less interest in the Cox's Bazar.

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

ATB 2: Tourists thinks that Cox's Bazar, Teknaf and St. Marin's island became less safety area than before Rohingya crisis.

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

ATB 3: Accommodation costs, food costs, and other related costs are higher than before Rohingya crisis.

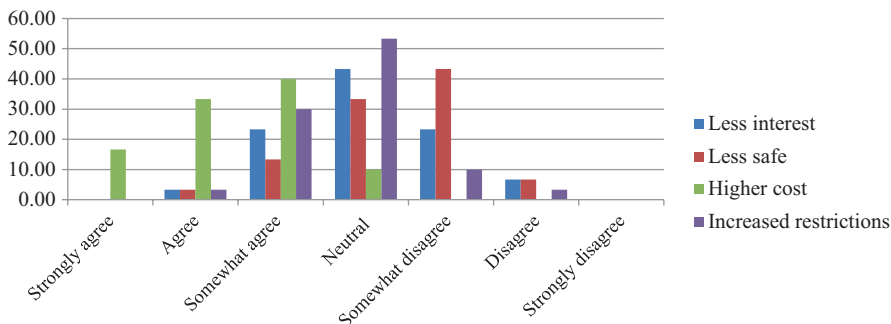| Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

Fig. 14.22 Opinion on tourists' behavior due to Rohingya flow based on authors' survey. (Source: the authors' survey, 2020)

ATB 4: Do you agree with the statement that, "the tourists are losing their interests because of restrictions posed in some area, which were open before". (Fig. 14.22)

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
❶	❷	❸	❹	❺	❻	❼

The result can be seen from the graph above. Based on literature review, authors have got four major changes in factors: less interest, less safe, higher cost and increased restrictions. Very few respondents disagreed. More than 50% were neutral in the statement related to increased restrictions. No respondents were strongly disagreed regarding these four factors of tourists' behavior.

SWOT Analysis

Economic and financial factors of refugee tourism:

Strengths

- Economic development can add value in tourism.
- Tourism enterprise income is increasing day by day.
- Competition force is rising.
- People are being attracted by Entrepreneurship as the job is not available that much.
- As tourism industry is expanding, unemployment is decreasing.
- Tourism increases the industrial activities.

Weakness

- Economic downturn due to Rohingya crisis and COVID 19 is slowing down the economy.
- Native's income in Cox's Bazar is decreasing.
- Living cost is rapidly increasing.
- Employment problem is a concern for the economy.

Opportunities

- Economic wealth and investment can improve economic development.
- Cultural tourism and tourism initiatives can increase in tourism enterprise income.
- Competition can create skilled and effective labor force.
- More entrepreneurs increase economic growth.
- Decrease in unemployment stables the economy.
- Industrialization improves economic condition.

Threats

- It is tough to control economic downturn due to Rohingya crisis and Covid-19
- Local poor people could face extreme poverty as incomes are decreasing.
- Consistent increase in living cost will make the living standard expensive.
- It is a great challenge to create employment for both local and Rohingya.

Social Factors of Refugee Tourism

Strengths

- Improvement in customs and culture is going on.
- Low price holiday accommodation (Social tourism) is one of the important social factors of tourism.
- Improvement in transport service is making the journey comfortable for the tourists.
- Improvement in living standard has two opposite issues: One is positive that people are changing themselves into a standard measure of living the life. Another one is negative in this sense that poor people cannot afford expensive living standard.
- Upliftment of women and disadvantaged social groups is one of the significant issues.

Weakness

- Terrorism violence and crime is increasing significantly due to refugee flow.
- Unsocial activities and immoral businesses are also increasing.
- Population explosion is a great problem.
- Dark tourism is a matter of concern.

Opportunities

- Cultural diversity provides scope for development.
- Accommodation facilities, packages and varieties can attract the people.
- If train service can be started with road transport to go to Cox's Bazar, then more tourists will visit the place.
- Higher living standard can attract highly valued tourists.
- Women and disadvantaged groups can get privileges through jobs from the tourism development.

Threats

- Terrorism and crime should be handled by police effectively.
- Management and marketing skilled manpower is needed in each industry to monitor unsocial activities and immoral tasks.
- Population explosion is a curse if benefits cannot be taken from this factor.
- Dark tourism can be an uncontrollable threat if measures to control it are not taken.

Environmental Factors of Refugee Tourism

Strengths

- Picturesque natural environment
- Comfortable and mild weather condition
- Good geographic location
- Attractive traditional products in market
- Wide range of Aquatic eco system
- Variety of accommodations (hotels, resorts, cottages etc.
- Effective labor force in fishing industry
- Presence of varieties of local food
- Existence of varieties of Mexican, Indian, Chinese etc. food

Weakness

- Water pollution
- Cutting of Hills and trees
- Increase in land erosion
- Decrease in facility in the usage of natural resources for the local people
- Increase in social and environmental cost
- Adverse effects on Wildlife
- Air pollution and airborne diseases

Opportunities

- Good management and services can increase the value of picturesque natural environment.
- People often demand for comfortable and mild weather condition. Authority should advertise and promote this feature so that tourists can get the information.
- The feature of good geographic location should also be promoted.
- More attractive traditional and cultural products can be added in market.
- Good management team is needed to preserve the wide range of Aquatic eco system.
- Variety of accommodations (hotels, resorts, cottages etc.) should be offered various affordable packages.
- Incentives from government should be given to the effective labor force in fishing industry.
- More restaurants should be introduced to present signature products from the local food
- Varieties of Mexican, Indian, Chinese etc. food should be increased to attract foreigner tourists.

Threats

- Water pollution can be harmful for health issues.
- Cutting of Hills and trees imbalances the environmental factors, which also have some health issues.
- Increase in land erosion is threat for mankind.
- Local people are not getting sufficient natural resources for survival.
- Increase in social and environmental cost has negative impacts on local people.
- Adverse effects on Wildlife is alarming for biodiversity
- Air pollution and airborne diseases affects both the local people and tourists highly.

Strategic Choice Matrix (SCM)

Strategic Choice Matrix (SCM) for Economic and Financial Issues

In the below Table 14.3, first column and second column shows the name and the statements regarding Strengths and weaknesses factors in economic and financial respectively. Third and fourth column shows absolute frequency and relative frequency respectively. Fifth and sixth column shows relative important index values of Opportunities and threats respectively which help us to explore the most important value among the all in each statement. Relative importance index value is always less than one. It shows that out of one, how much important is that statement.

Table 14.3 Strategic Choice Matrix (SCM) for economic and financial factors based on authors' survey

	Economic and Financial	Absolute frequency	Relative frequency (%)	Relative importance index value(O)	Relative importance index value (T)
Strength factors	S1: Economic development	12	40	0.93	0.94
	S2: Increase in tourism enterprise income	2	6.67	0.87	0.91
	S3: Competition force	2	6.67	0.89	0.92
	S4: Entrepreneurship	5	16.67	0.94	0.93
	S5: Decrease in unemployment	5	16.67	0.91	0.87
	S6: Increase in industrial activities	6	20	0.92	0.89
	Total	30	100		0.94
Weakness factors	W1: Economic downturn	22	73.33	0.91	0.94
	W2: Decrease in native's income	3	10	0.92	0.91
	W3: Increase in living cost	3	10	0.89	0.92
	W4: Employment problem	2	6.67	0.94	0.87
	Total	30	100		

Source: The authors' survey (2020)

Table 14.4 (SCM matrix on social issues developed by authors based on the authors' survey

	Social	Absolute frequency	Relative frequency (%)	Relative importance (O)	Relative importance (T)
Strength factors	S1: Customs and culture	5	16.67	0.87	0.94
	S2: Low price holiday accommodation (social tourism)	12	40	0.89	0.93
	S3: Improvement in transport service	6	20	0.94	0.87
	S4: Improvement in living standard	5	16.67	0.93	0.87
	S5:Upliftment of women and disadvantaged social groups	2	6.67	0.87	0.89
	Total	30	100		
Weakness factors	W1: Terrorism violence and crime	22	73.33	0.87	0.89
	W2: Unsocial activities and immoral business	5	16.67	0.89	0.91
	W3: Population explosion	2	6.67	0.91	0.92
	W4: Dark tourism	1	3.33	0.92	0.87
	Total	30	100		

Source: authors' suvey (2020)

Strategic Choice Matrix (SCM) for Social Issues

In the above Table 14.4, first column and second column shows the name and the statements regarding Strengths and weaknesses factors in social factors respectively. Third and fourth column shows absolute frequency and relative frequency respectively. Fifth and sixth column shows relative important index values of Opportunities and threats respectively which help us to explore the most important value among the all in each statement. Relative importance index value is always less than one. It shows that out of one, how much important is that statement.

Strategic Choice Matrix (SCM) for Environmental Issues

In the below Table 14.5, first column and second column shows the name and the statements regarding Strengths and weaknesses factors in environmental factors respectively. Third and fourth column shows absolute frequency and relative

Table 14.5 SCM matrix on environmental issues developed by authors based on the authors' survey

	Environmental	Absolute frequency	Relative frequency (%)	Relative importance (O)	Relative importance (T)
Strength factors	S1: Picturesque natural environment	12	40	0.93	0.94
	S2: Comfortable and mild weather condition	3	10	0.87	0.91
	S3: Good geographic location	2	6.67	0.89	0.92
	S4: Attractive traditional products in market	2	6.67	0.94	0.87
	S5: Wide range of aquatic eco system	2	6.67	0.91	0.89
	S6: Variety of accommodations (hotels, resorts, cottages etc.)	5	16.67	0.92	0.94
	S7: Effective labor force in fishing industry	2	6.67	0.87	0.91
	S8: Presence of varieties of local food	1	3.33	0.89	0.92
	S9: Existence of varieties of Mexican, Indian, Chinese etc. food	1	3.33	0.94	0.87
	Total	30	100		
Weakness factors	W1: Water pollution	5	16.67	0.89	0.91
	W2: Cutting of hills and trees	12	40	0.94	0.87
	W3: Increase in land erosion	6		0.91	0.91
	W4: Decrease in facility in the usage of natural resources for the local people	2	6.67	0.87	0.92
	W5: Increase in social and environmental cost	1	3.33	0.91	0.94
	W6: Adverse effects on wildlife	3	10	0.92	0.89
	W7:Air pollution and airborne diseases	1	3.33	0.94	0.94
	Total	30	100		

Source: authors' suvey (2020)

frequency respectively. Fifth and sixth column shows relative important index values of Opportunities and threats respectively which help us to explore the most important value among the all in each statement. Relative importance index value is always less than one. It shows that out of one, how much important is that statement.

Recommendations

Fourteen key recommendations are given below:

- Provide incentives to reduce environmental and social cost.
- Continue to press for adequate levels of funding to improve living conditions in camps for Rohingya refugees.
- Strengthen the monitoring system to detect immoral activities.
- Increase the activities of police force to reduce terrorism violence and crime
- Effective communication and engagement of refugees.
- Continue with surveys on medium-term aspirations and support.
- Improve community engagement, community relationships and camp governance.
- Adopt strategies to contribute to the self-reliance of refugees.
- Focus international dialogue on the priorities articulated by refugees.
- Develop, fund and deliver a medium-term development plan for Cox's Bazar that addresses priority needs as articulated by refugee and host populations.
- Increase effective waste dispatching system to save the environment.
- Take good care of all natural resources including water, air etc.
- Provide good health care service to both local and refugee people in this COVID pandemic period.
- Strategic planning is needed to decrease dark tourism.

Conclusion

In the Age of Globalization international mobility, closely related to migration, is a "normal" socio-economic phenomenon. Where there is clearly no forced migration (e.g. refugees), migration has a clear socio-economic background in terms of income, wage, and job motives. Therefore, it cannot be ignored that the rising importance of migration worldwide is becoming an important part of our modern economic research. It is clearly a major development in our society, with many positive but also negative consequences involved. But when the migration is forced migration, then is there any positive impact on the economy, society and environment? Or only there is negative impact. To discover the answer of these questions, authors' completed the study.

In light of the various perceptions regarding the negative effects of immigration, a social cost-benefit analysis of migration has been made through strategic choice matrix. This is the major contribution in this study. Nevertheless, from an economic perspective, it seems reasonable to make an estimate of the socio-economic (dis) advantages of significant refugee migration inflow, if all costs and benefits can be quantified accurately.

A SWOT analysis is not meant to calculate the effects of migration on purely financial grounds, but rather it is used to calculate various socio-economic aspects

of migration as far as it is possible for each dimension. Such an analysis systematically follows the confrontation of the strengths and weaknesses with the opportunities and threats factors, whereby past, current and future effects are assessed, in a Strategic Choice Matrix (also the essence of SWOT analysis). This helps both to determine the existing fit of migration in its environment and to devise effective strategies in response to issues in the socio-economic environment; in brief, the matrix indicates what options suit the key issues.

If the government can implement good policy for refugee migrants, after a certain period of time, a point will be reached when significant positive socio-economic effects dominate the negative effects. There is, of course a great variety in the behavior of refugee migrants and their influence on the national, regional or local economy.

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Chapter 15
RETRACTED CHAPTER: When Culture Becomes Commodity: Tourism and Development in the Chittagong Hill Tracts of Bangladesh

S. M. Sadat al Sajib and Muhammad Kazim Nur Sohad

Abstract The Chittagong Hill Tracts (CHT) has long been represented as a region of multi-ethnic background, cultural diversity and beauty of ecological setting in South Asia. The panoramic scenario, landscape, and cultural diversity of indigenous communities attract the tourists to visit the CHT region. By taking the advantage of panoramic beauty of this region, recently, the public and private actors of tourism development gradually intensify their attention to relocate the natural resources and use the multi-cultural distinctiveness to tourism mainly through the development agencies as well as local agencies with less consideration to local environment, biodiversity and multi-ethnic settings. It is evident that the outcome of tourism is accountable widely for regional development. This belief has been largely based on mere quantification of economic indicators with a lack of qualitative analysis of potential challenges and problems beyond figure increases. This study found that indigenous people and culture are gradually represented as commodity by the recipients (tourists) and the agents (development authorities). Against such a background, this chapter provides a qualitative analysis of the impacts of

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tourism on Indigenous culture in Bangladesh. This chapter unveils the dynamics of market relations where indigenous people and their culture are used as money making project. It also travels around how the entire idea of tourism renders indigenous culture a resource as a saleable object and how such objectification is promoted by the development authorities in the name of tourism against the notion of indigenous culture. For this study, 100 samples have been selected with some purposive sampling, and unstructured interviews, closed observation and FGD methods have been applied to collect the data.

Keywords Indigenous culture · Tourism · Development · Commodification · Representation · CHT

Introduction

Nature and culture nowadays are framed in the commodification of profit making venture beneath the industrial sense of tourism in the interface of development. Tourism has been a powerful tool for regional development that brings an opportunity to create a new space for economic stability, but it also raises important questions about the power dynamics and market relations. There has been enthusiasm in the expansion of tourism and a push in further Indigenous participation in the public and private induced tourism industry in CHT that is rooted on the belief that tourism holds the potentials for bringing economic gains for local Indigenous people. This belief has been largely based on mere intensification of economic indicators missing out the qualitative analysis of potential challenges and problems beyond the figurative measurement of development.

The Chittagong Hill Tracts (CHT), spanning 5093 square miles with around 1.7 million populations (BBS 2013), is the only extensive hilly area in Bangladesh and is covered with hills, forests, rivers, lake, natural waterfalls and other natural resources, including enriched jungles. It has long been represented as a region of multi-ethnic background, cultural diversity and ecological setting of beauty in South Asia. It is inhabited by eleven[1] indigenous minority groups collectively known as "Pahari" (hill people). It is apparent that they had been politically independent, economically self-sufficient, culturally distinctive and socially egalitarian from the time immemorial (Uddin 2013: p. 2). The panoramic landscape of the CHT and socio-cultural diversity of the indigenous communities attract the tourists to visit the CHT. This diversity has been a source of tourism as a business hub in the region. By taking the advantage of panoramic beauty of this region, recently, the public and private actors of tourism development gradually intensify their attention to relocate the natural resource and use the multi-cultural distinctiveness to tourism mainly through the development agencies as well as local agencies with less consideration to local environment, biodiversity and the way of life of the ethnic minorities in the

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[1] According to official statistics of the Government of Bangladesh, the number is 11 (BBS 2013).

area. It is notable here that a long armed conflict that lasted more than 20 years, was officially ended with the signing of the 1997 "CHT Accord" was regarded as the cornerstone of a new period of peaceful coexistence between the indigenous people and the Bengalis. The chapter addresses with intensive investigation of facts, figures, and reality amidst the everyday experience of the indigenous people of the CHT. Following this, it travels around how the entire idea of tourism renders indigenous culture a commodity as a saleable object and how such objectification is promoted by the public and private policy in the name of development against the notion of indigenous culture and heritage. It is clear that the outcome of tourism is accountable widely for regional development and holds the potential for bringing economic gains for local Indigenous people. This belief has been largely based on mere quantification of profit and some definite economic indicators such as tourist numbers, income increases and employment rates in Indigenous communities, with a lack of qualitative analysis of potential challenges and problems beyond figure increases. In this regard, the unchallenging perception in relation to tourism as an effective tool for development in the CHT has been questioned.

Methodology Applied

The approach behind the methods has likely been descriptive with an explanation of the different layers of meanings associated with various aspects of the discontents of the indigenous people in the context of tourism. For this study, 100 households have been selected and around 100 informants have been approached irrespective of sexes, ages, and socio-economic status. The major part of the information was collected through the use of Key-Informant Interviews (KII), unstructured interviews, Focused Group Discussions (FGD), Case Study and Content Analysis. Besides, we analysed secondary sources, including governmental policy papers, tourism brochures, management plans and constitutions, newspaper articles, theses, reports, speeches, meeting protocols and workshop summaries etc.

Tourism Development in CHT

CHT is a stunning region of hills, ravines and cliffs covered with dense jungles of bamboo, creepers and shrubs, and dotted with tall, slender waterfalls. The antique hills of this area are certainly arranged as it will bring up close to a rare chance to interact with Buddhist and animist tribal communities and sample their fantastic traditions, customs and cuisines. Now-a-days, in CHT, security forces become inevitable actors for tourism promotions since they have built many resorts, recreation point and attractive places of which Nilgiri Resort at Bandarnban, Lake Paradise and Jibtoly resort in Kaptai, Agottor at Baghaichory and Heritage Park at Changi Bridge, Khagrachari, Sajek, the remote union of Rangamati came into the attention for developing as tourist destination. Apart from the spatial and spot

tourism, cultural festival of CHT ethnic community like "Bizu", "Sangraing" and various religious festivals like "Parobarona" and "Kathin Chibardan" of Buddhist Community, "Go Hoyta" of Mro community has also bare the elements of tourist attraction.

The "Buddha Dhatu Jadi", the Buddhist temple located in Balaghata, 4 km from the Bandarban town attracts many tourists every year. This Theravada Buddhist temple is made completely in the style of South-East Asia and houses the second largest statue of Buddha in Bangladesh. The waterfall named Shoilo Propat at Milanchari is another place that tourists like to visit. The numerous Buddhist temples, known as "Kyang" in local tongue, and "Bhihars" in the town include the highly notable the "Rajvihar" (Royal Vihar) at Jadipara and the "Ujanipara Bhihar". Bawm villages around Chimbuk, and Mru villages a little further off, are also lie within a day's journey from the town. Prantik Lake, Jibannagar and Kychhlong Lake are some more places of interest. Boat ride on the river Sangu is one of the main attractions here for tourists.

Kaptai Lake is located in Rangamati District. The lake was created as a result of building the Kaptai Dam on the Karnaphuli River, as part of the Karnaphuli Hydro-electric project. This lake was developed by inundating valleys and plain lands between lots of hills. The "Jhulonto Bridge" (Hanging Bridge) is established on Kaptai Lake at Rangamati district. This is the link way of Kaptai Lake and is the landmark tourism spot of Rangamati.[2] Shuvolong, a place in Barkol sub district, located about 25 km (11 km as the crow flies) away from Rangamati town. There are few waterfalls in Shuvolong area with the largest one falling from as high as 300 ft. In the past several years, this place has turned into a tourist destination due to its waterfalls and nearby market. Shuvolong is accessible by speed boat or motor boats from Rangamati.[3]

Sajek Valley is situated in the North angle of Rangamati, near the Mizoram border boundary area. The valley is 1800 ft. high form sea level. Many small rivers flow through the hills – including the rivers Kachalon and Machalong. The main ethnic minorities on the valley are: Chakma, Marma, Tripura, Pankua, and Lushai. Marishsha is a part of a place near Sajek Valley. Most of the houses are made with bamboo. There is another place near Sajek, it is Kanlak, and it is known for its orange orchard.[4] Most attractions of the spot are sun set, rain, morning, evening, and night and aborigine people. Tourists can buy indigenous peoples' products from "Haat" (markets). Roads are like big snake spirals on the mountains. Most of the people are Buddhist and others are Christian here. A new road has been built up to the Ruilui Para by the guidance of Bangladesh army.

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[2] "Go for Hanging Bridge of Rangamati Bangladesh which Looks Nice". http://news24ca.com/watch-hanging-bridge-of-rangamati-which-looks-nice/. (accessed: the 7th October, 2019.)

[3] "Visit Rangamati – Rangamati Tourist Information". https://travellers365.blogspot.com/2019/03/visit-rangamati.html (accessed: the 8th October, 2019.)

[4] "Securitisation of tourism in CHT". https://rashtrochinta.net/blog-post/securitisation-of-tourism-in-cht/ (accessed: the 8th October, 2019.)

Before the 1970s, tourism was only valued for its economic significance, where the aim was to create economic growth through unrestricted mass tourism (Pforr 2001: p. 68). It was only at the end of the 70s that the tourism industry started to be criticized for the negative impact it had on the host society and ecology, and thus for the tendency to see tourism solely from an economic viewpoint. However, the development of tourism in the Hills is being executed without the involvement of the "Paharis". According to Jumma Advocacy Organizations, at least 1700 acres of land have been allocated to build tourist resorts (including by the military and private corporations), which resulted in the eviction of at least 700 indigenous families from 26 villages (Chakma and Chakma 2015). In 2015, the development agencies planned to acquire nearly 700 acres of land in Alutila, Khagrachari which evicted 300 indigenous families from their homes. The project has recently been put on hold after protests by local "Paharis" and activists.

Tourism in the CHT fulfills two objectives. First is the capitalist business objective with little or no regard for environmental impacts or impacts on indigenous livelihood and culture. The second is conflict management. Meghna Guhathakurta (2001) pointed out:

> CHT as business investment of Bengalis is a model for controlling this so-called post conflict situation. Obviously, this investment is expected to be made by the dominant community and those sections of the community that are already there, which is the army. It was there from before, even during the so-called insurgency, in a closed area, the tourism was there in a particular, restricted way (pp. 252–203).

The Government of Bangladesh declared 2016 to be the year of tourism and in May 2017 the Minister for Civil Aviation and Tourism, said that the government was taking initiatives to develop the Hills as "a business hub for South and Southeast Asia using utmost potential of huge resources of the hilly region" (The Independent 2017). The minister indicated that it intended to build the CHT as an "International Standard Tourist Zone". Although the tourism at present accommodates to Bengali tourists, the government clearly aims to expand its business to foreigners who will bringing more revenue. The Minister for Tourism stated that the ministry was looking to include more indigenous people in the mainstream development activities. At a workshop organized by the MOCHTA and International Centre for Integrated Mountain Development (ICIMOD) titled "Destination Management Plan" in May 2017, he also said that the government was looking to turn the Hills into a "business hub" saying that the area "…could be one of the major tourist destinations of the world for its natural beauty with hills, rivers, lakes and waterfalls" and that the "…government is working to build the CHT as an international standard tourist zone" (The Independent 2017).

As the tenth most densely populated country in the world, with a population of 180 million people, Bangladesh struggles to move beyond its status as a developing nation. In an effort to achieve this, the government has been trying to sell itself as an attractive tourist destination. Although the military presence has made it difficult for foreigners to enter the CHT, the tourism ministry is already said to have identified new locations in the CHT for developing tourism and finding ways to attract foreign

tourists. The political groups of CHT has expressed its displeasure at the decisions taken by the ministry as the indigenous communities have not been consulted about these plans. The World Bank also has a proposed $360 million sub-regional connectivity project between India, Nepal, Bhutan and Bangladesh as part of which two land ports will be built in the CHT which roads going through the CHT will connect to India and Myanmar and this will increase the flow of people through the CHT (Qatar Tribune 2016). The Ministry for CHT Affairs (MOCHTA), which was established through a provision under the CHT Accord and was initially thought would help to smoothen the implementation of the Accord in fact, is more involved in promoting tourism and cultural aspects related to the Hills. The tourism projects undertaken by the government are always a joint venture between the MOCHTA and the Ministry of Civil Aviation and Tourism. Although it did formally hand over the management of local tourism to three Hill District Councils in 2014 (Chakma and Chakma 2015), in practice nothing has changed.

Tourism as a Mean of Domination

Tourism development in the CHT has been exploitative because it has mostly been used by the development actors as a tool to acquire large amounts of customary land. There are both private and public agencies that are involved in developing various tourism enterprises, establishments and eco parks. While the 1997 Peace Accord vested the responsibility for local tourism in the HDC[5]s and the CHTRC[6] (Chittagong Hill Tracts Regional Council 2011), the private and public agencies have always bypassed the accord and these CHT institutions. As a result, there is a tense relationship between the development actors and indigenous community. The tension is even more enhanced when the private agencies directly interferes in tourism development. Given that the power of the private agencies are conferred by the development authority, there is every possibility that more human rights violations may occur in the name of tourism (Adnan and Dastidar 2011: p. 141). One example of tourism development that has indicated dominance over indigenous people is the Nilgiri Resort in the Bandarban Hill District. This is a luxury tourist resort established and run by the security forces, where they are the core beneficiary (Bandarban Tours 2016; International Work Group for Indigenous Affairs 2014; Nilgiri Resorts 2016). This development entailed the displacement of an entire village of local indigenous families. Besides, the process of land acquisition is simple. Developers ask the District Commissioner to declare the lands as "Khas" lands which means state owned (Adnan and Dastidar 2011: p. 141). As a public employee, the District Commissioner may not be able to go against the developer's power derived from links with politically motivated development authorities. Once the office declares

[5] Hill District Council.

[6] Chittagong Hill Tracts Regional Council.

the land as, "Khas", it makes the IPs occupancy illegal and frees the land for acquisition under private property laws.

Although the MOCHTA was established as part of the CHT accord to ensure the welfare of the Indigenous people, in reality it has become a mouthpiece. MOCHTA is actively involved in promoting tourism in the area with little consultation with the Indigenous people. One of the most contentious problems in the Hills is that land disputes between Indigenous people and Bengali settlers are yet to be settled. The resort in Nilgiri in the Bandarban hill district established by the public authority for example, evicted 200 Mro and Marma families from six villages in the area and though they have 16 acres of land recorded under the facility, they ended up acquiring 60 acres (The Daily Star 2014). There are numerous examples of such land-controlling for tourism throughout the hills.

It has been reported that 15 new locations had been identified by the development agency and the tourism ministry, along with MOCHTA, for setting up new tourist complexes. One of the key respondents, named Sajeeb Chakma, pointed out that,

> The Tourism Ministry had held a meeting with the development authorities to identify these locations. The way it stands now, any company, private individual or public agency can set up tourism here. There is no recognition of the land loss of indigenous people and no respect for indigenous people's culture, for the special governance system in the area, this is where we are concerned.

We have found out the information about how land of indigenous communities was occupied. It is also not clear that what benefit will come to the indigenous people or what harm will come to them – issues related to their culture and heritage is kept unclear. It is observed that the private agency has been the biggest investor in tourism sector in the CHT. The increased presence of Bengali tourists also helped to normalize bengalization and accentuate its non-threatening appearance, something that we noticed during our fieldwork. As Mong Shanoo Chowdhury (45) explained:

> The main problem here is that the places where the politically patroned private companies are developing tourism, we the indigenous people had been living there for a long time, they are evicting us from there and carrying out this business. Chimbuk Pahar, Boga Lake, Sajek and several other places where the company has set up tourist spots, have they ever bothered to take permission from the Hill District Council before setting these up? It clearly says in the CHT Accord that permission from the HDC needs to be taken before anyone can set this place up for tourism. Don't you think there is a conflict here based on land? The private company is expanding their tourism business means they are intensifying the land problems.

Development related to tourism is meant for tourists only and not for the Jumma peoples as Samari Chakma points out:

> All the development that is taking place in the Hills because of tourism does not benefit the common people of the area. The portable water tank that was set up in the Sajek area, the Jumma people do not have access to it. This water, these roads, this electricity is not for me, it's for the tourists only. Yes a few of them [the Jummas] will get rich. If the state wanted to

do something for our benefit they would consult with us but they have don't nothing of the sort.

The concerns for most of the socio-political activists in CHT were about how the present nature of tourism development in the hills were not substantially aligned with what was promised in the 'CHT Accord', and not an opposition to tourism per se. The Accord promised to hand over the tourism subject to the Hill District Council (HDC). But, the real control of decisions related to tourism development really lay with the public and private agencies.

Representation of the Ethnic Other and Tourism

In recent times, the Bengali middle class have also started vacationing outside the city during long vacation. Tour packages are promoted by using seductive images of the places and the indigenous people. While the tourism agency and the elite use these fantasies about indigenous people to make profit and maintain dominance, Bengali hegemony is used to construct the official national identity and render the Paharis as the ethnic other (Yasmin 2014; Tripura 2015).

Hall (2007) argues that tourism can silence indigenous voices with the romantic representation of indigenous peoples used in tourism promotion but it has substantial implications not only for tourism but also for the longer-term development of indigenous identity and well-being (pp. 305–318). Yasmin (2014) calls it the "tyranny of the majority" (p. 116).

At the beginning of our fieldwork we were also able to speak to Sam Tripura. Sam is a member of the Headman Association based in Khagrachari and received reports from headmen in the other districts. He pointed out that tourism in the Hills is carried out in areas where the most vulnerable people live. You will see that in Bandarban it's the Mro area that was targeted and Nilgiri was set up there and in Sajek the Tripura and Pankhuya community were targeted. Sam and a number of other respondents also pointed out that this business model was also expanding sex trafficking in the area and poor young Pahari girls were being drawn into it while the local authorities were aware of it and possibly benefitting from it. Sam mentioned to us that he had two reports of girls under the age of 18 having been to Dighinala Hospital for abortion. Later it was discovered that the girls were impregnated by tourists. He said that the parents were so poor that they had in fact given consent to this act. Sam said that there were a number of these cases but the girls and their families would be too ashamed to talk about this. Samari Chakma, a lawyer based in Khagrachari described that a lot of Jumma girls are increasingly forced into sex work because of tourism. Many girls are trafficked and many of them are forced to become surrogate mothers. Unfortunately, the NGOs who work here are not very interested in working on these issues where they have to face the authorities, they want to work on safer issues like the environment, where there is funding. Dawnai Prue Naly, a woman's rights activist belonging to the Bohmong King's family ran a

local organization involved in rescuing girls who were forced into sex trafficking. She runs a training program for young Jumma girls now. She explained that because of tourism, all kinds of people have started coming to Bandaraban and they think of "Pahari" girls as something to consume.

Commodification of Indigenous Culture

Twenty years ago, the tourism industry was not so popular in the Chittagong Hill Tracts. Chittagong Hill Tracts has now become one of the major tourist destinations in the country through the specific plans of development agencies for improving the communication system. The focus of these plans has been on the improvement of the communication system in the hills, the infrastructural changes and the commercialization, that has dramatically changed over the past decades. Tourist destinations have become the tourism industry. Hotels, restaurants and tourist markets are constantly being created for tourists. According to the Bandarban District Administration, there are currently 58 government-recognized hotels and 17 restaurants in Bandarban (BBS 2013), which was unthinkable even a decade ago. Indigenous people own their own living conditions, eating habits, language, clothing, customs, environment and, above all, indigenous culture. Where we see a deliberate attempt to attract tourists through the indigenous cultures, the indigenous peoples' identity is constantly becoming a product of tourism and development. At the same time, various activities of tourism and development are being conducted that focus on the natural environment and beauty. At the end of the day, the environment and nature of Chittagong Hill Tracts are constantly being damaged, deteriorated and threatened because they are not designed and maintained through the sustainable process.

Many indigenous people work in fixed wages and benefit financially from various functions including overall maintenance of tourist centers. Alurani Chakma (40), an indigenous woman in Rangamati, said that

> Being a park helped them a lot. Earlier, her husband used to drive small cars, Jum cultivation and their income has gradually increased after the park built. They get a certain amount of money every month as they work in the park. So that the cost of their family, including educating their child in school, is better than ever. They do not receive the park negatively.

Generally, indigenous people are more likely to be involved in small clothing stores and these shops developed inside or near tourist centers. Indigenous women are seen in most of the shops selling Burmese products and tribal knit shawls and linen. In this regard, an indigenous woman named Baishakhi Chakma (27) in Rangamati said that

> Men are involved in Jum cultivation or other occupations and women carry on business.

Regarding indigenous women being more involved in the business, a woman named Runa (28) in Khagrachari said that

This is a survival strategy. If the girls sell in the market, then the sales are higher.

However, these shops are owned by the indigenous people. There are also several shops owned by the Bengalis where the indigenous girls work as monthly salary basis. Apart from this, indigenous people have a significant participation in the institutions which are connected with the privately controlled tourism industry. For example, there are various clothing and decoration shops, Burmese products, resorts, food hotels, knitted and manufactured products of indigenous people. The clothing made by the indigenous people at tourist centers attracts more tourists. Indigenous women especially weave all kinds of traditional clothes, such as "Jammi", "Lungi", muffler, "Sari", "Punjabi" and shawl. Demand for these garments is relatively high due to weaving in hand and being different from imported or domestic shawls from Burma. Such clothing is more available at tourist centers. Tourists came to buy these garments as a momentum from the hill and indigenous culture. In these shops, indigenous youth are usually targeted as vendors. They sell various products produced at "Jum" to the tourists at great prices. For example, "egg kalapata" (hill name, "Bada harang"), "Tulju" leaf (which is a kind of tobacco), "Tipatipi" fruit (which is localized, pinaiguna), "Shil nut", cashew nuts etc. They produce special cashew nuts at "Jum" cultivation, which are sold in small boxes at tourist centers and at the Burmese Market at a discounted price. Besides, fruits like pineapple, banana, papaya, oranges etc. are available at affordable prices in the Hill area, and they have special needs to the tourists.

"Bini" rice, a specially produced by the hills, is found in three hill regions, which is usually not found elsewhere. There are three types of "Bini" rice, black, white and red. Hillmen cultivate these rice at "Jum" and sell it to tourists when they come around. Besides, there are other types of rice called "Kankan" rice and "Chutki" rice, which are only cultivated by the hills and sold to tourists. However, the demand for the exchange is most in demand. That is why the hills are more cultivated "Kankan" rice and "Chutki" rice than normal bengali rice. One hill Jum farmer (45) said that

These special types of rice are very desired rices to tourists that we get from the Jum cultivation. and without taking it to the city, we sell it at a good price here (Nilachal). If we can sell 10–15 kg of rice a day, we can make a satisfactory profit.

Tourists have a keen interest in the traditional cuisine of the hills. A variety of hill food is available in the markets, hotels and restaurants near the tourist center. Since most tourists are Bengali, there is a special demand for hill food, so the price of hill food is relatively high. "Pahari" dishes have special demand for food such as "Moura", "Fish kebang", "Godaiya fish", "Egg kebang", "Fish hebang", "Egg hebang", crab, nappi, cardamom liquor, "Panchporan", pickle etc. However, traders blame the distance and the communication system behind the high food prices. Regarding the high prices, Shupol Chakma (42) form Sajek said that

There is no market, we have to bring the raw materials from Dighinala, the cost of coming with car increases. Besides, there is no water and electricity available to Sajek.

Tourists are in high demand for bamboo chicken, bamboo cup tea, bamboo coffee, bamboo egg, bamboo fry, "Rice Gorang", "Duck Gorang", "Fish Gorang" and "Chicken Gorang". Due to this, there is a high demand for bamboo cooked food in restaurants here. An indigenous businessman, Dayala Chakma (35), said that

> My ancestors had cultivated Jum. I also cultivate Jum. However, during the tourist season, burmese products are demanding which are made of bamboo. Tourists have a different interest in these products.

In the Chittagong Hill Tracts, tourists have special demands for various wood and bamboo products made by the hill people. All of these products are usually purchased by tourists for home decoration. In this case, the products of religious symbols, hill cultures and Bengali traditions are engraved on these products. Apart from this, there is a special demand for tourists of various hand bags, fans, Burmese products, customs etc. made by the indigenous people. Ukhai Singh (25) a resident of Bandarban, depicted that

> The hills used to be knit shawls, for their own use as well as for sale. It is true, because of the tourism, the thoughts of the local (hill) people who have been, have become business oriented, giving shops, setting up restaurants, what else, they are starting to catch up on the business side.

The best example of how culture is transformed into a commodity is the Sajek Valley of Rangamati. Sajek was established as a tourist center under the supervision of security forces. Sajek is comprised with the Ruilipara and Kanglak parishes. Lusai and Tripura live here. The hotels here are made of cottages, usually with two locks. Each pool has a porch from which visitors can enjoy the landscapes of Sajek. Nayan Chakma (37), an employee of Peda Ting Restaurant, said that

> As indigenous people are more adept at cooking their traditional dishes, indigenous foods are more available in their restaurants.

Far away from the city center in the less populated areas, there is not enough accommodation for the tourist destinations in the hills, but there is a home-centered service system developed in residential or food hotels. For example, we can speak of the Nafakum fountain in Bandarban or the Sajek valley of Rangamati. The only way for travelers to stay and eat at such isolated tourist centers is the home-centered service in the hills. Tourists are accommodated in large or middle places within the home of the "Pahari" and tourists are allowed to eat there. The tourists have to pay cash in return. Usually in these tourist centers, there is a guide system, which is usually a stay-at-home arrangement with the guide. Govinda Lal Chakraborty (25), a tourist at Nafakum in Bandarban, expressed that

> We were in a house made of wood and bamboo. Within this house, there are two parts where one part of them (indigenous inhabitants) and one part of us (tourists). We stayed two nights, three days in their house. In three days, we were 8 persons, had to pay 12,000 taka all together.

Apart from this, we also see a very close arrangement in the Kalangka at Sajek. Kalangka has 2–3 residential cottages for tourists, which are in addition to the residential home of the local Lusai. They provide food. If the tourists want to arrange a

traditional dance of Lusai for them, they have to contact them in advance and pay a separate fee for it.

Khagrachari Zilla Parishad Park was established on 28 acres under the supervision of Khagrachari Zilla Parishad in 2011 (The Indipendent 2017). People from all over the country come here to roam. Fuimra Marma (32) and Alurani Chakma (40) claimed that

> Many Chakma communities lived here earlier. The administration bought the land for a small amount of money. Many are accused of taking the land without paying. However, the employees in the park are from indigenous communities those who formerly lived there.

Jatin Chakma (65), an elder "Pahari", uttered that 'the indigenous communities were the first one who have been living in the Shubhlang bazaar for the time immemorial. Now the Bengalis have started living here and there is an army camp here. It was camped for some kind of surveillance'. In many cases the people of the indigenous communities do not want access to roads or electricity. They also don't want to fix the road. Because, they feel that if the electricity and roads are build, the Bengalis would actually occupy their land. Hill people depend mostly on fountains for water. The fountain water uses for a variety of tasks including bathing, cleaning clothes, washing dishes. They dug around the fountain like a well for drinking water, where pure water was collected. But these fountains are also now becoming a tourist destination. The privacy of everyday life of the indigenous people is being lost due to the free movement of tourists.

During tourism, local people become the minority and tourists become the majority. An indigenous youth from Bandarban named Uting Marma (25) expressed with regret that,

> Bandarban is no longer our Bandarban, it has become Bandarban for tourists.

From hotels, restaurants, transportation, markets to start-ups, tourists occupy almost all places than locals do during tourist season, winter season in particular. Along with the Sadar Upazila of Khagrachari, the local administration has erected a 308 foot-long staircase to facilitate access to about 15 villages of Matiranga Upazila. The local Tripura people call it "Hathimura". Chakmas are called the "Stairs of heaven". The place has not yet been established as a tourist hub, but tourists have started arriving. Apart from this, the Lusai communities live in the Kalanaka hills of Khagrachari. Due to the outnumbered tourists, there has been a disruption in the normal way of life of the locals.

Sachin (28) and Chai Hla (27), two indigenous workers at the hotel's service, said that the hill is a place of interest for hilly wine to tourists. There are a few hill wine vendors right next to the market. Tourists often ask if hill girls (prostitute) are available at their hotel. They provide girls of different ages. Tourists have mentioned several reasons for choosing Chittagong Hill Tracts as a tourist destination. Among the significant reasons are natural beauty, hill culture, adventure, border districts, lakes, hanging bridges and clouds. In this case, the positive reviews and appreciation of the public over online are influencing many people to come to Chittagong Hill Tracts. One of the main reasons for tourists visiting is the indigenous culture.

As a result, tourists come around to eat indigenous food and buy indigenous clothing when they get it. One of the tourists said that he had eaten tribal food every time he visited Rangamati and on the way, he bought the woven handmade tribal goods such as "Pinon Khadi"and "Fatua". Most tourists visiting the Chittagong Hill Tracts are from the plain land. Most of the tourists asserted that 'the culture of indigenous people is a different occasion among the tourists to travel. The tribal people have a special day. They also come to religious festivals. So varied, colorful are those festivals'. In the eyes of the tourists, the culture of the indigenous people is diversified and attracts them to visit the hilly area. One of the most common experiences we have heard about most tourists in the hill culture is that they did not see any artificiality among the indigenous peoples, which is lacking in Bengalis. Govinda Lal Chakraborty (25), a tourist, said,

> We read this simplicity in books, we never see it in real.

Another common observation from tourists about the "Paharis" is that they are industrious and work-oriented. The "Paharis" work harder than the Bengalis do. Russell Chowdhury (25), a tourist, said that

> Living in the mountains, it's impossible for us to live, they are very hard working. You have to go far for water, walk away and bring it back, it was a surprise. The amount of hard work they do is virtually impossible for humans. Climbing up the hill with a heavy load and working on the field with baby shoulders of the Paharis is something for the tourist to enjoy.

However, some tourists think that the hill people are still 'outdated', 'primitive', isolated from the world, and they are 'stubborn' and 'traditional'. Tourists love the evelen diversified indigenous cultures in CHT , which makes them happier to travel to the hills.

Conclusion

The Bangladesh tourism policy sees tourism as merely a means of economic growth of the country (MoCAT 2016). This is because, tourism development in CHT has mainly more focused on the economic benefits of tourism rather than sustainable use of nature and culture for local development. The aim is to create GDP growth through the flows of tourism consumers and investments. However, the improvement of GDP or per capita income has less succeeded to ensure the socio-economic security, health, peace, environment, income increase and empowerment of the indigenous inhabitants in CHT. Because the essence of development of the indigenous communities is subjective and relative according to their different social and cultural settings and contexts, even a widely recognized development plan could be challenged by some local perspectives (Uddin 2013: pp. 1–16).

The tourism policy apparently has less paid attention to the benefit of local indigenous communities through creation of employments and other income generation opportunities. However, overriding economic interests and an arbitrary practice of

tourism development operated by development authorities push the indigenous people to be a part of marginalization process in the name of regional development. As a means of tourism development, Indigenous cultural diversities and natural resources have become a saleable object and susch objectification has gradually promoted the culture of indigenous communities as a commodity. The tourism development practice in the CHT has been established as a money making market. The development of tourism in the CHT apparently may look benevolent, but it poses questions like for whom the "good" is for and who really pays for that "good".

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Part V
Tourism Products and Services in Bangladesh: Market Design

Chapter 16
Market Design for Tourism Products and Services in Bangladesh: An Ecotourism Perspective on Sylhet

Mallika Roy and Runa Saha

Abstract This paper prospects at the relating issue of value appraisal of tourism products and services. In a rapid changing advanced and globalized world, tourism is now one of the evidential factors of the economic growth. The paper investigates some distinct product/service segments in tourism (i.e. nature-based, cultural and community-based, volunteer and educational, backpackers and youth, adventure, high-end etc.). The research also evaluates the components of each sector of Bangladesh. In light of these discoveries; the investigation outlines a market design where a wide scope of marketing tools, techniques, and strategies that Bangladesh can use to develop tourism industry not only in numbers but also in the quality of tourists. The motivation behind this examination is to focus on market data and strategies to assist tourism business in Bangladesh. Firstly, we analyzed the existing tourism market and its pattern of products and services. Secondly, we characterized the end consumer of tourism products and their purchasing behavior according to motivation based and ethical based tourism. Thirdly, we analyzed the potentiality of the tourism market in Bangladesh from a global perspective. Finally, we recommended how to promote potential tourism products and services more efficiently and effectively with the use of limited resources. In Bangladesh tourism is still flourishing sector and has some problems to associate with the available of data. So, the methodology for this study required two approaches: Desk approaches including meta-analysis and In-depth interview approaches of selected markets. Econometric analysis, SFA matrix and a market design have been developed by authors. Every industry has distinct market design to promote products and services- tourism industry is no exception. According to our study, score of terrestrial

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and fresh water in Sylhet division is much nearer. We also recommended marketing design for tourism products and services in Bangladesh. The findings of this study will help to policymakers to identify a combination of marketing tools and strategies that can help them to make tourist attractions policy and proper resource utilization policy for maximum return. This research boils down much of the previous discussion into a concise summary of some key marketing points to be used for promoting potential tourism products and services.

Keywords Tourism · Market design · Products · Services · Desk approaches · Bangladesh

Introduction

Tourism is an income generating activity of the highest importance in the current world and holds great economic promise for the developing countries. Bangladesh is a developing country has a vast prospective to develop tourism industry because of its fascinating limpid natural beauty, heroic historical background and archeological resources, which can be experienced all throughout the land (Hassan et al. 2020; Hassan and Kokkranikal 2018; Hassan and Burns 2014). Bangladesh has been ranked seventh out of "Top Ten Best Value" travel destinations for 2019 launched by Lonely Planet, a global leader of travel guidebook publisher (The Daily Star 2018). To promote the tourism industry of the country, the National Tourism Organization Bangladesh Parjatan Corporation (BPC), established in the year 1973 (Banglapedia 2014). The concept of tourism has changed with the development of the Internet and social media as well as tourism has become a booming emerging industry, driving the development of the tertiary industry. Social media applications provide great opportunities for businesses to use the word-of-mouth as an effective way of getting new customers. As a result, tourism industry of Bangladesh is contributing to the economy to a greater extent. The contribution of Travel & Tourism to Gross Domestic Product (GDP) in Bangladesh is expected to rise from 3.9% (BDTK.265.9bn or US$3786.4mn) in 2010 to 4.1% (BDTK.788.4bn or US$8781.7mn) by 2020 (Views on Tourism 2010). Still, the industry cannot flourish up to the mark due to lack of necessary and proper initiative of the concerned institutions.

Ecotourism industry is dynamic to develop economic growth all over the world including Bangladesh. Bangladesh possesses a great potential for ecotourism development. The country entirely itself is an ecotourism destination. There are plenty of ecotourism attractions lying hither and thither of this land. The offshore islands, haors and wetlands, mangrove forests, rivers and culture can be our ecotourism products. Ecotourism is also part of traditional culture, archaeological sites and

ethnicity. The single largest mangrove forest of the world, the Sundarbans, is a gold mine for ecotourism. UNESCO has declared it as a World Heritage Site. Besides, other ecotourism products include tea plantations in greater Sylhet, hilly green areas of Hill Tract Districts, sandy beaches at Cox's Bazar, Inani and Kuakata, rivers, lakes, forest and wildlife, glorious tribal life and the simple lifestyle of the villagers. The government of Bangladesh has enacted Environment Policy 1992 and Bangladesh Environment Protection Law 1995. The National Tourism Policy framed in 2010 also emphasizes ecotourism development as well as preservation and conservation of natural and cultural products (The Daily Star 2013).

Ecotourism can improve income and living standards for local people. Ecotourism can revitalize local culture, especially traditional crafts and customs. It can accelerate the growth of the rural economy by creating demand for agricultural products and through infrastructure development project; it can inject capital into rural area. So for vigorous ecotourism marketing for the benefit of all sharers, there should be interaction among the local community groups and leaders and the local authorities. Until now in Bangladesh the ecotourism concept is not properly reflected in the current national tourism development programs. Many tourism experts believe Bangladesh should go for ecotourism development instead of its effort to accommodate a large number of tourists beyond its capacity. In our paper, we tried to evaluate the condition of ecotourism in Sylhet based on tourists' perceptions and opinions and recommended a market design to improve ecotourism industry in Bangladesh.

The main objective of this study is to concentrate on the issues relevant to the problem and potentiality of tourism industry in Bangladesh. However, the specific objectives of this study are: first, to know the current scenario of the ecotourism products and services in Bangladesh; second, to know the existing problems and prospects associated with the ecotourism development in Bangladesh; and third, to prescribe a market design of the ecotourism in Bangladesh.

Literature Review

Cognitive Products and Services of Ecotourism

The word "ecotourism" is derived from two different words: ecosystem and tourism; forming ecotourism, which has the literary meaning of environment friendly tourism. Today's much hyped about ecotourism rises from the concept of the nature based tourism.

Kabir and Bhuiya (2004) opined that ecotourism is sacred for preserving and sustaining the diversity of natural and cultural environment. It relates to sustainable environmental tourism. Shamsuddoha and Nasir (2011) did a study on Sitakunda

eco-park in Chittagong division of Bangladesh. In that research they explored the opportunities of ecotourism in sub-urban city.

According to the researchers, to maintain the natural balance, Bangladesh is trying to develop eco-parks and now half a dozen of eco-parks exist in Bangladesh. Okaka (2007) tried to find out the role of media communications in formulating tourism strategy and cross cultural communication for peace, safety for sustainable tourism industry in Africa. The researcher pointed out that, the media can play a vital role in the development of sustainable tourism in the African region.

Rahman and Shahid (2012) conducted a research on the growing dilemma of tourism ecotourism and sustainable development in the context of Bangladesh. The researchers tried to provide an impression of how ecotourism destination appeared as a core elements of sustainable development of Bangladesh.

Religious Tourism: A Section of Ecotourism

Bangladesh Parjatan Corporation accounts that for religious purpose more than 42,000 tourists visited Bangladesh in 2013 (Rahman 2015). Liutikas (2015) observed that, interested tourists are driven by their spirit of faith and belief in religious tourism. Hughes et al. (2013) argued that the common people visit not only for religious importance of reliance or spirit but also for recreational or educational purposes. Das and Chakraborty (2012) in their study tried to focus on the tourist attraction sites and they believed that religious tourism could be a very potential resource in Bangladesh but she needs proper planning and marketing which can attract more tourists to visit Bangladesh. It would bring benefit the tourism industry economically.

Presti and Petrillo (2010) argued that many people not only travel to several holy sites for religious tenacities but also to consume as a tradition and cultural product when marketed. Campbell and Smith (2006) coined that, in 1980s the practice of the Internet started for spreading on religious ideology. During this time religious group started using the Internet to express religious interest and religious activities through online communication.

Marketing Strategy

Butler (1974), Edelmann (1975) and Sadler and Archer (1974) noticed that developing countries are deprived of benefits derived from tourism. Authors suggested doing the proper planning that includes the socio-cultural, economic and environmental factors. Hasan (1992) observed that the Bangladesh Parjatan Corporation (BPC) should change the marketing strategy of tourism to building up a good image of Bangladesh. Kamal and Chowdhury (1993) said that BPC has failed to

understand the customer's real want, satisfaction and other requirements to support tourism in the Bangladesh.

Hall and Page (2000) mentioned that over population, natural disasters, unemployment, and economic underdevelopment are the core problems of tourism industry in Bangladesh. Hossain et al. (2008) identified service product arrangement, channel of distribution, price of tourism product and services and promotional arrangement, collaboration processes and social capital for motion etc. are not available in some cases to the foreign tourists.

Hasan (1992) described the present situation of Bangladesh tourism industry and present marketing strategies in his research book "Problems and Prospect of Bangladesh Tourism Industry" has blamed that Bangladesh tourism industry could not achieve the remarkable progress in comparison to other neighboring (South Asian) countries though the country is endowed with different tourism attractions.

Hossain and Firozzaman (2003) mentioned that Bangladesh tourism industry suffering inadequate and ineffective promotional activities. For those reasons, tourism industry has failed to grow properly. According to the authors, lack of coordination among the parties related to tourism industry (e.g. Ministry of Civil Aviation and Tourism, BPC, Biman Bangladesh Airlines, tour operators, travel agencies, hotels, other provides, local authorities and host population) also causes for not developing the industry in Bangladesh.

Mitra (2005) described that to promote the country as a tourist destination Bangladesh does not have enough attempt. He argued that Bangladesh has to make aware to the tourists about what to see, where to stay and what to eat. He emphasized Bangladesh need to develop the infrastructure like hotels, resorts, promoting more places and there should have a link of the government tourism organization with the private sector to boost up the promotional activities for the development of tourism industry.

Nath (2007) observed that level of satisfaction about night entertainment, tour information, advertisement, and traveling agency services are very poor to foreign tourists. Okazakia (2008) exhibited that the participation of community in the tourism planning process is advocated as a way of extending sustainable tourism.

Hasan (2015) mentioned that tourism enterprises need to follow all the marketing methods and techniques in order to increase the market. For example, an attractive webpage, updated information and the offer in Facebook, Twitter, YouTube, and other social media make people visit the webpage.

Musa (2013) found many problems regarding tourism in Bangladesh. According to this researcher, the customers of tourism market are price sensitive and want security in tourist places. In this case, to expand the market it is necessary to set competitive price.

Das (2011) conducted a study on ecotourism and sustainable development in the Indian states. The main focus of this study was to critically analyze of some of the ecotourism policies and programs of the Indian government. Sustainable development was the basis for evaluating the ecotourism in the study. The researcher showed in this study that, the fragmented nature of ecotourism policies and practices has a

contradiction with sustainable tourism, though it plays one of the vital roles for ensuring a sustainable development in India.

Zhang and He (2019) concluded in their study that at present, tourism consumers in Guangzhou have a high degree of satisfaction and acceptance of semi-guided tourism products; While tourism consumers have a strong desire to consume semi-guided tourism products, they also believe that it is difficult to obtain information and lack of product consulting service, which affects their choice of products.

Jamrozy (2007) directed a study titled "Marketing of tourism: A paradigm shifts toward sustainability". The purpose of the study was to recommend an alteration in the tourism marketing pattern away from economic profit urgencies towards sustainability. The sustainability method takes on a holistic and integrated sight of marketing allowing social equity, ecological safety, and economic liability into consideration. Finally, the study considered a triple bottom line approach, as sustainable tourism marketing adopts an integrated view on tourism marketing.

Ali and Mohsin (2008) observed that spots and cost of services have positive impact on the tourism industry for Bangladesh. Authors suggested that tourism should be acted as an important ingredient of economic development of the country for which synergy may be applied between tourism marketing plan and its implementation process. Integrated marketing communications channel should be used to develop tourism industry of the country. Rahman and Shahid (2012) have recommended and pointed out some of the marketing strategies for developing the sector to become a major ecotourism destination. In this discretion, we would like to explore different aspect of market design of product and service in Bangladesh through this study.

Al-Masud (2015) undertook the study to investigate how the use of promotional activities can help to develop the tourism industry by giving a special concentration in the case of Bangladesh by observing the current scenario, opportunity, and challenges.

According to Ahmmed (2013), as Bangladesh tourism appears to have suffered mostly due to inadequate and ineffective promotional activities, it is necessary to study the strategic promotional approaches of the tour operators in Bangladesh and find out the remedies to overcome the problems or limitations identified. Ali and Parvin (2010) compiled strategy formulation and strategy implementation in Bangladesh to explore the current scenario of tourism strategies.

Product and Service Development Market Design

Ecotourism

The concept of ecotourism is much related to some other concepts of tourism like, wildlife tourism or adventure tourism. Different researchers describe the ecotourism as one of the extended versions of mass tourism.

According to World Tourism Organization (2002), ecotourism refers to forms of tourism which have the characteristics: first, all nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas. Second, it contains educational and interpretation features. Third, it is generally, but not exclusively organized by specialized tour operators for small groups. Service provider partners at the destinations tend to be small, locally owned businesses. Fourth, it minimizes negative impacts upon the natural and socio-cultural environment. Fifth, it supports the maintenance of natural areas which are used as ecotourism attractions by generating economic benefits for host communities, organizations and authorities managing natural areas with conservation purposes; providing alternative employment and income opportunities for local communities; increasing awareness towards the conservation of natural and cultural assets, both among locals and tourists.

Types of ecotourism sites are as below (Table 16.1).

Bangladesh can be called as: the most advantageous playground and darling child of nature, as it is still in its infancy in promoting a fully blooming ecotourism industry. Yet, as it is never too late to start anew, Bangladesh has made some progress in establishing itself as an ecotourism destination over the past few years.

Tourism Destinations in Sylhet

Jaflong

Jaflong is one of the most attractive tourist spots in Sylhet division. It is located in north-eastern part of Bangladesh on the India-Bangladesh border. Local tourists enjoy the stunning view of hills of Meghalaya. However, foreign tourists' interest is in the river "Plain" which is created from the waterfalls of beautiful hills of Meghalaya. This river brings lot of stones from the hills. Generally, there is less water in the dry season in Sengram Punji waterfalls. One can cross the river on a boat and walk to the waterfall. Although this place is located in India, tourists from Bangladesh can climb this waterfall. This waterfall is full of water and very beautiful during monsoon. Sengram Punji Khasia village is village home of Khasia tribal

Table 16.1 Types of ecotourism

Types	Sites
Marine	Marine-protected areas, Coral reefs, Islands, Beaches, Bays
Terrestrial	Mountains, Caves, Volcanoes, Trails, Forest areas
Fresh water	Lakes, Rivers, Hot and cold springs, Waterfalls
Cultural	Religious places, Historic sites, Festivals/events
Man-made	Urban parks, reforestation sites

Source: Ahmed and Mollah (2014)

people. Their houses are of unique design. It is just on the opposite side of the waterfall. The newly constructed Jaflong bridge is good place to spend the evening in Jaflong. There are many hotels and resorts in Jaflong for tourists' accommodation.

Madhabkunda Eco-Park

A natural waterfall is the most eye-catching site of this Eco-park. It is situated in Maulvibazar district under Sylhet division. Madhabkunda waterfall is one of the stunning places which have a lot of ecological, regional and economic importance. Madhabkunda is the biggest waterfall in Bangladesh, around 200 ft. (61 m) high. A special portion of Khasia tribe lives in the forest villages of this area and involved in some agricultural activities in the forestland. People of this tribal community by tradition grow betel vine, betel nut, cashew nut, pineapple, lemon etc. for their livelihood.

Lawachara National Park

Lawachara is one of the foremost natural reserves in Bangladesh. In 1997, Bangladesh government affirmed it as a National Park (Bangladesh Tourism Guide 2018). This forest is erected by the British, the time of their rule in Indian Subcontinent. Lawachara is the most attractive tropical forests in Bangladesh. It is situated in Maulvibazar district under Sylhet division. The national park is famous for the variety of trees and the wild animals' free movement.

Ratargul Swamp Forest

Ratargul Swamp Forest is the only swamp forest of its kinds, located in Bangladesh and one of the few freshwater swamp forests in the world. Locally, the place is also named as the Amazon of Bangladesh. The evergreen forest is located by the Goain River and linked with the cannel Chengir Khal. The forest goes under 20–30 ft water in the rainy season and in other time of the year, the water level is around 10 ft deep. It is a decent source of different local fish's inhabitant. It's the territory of different snakes, monkeys, lizards, insects and birds as well.

Bichanakandi

Bichanakandi is one of the newest ecotourism destinations in Bangladesh. It is situated at Bangladesh-India border in Sylhet. It is a landscape of beauty among greens and hills. Adding to its charm are dark clouds taking on the mountain in the rainy season and flowing beneath towards Bholaganj River which is a branch of the

Piyain River. It is a natural place that truly attracts the tourists especially in rainy season.

Shahjalal Mazar

Shahjalal Mazar is a spiritual place. This place is known as historic shrine of Shahjalal, visitors travel from all over the country to visit this place. A short trip can be made along with other visit in Sylhet in the morning or evening. Tombs of religious geeks are there. People believe that it brings peace in the heart and mind. A lot of shops near the "Mazar", selling sweet treats and famous Sylhet tea leaves. Stopping by once, won't hurt anyone's schedule. Location is in the city Centre.

Research Methodology

Research Design

This paper is based on an integrated methodology of exploratory research method and observation techniques. It includes both primary and secondary data. However, emphasis is given more on primary data collection and use. Primary data for this paper have been collected through observational research from personal visits to some ecotourism destinations and in depth discussion with visitors in Sylhet, Bangladesh. Secondary data have been collected from numerous published articles, web based publications, books, institutional documents, and policies. An intensive research work was undertaken to achieve the research objectives.

Sample Size

The size of sample was 79 from different tourism destinations in Sylhet. Non probability sampling is being used to create the survey design as the samples came the people of different professions and different spares of life. Purposive samples of selection of tourists' respondents have been used. Our main focus was on tourists who came from outside of Sylhet division.

Methodology

The method qualitative and quantitative both are used to analyze. It includes both primary and secondary data. However, emphasis is more given on primary data. Data is being collected by questionnaire and analyzed quantitatively. Available literature and published article are consulted for the secondary data reference.

Data Analyzing Tools

The researchers have adopted different types of data analyzing tools such as: Charts, Tables, SFA Matrix and Econometric analysis.

Findings and Analysis

Descriptive Statistics of Demographic Segmentation

Following statistics of gender, marital status and age are given based on this study (Table 16.2):

Table 16.2 Descriptive statistics of demographic segmentation

Gender		Marital status		Age	
Mean	0.443038	Mean	0.177215	Mean	25.89873
Standard error	0.056245	Standard error	0.043236	Standard error	0.922086
Median	0	Median	0	Median	23
Mode	0	Mode	0	Mode	24
Standard deviation	0.499919	Standard deviation	0.384291	Standard deviation	8.195676
Sample variance	0.249919	Sample variance	0.147679	Sample variance	67.1691
Kurtosis	−1.99655	Kurtosis	0.995118	Kurtosis	5.532569
Skewness	0.233804	Skewness	1.723533	Skewness	2.439468
Range	1	Range	1	Range	42
Minimum	0	Minimum	0	Minimum	18
Maximum	1	Maximum	1	Maximum	60
Sum	35	Sum	14	Sum	2046
Count	79	Count	79	Count	79
Confidence level (95.0%)	0.111976	Confidence level (95.0%)	0.086076	Confidence level (95.0%)	1.835731

Source: authors' survey (2020)

Table 16.3 Information gathering medium

Information gathering medium	No. of tourists
Friends and relatives	40
Magazines and guides	9
Media	6
Part of travel package	2
The Internet	16
Travel agency	5
Others	1

Source: authors' survey (2020)

Information Collection Medium

Authors collected data to know about the information gathering medium of the tourists. As this plays a significant role in tourism marketing, to reform a market design the data is needed to know. Following table displays a clear picture of information gathering medium (Table 16.3).

From the table above, it can be seen that most of the tourists (40 out of 79) got informed from friends and relatives, which is more than 50%. Then the second most preferred medium is the Internet. But the difference between these two medium is very large. Number of tourists gathered information from magazines and guides, media, part of travel package, travel agency and others are 9,6,2,5 and 1 respectively. This is clear that there are many scopes to improve some sectors through new marketing design. There was an option in the questionnaire about "fairs and exhibitions". No tourists have chosen this as a medium. So it is obvious that tourism fairs/exhibitions can be arranged to attract more tourists.

Booking

Tourists were asked about the information gathering medium. From where, they get to know about the place. Authors found that people gathered information from different sources such as travel agency, friends and relatives, the Internet and others.

The graph below shows that most of the tourists (41.77%) booked through travel agency. A good number of tourists (40.51%) influenced and also got booking help by friends and relatives. Percentage of tourists booked through the Internet and others are 11.39% and 6.33%, respectively (Fig. 16.1).

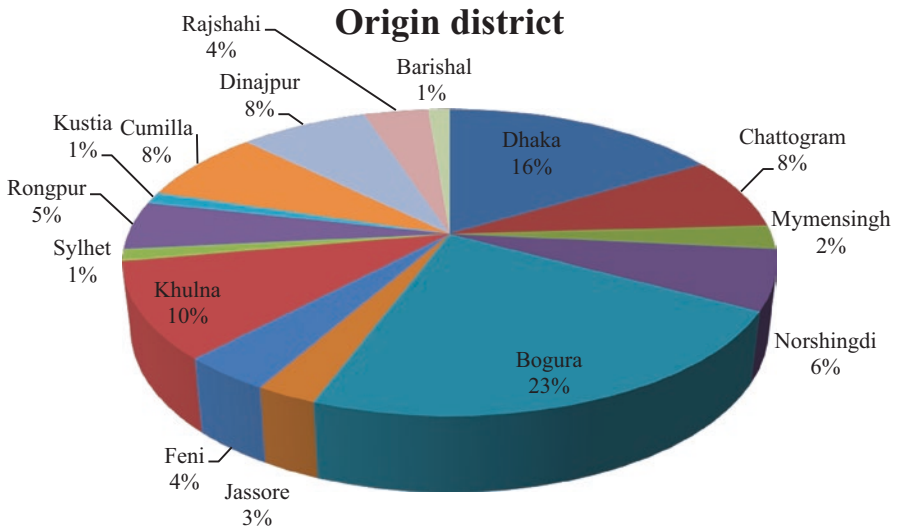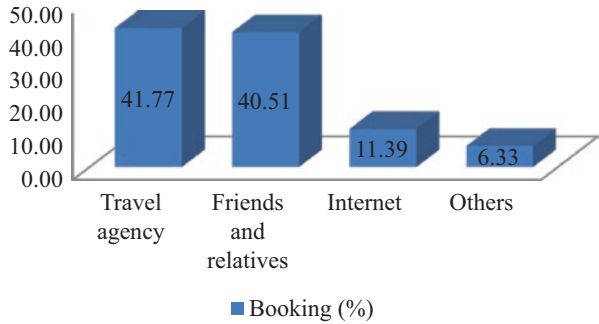**Fig. 16.1** Booking medium. (Source: authors' survey, 2020)

Fig. 16.2 Origin places of tourists. (Source: authors' survey, 2020)

Origin Places

Tourists come to Sylhet from different places. The following Pie chart shows the percentage of tourists that came from different places. Only 1% was from Sylhet (Fig. 16.2).

Means of Transport

Tourists came in Sylhet used different means of transport. Authors tried to explore their preferred means of transport to focus on transport sector in market design.

Means of transport (No. of tourists)
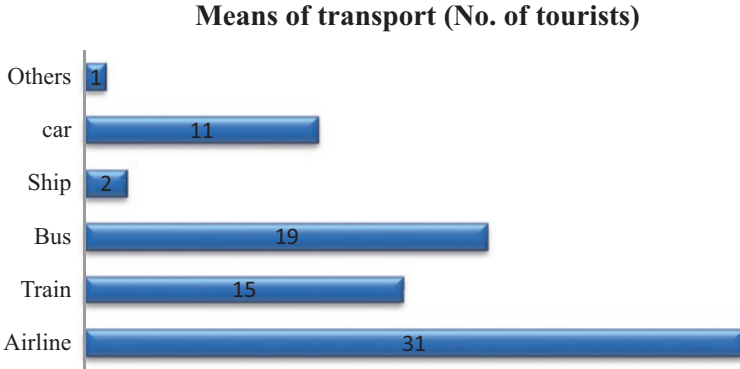
Fig. 16.3   Means of transport. (Source: based on authors' survey, 2020)

According to survey, out of 79 tourists, 31 used airlines to visit destination district from their origin districts. 19 tourists used bus and 15 tourists used train as their means of transport. Out of total tourists, 11 used their personal car. 2 people used ship and only 1 person used other means of transport. According to their opinion, the fare of airlines is affordable and also as they are very busy with their job, they can save time by using airlines. Those who used bus and train opined that fare of bus and train are more affordable (Fig. 16.3).

A good number of tourists used personal car as they think that this is the most convenient way of traveling for them.

Preferred Place of Respondents in Sylhet

There are many tourists' destinations in Sylhet division. This is difficult to decide for tourists if they have very short time for visiting. To know the preference of the tourists, they were asked about the destinations in this division (Fig. 16.4).

Based on our study, out of 79 people, 28 prefer Sreemangol tea garden. They recommend the future tourists to visit this place. On the other hand, very few tourists recommend Rattargul Swam forest. They suggested that those who like adventures, they would get a taste of adventurous tourism in this place. 18 people suggested Shahjalal Majar. Specifically, these people like religious tourism and they hold some belief. 14 and 11 people recommend Jaflong and Bichanakandi respectively. Out of these five places, four destinations (Sreemangol tea garden, Jaflong, Bichanakandi and Rattargul Swam forest) are in ecotourism section and only Shahjalal Majar is in religious tourism section.
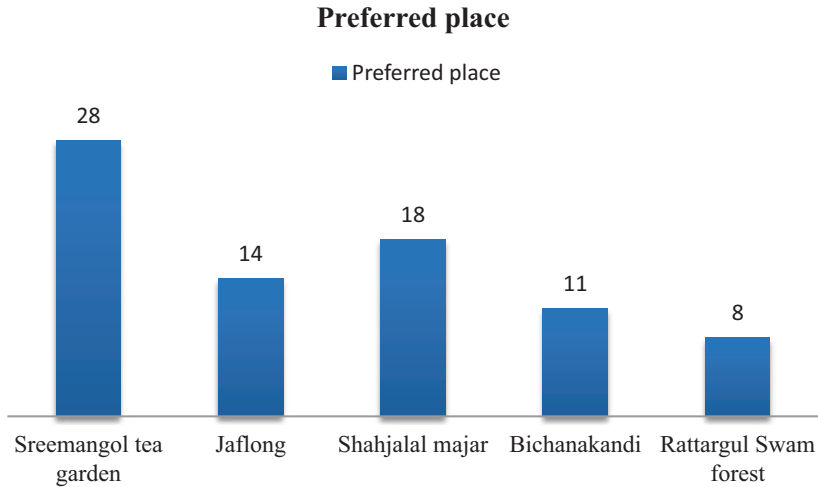
Preferred place

■ Preferred place

Fig. 16.4 Preferred place. (Source: based on authors' survey, 2020)

Table 16.4 Factors of accommodation with scores

	Scores
Staff and owners quality and behavior	3.088607595
Garden and surrounding	3.075949367
Interior arrangement	3.075949367
Cleanliness of accommodation	3.050632911
Facilities and equipment	3.063291139
Overall security of accommodation	2.708860759

Source: based on authors' survey (2020)

Accommodation

Accommodation is one of the important factors in tourism industry. Accommodation as a tourism product has to reflect the vital components of any business product. Accommodation means a place where tourist can find food & shelter provided s/he is in fit position to pay for it. There are various types of accommodation from a five-star deluxe hotel to a normal budget class hotel. Many changes have taken place in accommodation recently.

The following table shows some elements related to accommodation in the case of visiting tourists' destinations in Sylhet division (Table 16.4).

Table 16.5 Descriptive statistics of services

Customer service		Behaviour and professionalism	
Mean	3.253164557	Mean	2.86075949
Standard error	0.15856828	Standard error	0.14936214
Median	4	Median	3
Mode	4	Mode	3
Standard deviation	1.409385704	Standard deviation	1.32755972
Sample variance	1.986368062	Sample variance	1.7624148
Kurtosis	−1.153830997	Kurtosis	−1.1535599
Skewness	−0.352171737	Skewness	0.0597983
Range	4	Range	4
Minimum	1	Minimum	1
Maximum	5	Maximum	5
Sum	257	Sum	226
Count	79	Count	79
Confidence level (95.0%)	0.315685196	Confidence level (95.0%)	0.29735717

Source: based on authors' survey (2020)

Restaurants

Services

Services provided from restaurants such as customer service, behavior and professionalism play important role to attract tourists. Authors attempted to focus on these factors. Descriptive statistics of customer service and behavior and professionalism are given below (Table 16.5).

Products

Products such as food and drinks, café or bard are the main factors of restaurants for tourists. Descriptive statistics based on authors' survey are given in below (Table 16.6).

Additional Interior Factors

Restaurants also have some additional interior factors such as interior design of restaurants and cleanliness. These factors are like ornaments of the restaurants. These help to increase reputation of the restaurants (Table 16.7).

From the above table of descriptive statistics for interior factors of restaurants we can conclude that the present scenarios of these factors are good enough based on our study. However, there is also scope for further improvement. Authorities can focus on especially interior design to make their restaurants unique from others.

Table 16.6 Descriptive statistics of products

Food and drinks		Café or bars	
Mean	2.94937	Mean	3.06329
Standard error	0.17082	Standard error	0.14674
Median	3	Median	3
Mode	1	Mode	3
Standard deviation	1.51825	Standard deviation	1.30425
Sample variance	2.3051	Sample variance	1.70107
Kurtosis	−1.4003	Kurtosis	−1.0597
Skewness	0.04255	Skewness	−0.0131
Range	4	Range	4
Minimum	1	Minimum	1
Maximum	5	Maximum	5
Sum	233	Sum	242
Count	79	Count	79
Confidence level (95.0%)	0.34007	Confidence level (95.0%)	0.29214

Source: based on authors' survey (2020)

Table 16.7 Descriptive statistics on other interior factors

Interior design of restaurants		Cleanliness	
Mean	3.05063	Mean	3.02532
Standard error	0.15901	Standard error	0.15703
Median	3	Median	3
Mode	2	Mode	4
Standard deviation	1.4133	Standard deviation	1.39573
Sample variance	1.9974	Sample variance	1.94807
Kurtosis	−1.3105	Kurtosis	−1.2407
Skewness	0.10402	Skewness	−0.1623
Range	4	Range	4
Minimum	1	Minimum	1
Maximum	5	Maximum	5
Sum	241	Sum	239
Count	79	Count	79
Confidence level (95.0%)	0.31656	Confidence level (95.0%)	0.31263

Source: based on authors' survey (2020)

Outdoor Factors

Garden and surrounding is one of the important factors of restaurants. Though it is an outdoor factor, but to achieve a good ranking, authorities should focus on it also. Following table shows the descriptive statistics for this factor based on our survey (Table 16.8).

Table 16.8 Descriptive statistics of outdoor factors

Garden and surrounding	
Mean	2.974683544
Standard error	0.138352484
Median	3
Mode	3
Standard deviation	1.229703774
Sample variance	1.512171373
Kurtosis	−0.735411104
Skewness	0.006786844
Range	4
Minimum	1
Maximum	5
Sum	235
Count	79
Confidence level (95.0%)	0.275438637

Source: based on authors' survey (2020)

Table 16.9 Banking facilities

	Availability of banks (%)	ATM Booth (%)	Use of credit card (%)
Poor	30.37975	22.78481013	6.329113924
Average	20.25316	27.84810127	26.58227848
Good	20.25316	18.98734177	31.64556962
Very good	16.4557	15.18987342	17.72151899
Excellent	12.65823	15.18987342	17.72151899

Source: based on authors' survey (2020)

Banking Facilities

Bank plays an important role in economy. The primary function of banks is to accept deposit. When people need money, they can withdraw from their deposits. Tourists need money during traveling. It is not safe for all tourists to carry cash with them (Table 16.9).

Nowadays people withdraw money only when they need. That's why availability of bank, ATM booth and use of credit card are necessary for the tourists in tourism destinations. From the above table, we can have a clear picture about banking facilities. 12.66%, 15.19% and 17.72% tourists opined that availability of bank; ATM booth and credit card usage respectively were in excellent category. However, 30.38%, 22.78% and 6.33% tourists opined completely in different way. The percentage of 'good' and 'very good' categories in these three sections are well enough according to our survey.

Table 16.10 Other amenities

	Swimming pool	Petrol pump	Park
Poor	18.98734177	29.11392405	16.4557
Average	12.65822785	8.860759494	15.18987
Good	27.84810127	17.72151899	21.51899
Very good	24.05063291	24.05063291	17.72152
Excellent	16.4556962	20.25316456	29.11392

Source: based on authors' survey (2020)

Other Amenities

When tourists go to visit a place and stay overnight, then they search for other amenities such as swimming pool, petrol pump, park etc. Authors tried to explore the opinion related to these amenities (Table 16.10).

According to authors' survey, 16.46%, 20.25% and 29.11% tourists told that the service of swimming pool, petrol pump and park respectively are in 'excellent' category. However, these services are poor mentioned by 18.99%, 29.11% and 16.46% tourists.

Regional Specialty

Local Transport

Local transport is an important mode of communication. It plays a vital role in tourism. The respondents were asked about the satisfaction level related to local transport. 49, 16 and 2 respondents opined that local transports' services are good, very good and excellent respectively. However, 12 respondents delivered a different opinion where 8 and 2 respondents opined that the services of local transport are average and poor respectively (Fig. 16.5).

Cultural Event

Cultural event is another factor which has influences on tourism satisfaction. Most of the respondents (86.608%) did not get any cultural event during their visit. 8.861% and 2.532% opined the cultural event as good and very good respectively (Fig. 16.6).
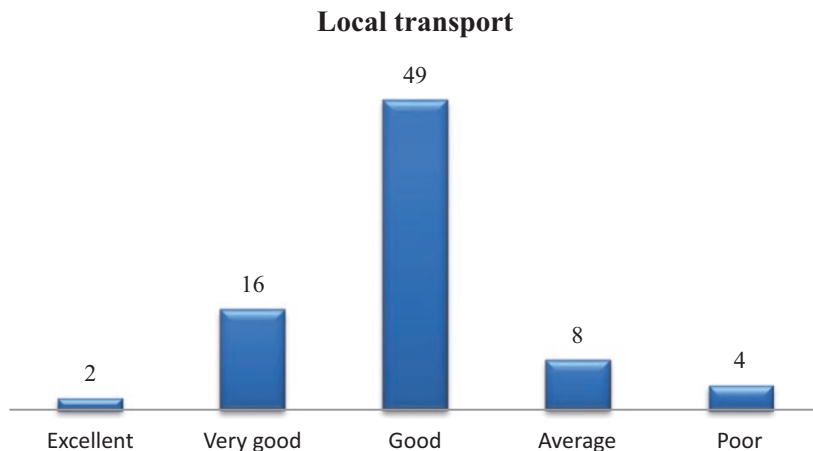
Local transport

Fig. 16.5 Local transport. (Source: based on authors' survey, 2020)
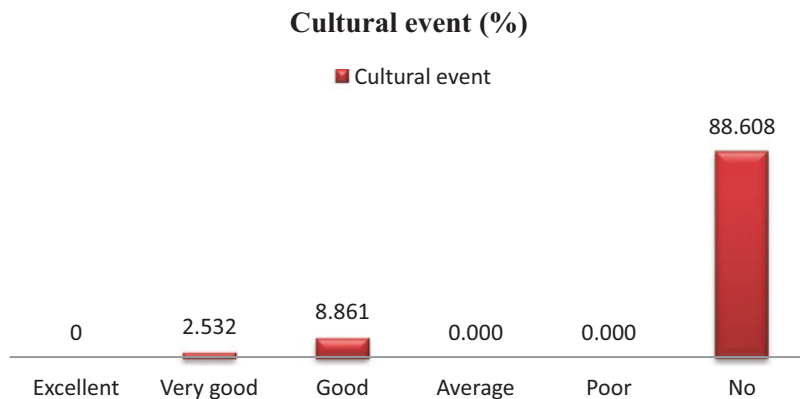
Cultural event (%)

Fig. 16.6 Cultural event (%). (Source: based on authors' survey, 2020)

Shopping Mall and Exhibition Center (Fig. 16.7)

Generally, when tourists come to visit a new place, they plan to shop. Respondents were asked about services of shopping mall and exhibition center. A good number of respondents (54.430%) opined the service was good. According to 25.316% and 1.266% respondents, the services were very good and excellent respectively. Only a few respondents (2.532%) told that the service was poor. 1.266% respondents did not visit any shopping mall and exhibition center.

Shopping mall and exhibition centre(%)

No	1.266
Poor	2.532
Average	15.190
Good	54.430
Very good	25.316
Excellent	1.266

Fig. 16.7 Shopping mall and exhibition center (%). (Source: based on authors' survey, 2020)

Fig. 16.8 Scores about the tea garden's beauty. (Source: based on authors' survey, 2020)

Tea garden's beauty (%)

No 0%
Poor 35%
Excellent 21%
Very good 13%
Good 13%
Average 18%
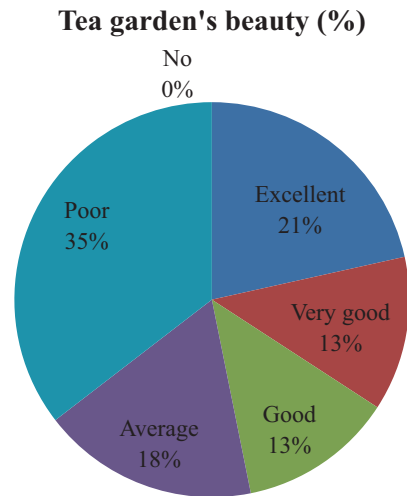
Tea garden's Beauty (Fig. 16.8)

Most of the tourists come to Sylhet only to visit the tea garden. Tea garden's beauty is one of the vital factors of tourism in Sylhet. Respondents were asked question to know about tea garden's beauty. 21%, 13% and 13% respondents opined that the beauty of tea garden was excellent, very good and good respective. 18% respondents told that the beauty is as usual whereas 35% respondents opined that the tea garden's beauty is poor. They think that there is scope for improving in this section.
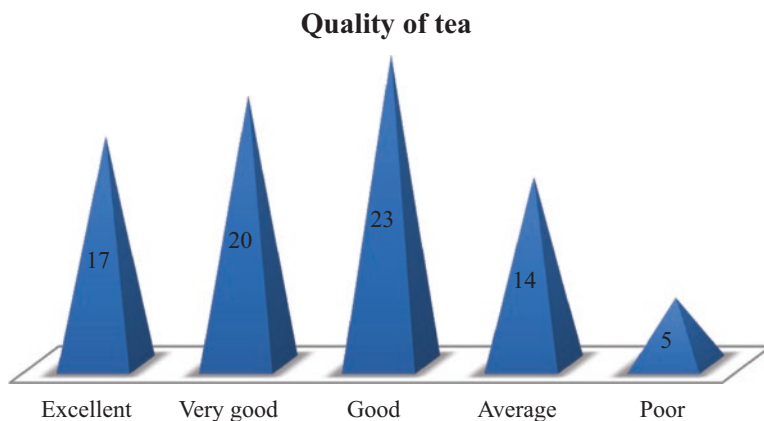
Fig. 16.9 Quality of tea. (Source: based on authors' survey, 2020)

Quality of Tea

Tea gardens of Sylhet division are largest and well-known tea gardens in Sylhet. Tourists often come to buy tea from the tea gardens directly. Respondents were asked that why did they come to tea garden to buy instead of purchasing from market and how is the quality of tea. To answer this question most of the respondents replied positively. As a reason of purchasing directly, they said, "we are not getting pure tea from the market. But from here, we can get pure and good flavored tea. That is why, we come here to purchase." 17, 20 and 23 people opined the quality of tea as excellent, very good and good whereas only 5 people opined as poor. 14 people told that the quality of tea is as usual (Fig. 16.9).

Taste of Tea

Respondents were asked about the taste of tea. More than 55% people replied positively regarding the taste of tea. 22.78%, 16.46% and 16.46% people opined the quality of tea as excellent, very good and good whereas only 20.25% people opined as poor. However, 24.05% people stated that the taste of tea is average i.e. as usual. They just bought as they came to Sylhet. They did not come here to purchase the tea only. Main purpose was to visit the tourism destinations of Sylhet (Fig. 16.10).

Diversity of Tea

There are many tea gardens in Sylhet. Teas are also different in different tea gardens i.e. there is the existence of diversity of tea. Respondents were asked about the diversity of tea. A good number of people (31.65%) stated that they tasted a good number of diversities of tea (Fig. 16.11).
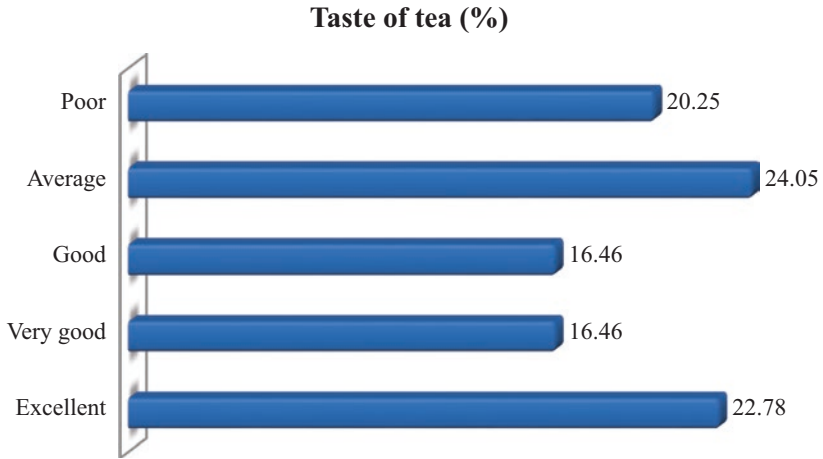
Taste of tea (%)

Fig. 16.10 Taste of tea. (Source: based on authors' survey, 2020)
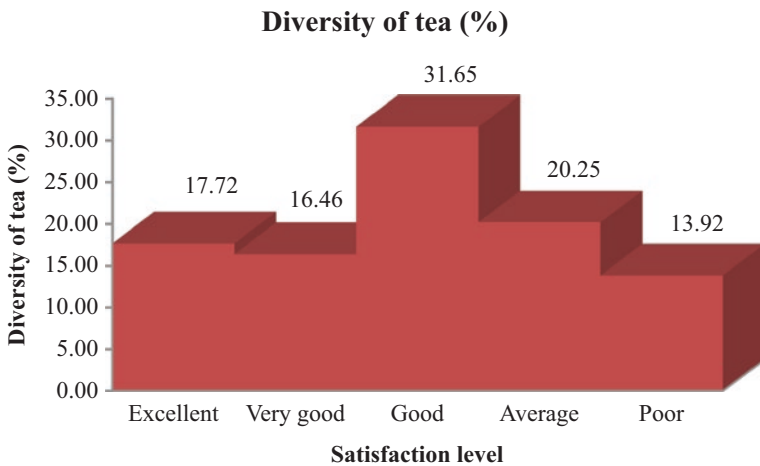
Diversity of tea (%)

Fig. 16.11 Diversity of tea (%). (Source: based on authors' survey, 2020)

17.72% and 16.46% people opined that the diversities of tea are excellent and very good. Only 13.92% respondents' replies were negative. They scored the diversity as poor. However, 20.25% stated that the diversity is as usual.

River or Lake Quality

Sylhet division is rich in river and lake. Some tourists usually prefer to visit the river and lake as they can enjoy boating and fishing. The bubble diagram below shows the fact. Out of 79 respondents, 18, 18 and 17 people opined that the river or lake
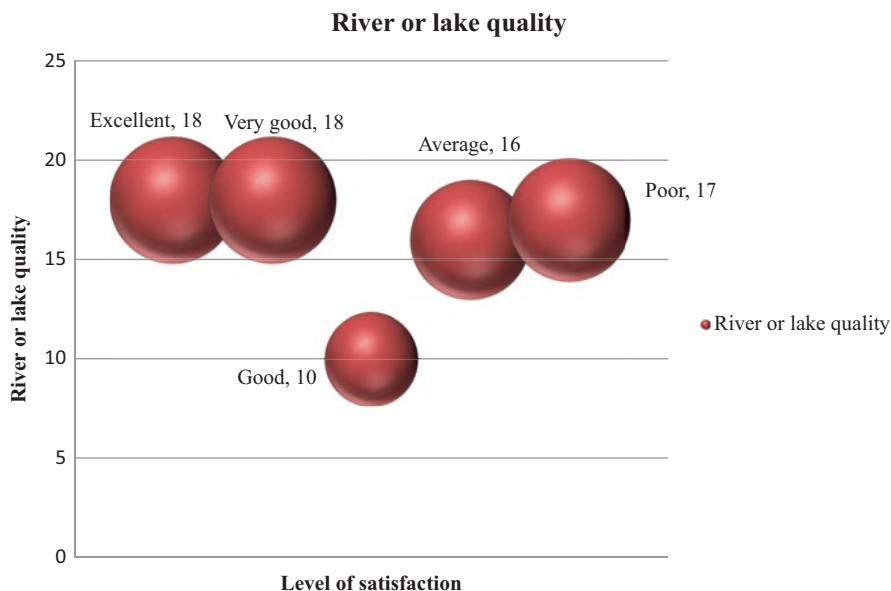
Fig. 16.12 River or lake quality. (Source: based on authors' survey, 2020)

qualities are excellent, very good and good respectively, whereas only 17 people opined the quality as poor. However, 16 people mentioned that the quality of river and lake is as usual (Fig. 16.12).

Waterfall Beauty and Quality

Waterfall or fountain is one of the most important factors of tourism in Sylhet. Tourists from other divisions and other countries enjoy the natural hilly waterfalls in Sylhet. Respondents were asked about the beauty and quality of the waterfalls. 18.99% people said, "Excellent". 22.78% and 26.58% respondents scored this factor as very good and good respectively. However, 8.86% and 22.78% opined this factor as 'average' and 'poor'. They mentioned that the maintenance of this natural resource is not good enough. To promote the waterfalls beauty, a proper strategic plan is needed for the maintenance (Fig. 16.13).

Boating, Fishing and Nightlife

The following table shows the statistics of boating, fishing and nightlife in Sylhet. Impression of a good number of people (21) regarding boating was excellent, whereas 13 people scored the boating as poor. They also mentioned their logic for negative comment. They highlighted the facts of poor management system of the
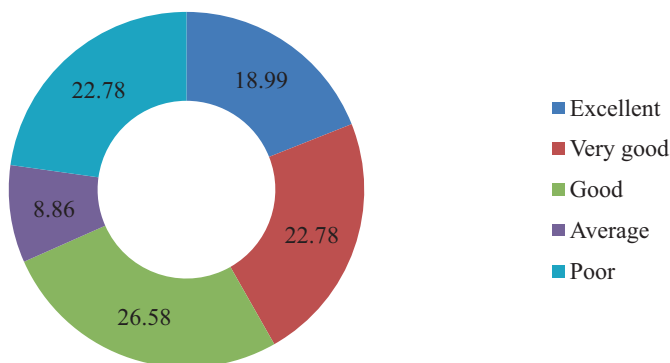
Waterfall quality (%)

Fig. 16.13 Waterfall quality (%). (Source: based on authors' survey, 2020)

Table 16.11 Boating, fishing and nightlife

	Boating	Fishing	Nightlife
Excellent	21	22	12
Very good	16	20	19
Good	11	13	21
Average	18	11	13
Poor	13	13	14

Source: based on authors' survey (2020)

authority. Most of the boats are very old. Authority should replace with new boats. Otherwise, unexpected accidents may occur. However, 16 and 11 respondents scored the boating as very good and good respectively (Table 16.11).

Fishing is another leisure activity that is enjoyed by tourists much. Out of 79 respondents, 22,20 and 13 respondents opined fishing as excellent, very good and good respectively, whereas 11 and 13 respondents opined as average and poor respectively.

Tourists enjoy nightlife in Sylhet. 12 respondents scored nightlife as 'excellent'. 19 and 21 tourists mentioned that nightlife is very good and good respectively. 13 and 14 respondents stated that their experience regarding nightlife is average and poor respectively.

Nature and Historical Sites

Tourists often come to Sylhet to enjoy nature and historical sites. Authors tried to explore the satisfaction level of these two factors in Sylhet. As we can see from the column diagram, 31 people opined that historical sites are good and 11 people opined that nature is good in Sylhet. 21 and 14 respondents scored these two factors

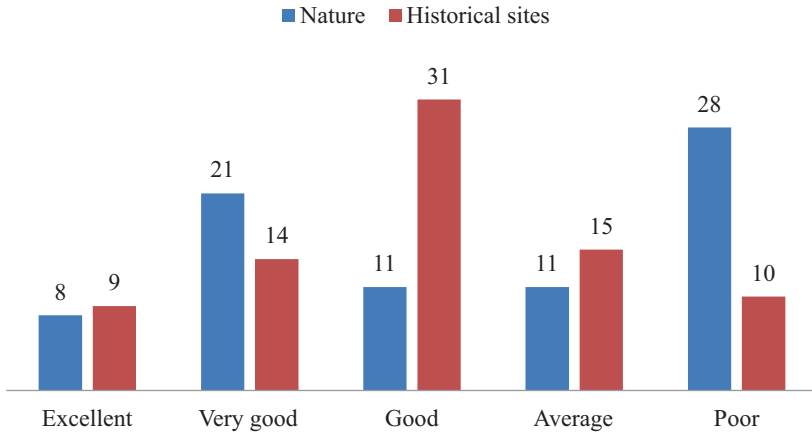## Satisfaction level of the destination

■ Nature   ■ Historical sites

Fig. 16.14 Overall satisfaction level of the destination. (Source: based on authors' survey, 2020)

Table 16.12 Opinion on behavior- professionalism and local lifestyle

	Behaviour and professionalism	Local lifestyle
Excellent	16	12
Very good	19	16
Good	15	15
Average	12	17
Poor	17	19

Source: based on authors' survey (2020)

as good in nature and historical sites respectively. 8 tourists scored nature as excellent in nature and 9 tourists scored historical sites as excellent (Fig. 16.14).

28 tourists scored nature as poor and 10 tourists scored historical sites as poor. On the other hand, 11 people stated that nature is as usual and 15 mentioned historical sites as 'average'.

Behavior- Professionalism and Local Lifestyle

The table above shows the statistics of two significant factors in Sylhet. Behavior and professionalism is a psychological factor of tourism. People often think about it before visiting a place. Tourists also justify local lifestyle from their security viewpoints (Table 16.12).

Behavior-Professionalism and Local Lifestyle

Impression of a good number of people (19) regarding behavior and professionalism was very good, whereas 17 people scored this factor as poor. They also mentioned their logic for negative comment. They highlighted the facts of poor professionalism of the authority. Behavior of the staffs are not good enough. Authority should take into account to improve this section. However, 16 and 15 respondents scored the behavior and professionalism as excellent and good respectively.

Local lifestyle is another important factor that can influence the tourists. Out of 79 respondents, 12, 16 and 15 respondents opined local lifestyle as excellent, very good and good respectively, whereas 17 and 19 respondents opined as average and poor respectively.

Walking-excursion and availability & quality of photographers.

The following bubble diagram displays two important factors. One is walking & excursion. And another one is quality of photographers. The color of the bubbles represents different categories i.e. light gray color shows availability and quality of photographers and deep gray color shows walking and excursion. And the size shows the number of the people. Greater numbers indicate big bubbles and smaller number indicate small bubble (Fig. 16.15).
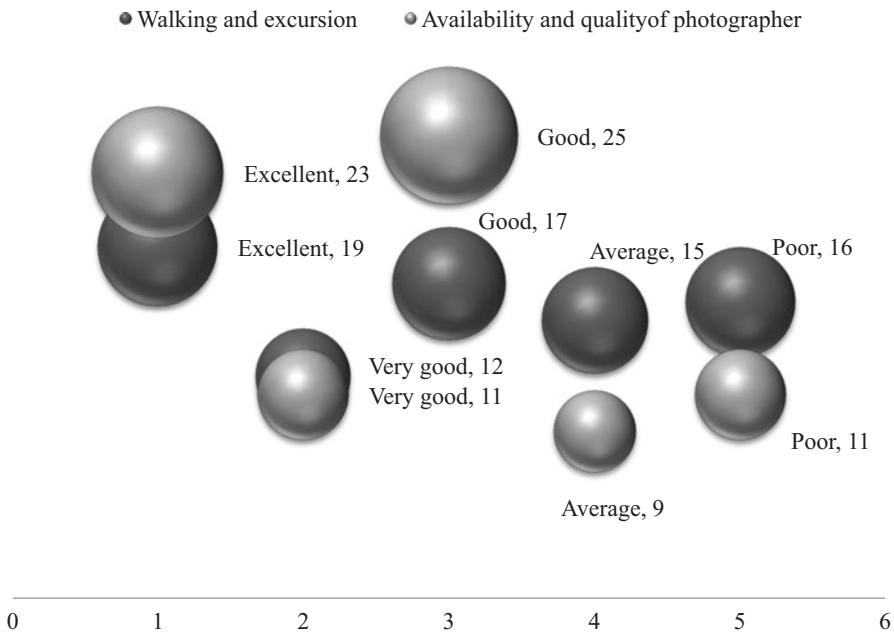

Fig. 16.15 Walking & excursion and availability & quality of photographer. (Source: based on authors' survey, 2020)

The respondents were asked about the satisfaction level related to walking and excursion. 17, 12 and 19 respondents opined that the places are good, very good and excellent for walking and excursion respectively. However, 31 respondents delivered a different opinion where 15 and 16 respondents opined that the places are average and poor for walking and excursion respectively.

Now-a-days, photography is one of the significant factors related to tourism. People want to save memories when they visit a place. There is a tendency to share their activities through social media such as Facebook, twitter, Instagram etc. To explore the satisfaction level regarding photography, respondents were asked based on Likert method. A good number of respondents (23) opined the service was excellent. According to 11 and 9 respondents, the services were very good and average respectively. Only a few respondents (11) told that the service was poor.

SFA Matrix

Authors construct SFA matrix to analyze strategic possibilities. From the total score of suitability, we can see that suitability score of option 2 is greater than option 1. However, option 1's score is greater than option 2's score in both feasibility and acceptability cases. And score of option 1 is greater than score of option 2 (Table 16.13).

Though our SFA matrix shows that terrestrial places are more preferred to the people, we can realize that the scores are very nearer. And we can conclude that both

Table 16.13   SFA matrix

	Option 1 (Terrestrial)	Option 2 (Fresh water)
Suitability		
Beauty/nature	3	4
Quality	4	3
Additional quality	3	4
Diversity and nightlife	3	3
Total	13	14
Feasibility		
Cost	3	3
Behavior and professionalism	4	3
Others	3	3
Total	10	9
Acceptability		
Satisfaction and recommendation	5	4
Security	3	3
Total	8	7
Gross total	31	30

Source: measured by the authors based on survey (2020)

Table 16.14 Output of Ordinary Least Square regression result

```
    Source |       SS           df       MS      Number of obs   =        79
-----------+----------------------------------   F(7, 71)        =      3.41
     Model |  18.8434952         7   2.69192789   Prob > F        =    0.0034
  Residual |  56.0425808        71   .789332123   R-squared       =    0.2516
-----------+----------------------------------   Adj R-squared   =    0.1778
     Total |  74.8860759        78   .960077897   Root MSE        =    .88844


              recommendations |   Coef.    Std. Err.      t    P>|t|    [95% Conf. Interval]
------------------------------+--------------------------------------------------------------
               fountainquality |  .1812777   .0756292    2.40   0.019    .0304773    .332078
             riverorlakequality |  .2150667   .0722967    2.97   0.004    .0709111   .3592223
              teagardensbeauty | -.0279548   .0671256   -0.42   0.678   -.1617995   .1058899
                       boating | -.1510777   .0746874   -2.02   0.047   -.3000002  -.0021552
                       fishing | -.1704938   .0727031   -2.35   0.022   -.3154596   -.025528
 overallqualityofaccomodation | -.0595332   .0770268   -0.77   0.442   -.2131204   .0940539
  overallqualityofrestaurants |  .0893652   .0699198    1.28   0.205   -.0500509   .2287814
                         _cons |  1.773122   .6075837    2.92   0.005    .5616346    2.98461
```

Source: based on authors' survey (2020)

type of places are chosen by the people. It just varies person to person. People may have different opinions and perceptions about the tourism destinations.

Econometric Analysis

Overall, the econometric model of this research is significant. Individuallly, P-values of fountain/waterfall quality, river or lake quality, boating and fishing are 0.019,0.004,0.047 and 0.022 respectively which implies individual significances (Table 16.14).

The coefficients of waterfall, river-lake, and restaurant quality are positive which refers that if the quality expands, the recommendations will be higher. Authorities should focus on these sectors to improve to attract more tourists.

Recommended Market Design for Tourism Products and Services

This research designs a product development structure for tourism products and services based on four elements:

Table 16.15 Market design for tourism products and services

	Existing products and services	New products and services
Existing market	Tourism market penetration More cafés and bars establishment Expand the use of credit card in existing shops Increase the beauty of garden and surroundings Establish more toilets as well as bathrooms for tourists Open more ATM booths near destinations.	Tourism products and services development Establish breast feeding corner near the destinations Separate diaper changing zone in the area of bathrooms Keep separate bins for different trashes such as plastics, paper, steels etc.
New Market	Tourism market development Online selling/booking of tea from various tea gardens Transportation booking facilities through online	Tourism products and services diversification Establish some money exchange center for foreign tourists Set up fitness zone near destinations to expand health care market Establish some mini parks for babies near destinations.

Source: developed by authors (2020)

- Tourism market penetration: Sell more of existing products to an existing market
- Tourism products and services development: Sell a new product or service to an existing market
- Tourism market development: Sell existing products or services to new market
- Tourism products and services development: Sell new products or services to new market (Table 16.15).

Conclusion

Bangladesh is trying to enhance its economy by the best usages of its natural resources. And that's why the government of Bangladesh declares tourism industry as one of the thrust sectors, moreover declared 2016 as tourism year.

Ecotourism has the golden opportunity to contribute to our national economy, except to the eastern hilly region almost all over the country lies in the active delta part. Naturally, Bangladesh is covered by mangrove forest, wetlands, rivers, hills, wild lives, tea gardens, beaches, green forests and also by archaeological and cultural heritage. Ecotourism often remains in the backseat in Bangladesh because for several reasons. Lack of proper accommodation, policy making, transportation facilities, knowledge and training about ecotourism are extremely responsible for environmental degradation. Moreover, climate change is one of the significant issues. From that purposes, social and cultural phenomenon of the local communities are obstructed. To identify the problems and prospects of ecotourism in Bangladesh, we contributed several aspects in this paper.

Firstly, the major contribution of our study is to explore the present scenario of Sylhet division which is one of the most significant tourism destinations of our

country. We have done in-depth analysis in this purpose. Secondly, we have focused on regional specialty. No studies have been done so rigorously like our one. Thirdly, we have calculated SFA matrix based on our survey to discover the suitability, feasibility and acceptability of tourism industry in Bangladesh. Fourthly, we have done econometric analysis to sort out the principle factors that are affecting tourists' satisfaction and recommendation about the certain place. Lastly, to shed light on product development strategy, we developed a market design as policy recommendations.

People who implement and participate in ecotourism activities should adopt the following ecotourism principles:

- Minimize physical, social, behavioral, and psychological impacts;
- Build environmental and cultural awareness and respect;
- Provide positive experiences for both visitors and local people;
- Provide direct financial benefits for environmental conservation;
- Generate financial benefits for both local people and private industry;
- Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates;
- Design, construct and operate low-impact facilities.

It is essential to develop central strategic plans by the government to portray what needs to be done, the authorities responsible for the actions to be taken, and the roles and responsibilities of the relevant authorities. It is also necessary to maintain the service quality of the transportation service providers, tour operators, guides and most importantly the accommodation providers. This can be done by the National Hotel and Tourism Training Institute. It can expand their training facilities all over the country and ensure world class standards of this service based industry. All airlines, water, and land transportation service providers; and tour operators might be brought under tight scrutiny and performance evaluation. Bangladesh is richer than many other countries in its natural, historical and archaeological heritages. However, this fact is not yet reaching the majority of the foreign tourists; as a result, Bangladesh is still its nascent stage of flourishing as an ecotourism destination.

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Chapter 17
Market Design for Sustainable Tourism Products and Services

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Abstract In a rapidly changing, advanced, and globalized world, tourism considers one of the evidential economic growth factors. The chapter shed light on the value of tourism marketing and explore the tourism industry's marketing mix. Furthermore, it investigates tourism products and services deeply in terms of their nature (e.g. accommodation, transportation, food & beverage, and ancillary services), elements of tourism products and the current state, and the imprtance of investment in developing the tourism products and services. The chapter also discusses sustainability in tourism products from three different aspects; environmental, economic, and social-cultural. The latter part argues for tourism products' role in supporting economies without disrupting local cultures and the ecological foundation. Since all industries, included the tourism industry, have a distinct market design to promote products and services. Therefore, the investigation outlines a market design with a wide range of marketing tools, techniques, and strategies that Bangladesh can use to promote the tourism industry in terms of quantity and quality. The chapter also analyzes the current state of the tourism market, the attraction level of tourism products and services in Bangladesh, and the tourism markets potentiality from global perspective. The methodology part used secondary data to develop the conceptual analyses of the theoretical aspects of sustainable tourism products and services. This study's findings would help academicians, students, policymakers, marketers, tourist agencies to identify a combination of marketing tools and strategies that can help them to make acceptable resource utilization policy for maximum return with achieving SDGs. This qualitative chapter boils down much of the previous discussion into a

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concise summary of some key marketing points for promoting potential tourism products and services. Finally, it recommends how to promote potential tourism products and services more effectively and efficiently with sustainable ways to attract both domestic and foreign tourists and ultimately contribute to the economic growth of the country.

Introduction

Did you ever recognize that traveling could make your life better and happier? Your answer will be yes, even though people's perference varies. A travel gives a chance to meet a people from different cultures. It helps to know about historical sites, traditions, cultures, histories, and landscapes. Consequently, people could recognize new things that they never knew before or exist where they live. Overall, what matters is a place where you are planning for a tour. Nevertheless tourism is the key driver of global economic growth (Lee and Chang 2008; Tang and Tan 2015) and it is the fastest growing and the largest industry worldwide. Nowadays, most countries focus on the tourism sector and invest more to expect better returns soon. However, it will not guarantee a sustained return, without considering sustainability in tourism products and services. Bangladesh, South Asian, is a fast-growing developing country in the world, with potential tourism industries such as mountains, deep and mangrove forests, vales, rivers, and the world's longest sea beaches (Nekmahmud et al. 2020). It has stunning sights and historical places that can attract international tourists. Developing tourism products and services is essential for attracting potential domestics and foreign tourists. The tourism industry has a significant impact on the global economy. According to the World Travel & Tourism Council (WTTC), this sector contributed to 10.4% of the global GDP and roughly 10% of the employment rate in 2019[1]. The contributions of this sector in Bangladesh in terms of GDP and employment are 4.3% of GDP and 3.9% of total employment (World Travel and Tourism Council [WTTC] 2019). Therefore, many countries, especially in the developing world, recognize tourism as a sustainable development tool and the key to poverty alleviation. In Bangladesh, there are several archaeological, natural, environmental, cultural and other tourism destinations to attract tourists. The tourism industry emphasizes facilities and services designed to meet the tourist's needs. It's a composite product, as the total of a country's tourist attractions, transport, accommodation and entertainment, resulting in customer satisfaction. Accordingly,

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[1] https://www.wttc.org/economic-impact/country-analysis/country-data/

to the economic impact, new tourism products and services are vital to ensure the tourism industry's sustained development (Henderson et al. 2018; Hjalager 2010). Sustainable tourism products are also crucial for attracting tourists and contributing to SDGs. The tourism industry is also a competitive industry where every country and tourism destination attracts existing and new tourists. Therefore, marketing strategy and market design for tourism products and services are essential to develop the tourism sector and acheive the economic growth.

Previously, scholars only examined the tourist's satisfaction, perception and attitude towards a specific destination in Bangladesh. This chapter highlights different products or services segments in tourism sector, and focuses on tourism attraction products in Bangladesh. Moreover, the chapter addresses the overview and present scenario of sustainable tourism products and services in the developing country and the marketing strategy and product development model needed for the tourism industry. At the same time, this chapter outlines financial investment and development, marketing strategies for the tourism industry in the developing countries. Finally, it identifies potential tourism marketing with some recommendations to develop the tourism products and services level in the developing countries.

The discussion of the chapter would help the academicians, business students, tourist agency, tourism industry, and marketers to know the several categories of tourism products and services, sustainable tourism, sustainable tourism products, marketing strategy, investment and development of tourism products and services.

Tourism Attraction Products in Bangladesh

Bangladesh is rich in natural, historic, and architectural resources. It has many natural, heritage abandoned destinations that attract both domestic and foreign tourists. Natural tourism attractions in Bangladesh include beaches, hills, forests, tribal people, and wildlife of several species[2]. Many medieval heritage sites established during the Muslim and pre-Muslim periods. It also has historical background such as language movements and the war of independence attract many tourists with important heritage abandoned destinations. Tourist activities include angling, water skiing, hiking, rowing, river cruise, yachting, and sea bathing[3]. Figure 17.1 exhibits tourism attraction or destination products in Bangladesh.

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[2] Lonely Planet's Best in Travel 2011. Lonely Planet, 2011.

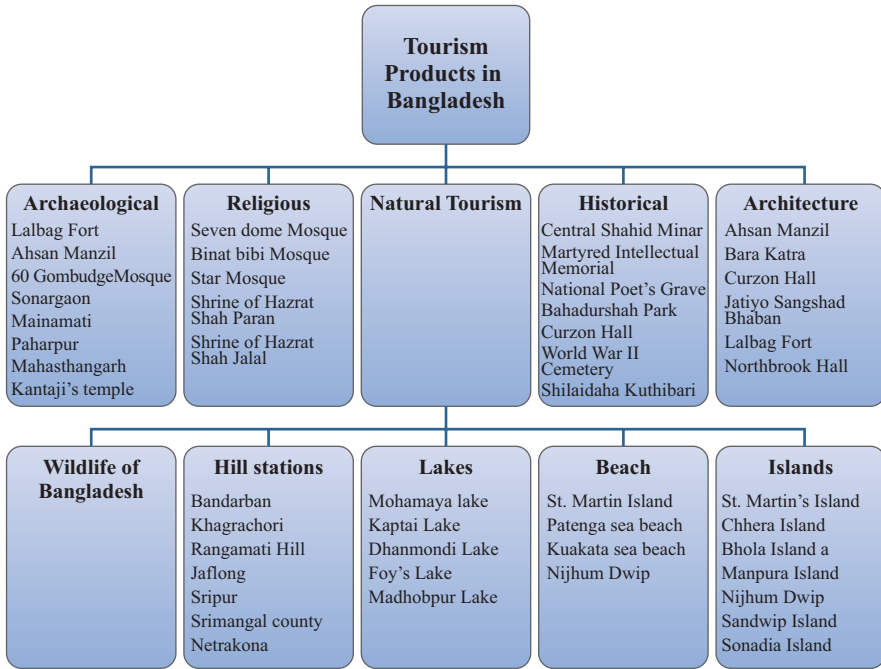[3] Top 10 best value destinations for 2011. Lonely Planet.

Fig. 17.1 At a glance of destinations based tourism products in Bangladesh. (Sources: Elaborated by authors)

Tourism Products and Services

To satisfy the customers' needs is the main goal for any industry and tourism is no exception. Tourism product is defined to fulfill a tourist's needs. Nevertheless, Jovicic (1988) argued that tourist's needs cannot be satisfied without the movement of tourists from the place of residence to the expected destination. Mistakenly, some scholars (Sinitsyn 2015; Hasan et al. 2019; Nekmahmud and Rahman 2018) address that all products are inherently tangible; but products can be able to meet consumers' needs in any way. However, in the tourism industry, products are almost to be part of service (Sinitsyn 2015). Therefore, each tourism industry can be measured as a tourism product by attracting tourists focused on a specific business or leisure business.

The natural tourism products (e.g. infrastructure, mountains, beaches, and climate) and man-made tourism products (e.g. transportation, accommodation, and meals) should have collaborated with professionals employed by tourism service providers for increasing a quality level of the tourism industry (Sofronov 2018). However, The North American Industry Classification System (NAICS) classified tourism into five main sectors such as transportation, accommodation, food and beverage services, recreation and entertainment, and travel services. Thus, each of

these sectors can be considered as a tourism product, whether the purpose of the trip is to execute an official mission (business traveler) or to enjoy time (leisure travel). Similarly, Bangladesh also offers different kinds of tourism products and services such as tourism destinations, transportation, accommodation, food, recreation and entertainment, travel services and so on.

Transportation

Tourism is all about traveling people from one destination to another. Transports are the main factor that tourism depends on to achieve its mission. Where, tourists cannot reach the desired destinations, which may be far from each other without the need to use the available means of transportation in those regions. However, transport cannot only be viewed as a mode of travel; it can be a destination also. In terms of the transport modes, there are three categories to use for traveling purposes; whether by air, sea or land.

Air Transport

According to the Aviation benefit report (2019), the aviation industry has been expanding consciously and the air transport industry is growing faster than any other transport industry. In 2018, airline sector carried around 4.3 billion passengers from all over the world. Air transport plays a crucial role in tourism development and vice versa[4]. During the last decades, the development in air traffic reduced the time & cost of travel and enhanced the capacity, which led to globalize and develop the international tourism industry. Tourists became easily enabled to reach far destinations and isolated islands. Nevertheless, the development of tourism destinations has a positive impact on increasing the efficiency of air transport and generating high revenues (Cristina 2017).

Based on the domain and travel distance, air transportation can be inside the country or region borders (local flights) or between outside borders (international flights). There are two types of flights in terms of timing and destination, the first one is the scheduled flights that operate according to predetermined destination and time. The second type is the charter flights which operate based on special deals and are often negotiable.

Moreover, competition between airline companies could be based on the quality of services offered to tourists (legacy flights) or based on price (low- cost carriers). Finally, Air flights could also be a tourism product in the destination itself such as the sightseeing tours that use hot air Balloons and helicopters for paid tourism tours (Fig. 17.2).
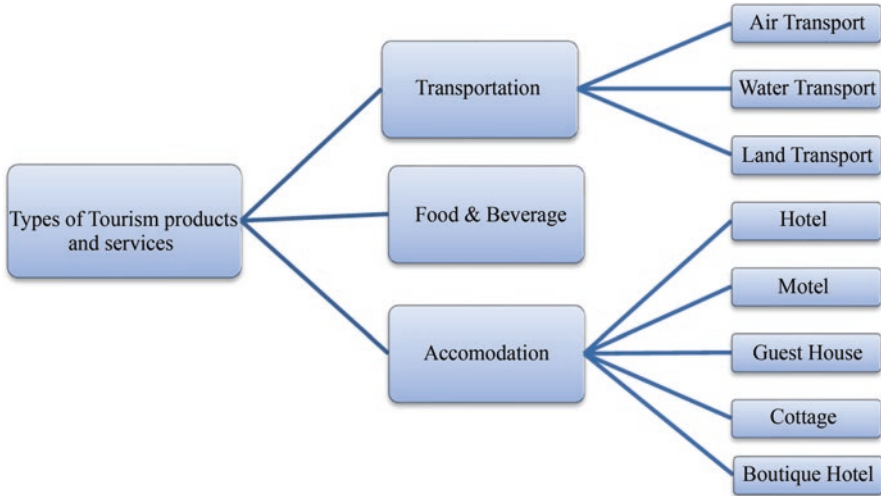
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[4] https://www.icao.int/sustainability/Documents/AVIATION-BENEFITS-2019-web.pdf

Fig. 17.2 Types of tourism products and services. (Source: Elaborated by authors)

Water Transport

Historically, water transport is one of the oldest and most traditional transport modes in the world. It is not only for shipping goods between regions but also for tourism destinations. In this context, water transport has many forms such as cruise ships and ferries which are the most popular and plays the role of a transport route and tourist destination (Truong and Shimizu, 2017). It is used by tourists for pleasure, business, and educational voyages. The main difference between cruise and ferry, the last is most often used for the local trips, where it is used for outlying to the suburbs and towns that can be reached only by water. Cruise is often used for long-distance trips outside the region.

Land Transport

Land transport, also known as ground-based transport, encompasses two forms of transport: Road and Rail. In today's world, road transports such as cars, and buses are considered one of the most transport modes which are used by tourists within a certain region. FlixBus as an example of road-based tourism; where a tourist can visit several European countries by convenience bus during a few days and at an affordable price. On the other hand, taxi cars and ride service companies for example Uber which offer current door to door accessibility are available all over the

world. However, some tourists who are concerned about privacy, freedom and accessibility ease to their destinations; rented cars are the best choice for them.

Food and Beverage

Local Food and beverage are one of the major factor that form and differentiate the national cultural identity of a certain country from others (Okumus et al. 2007). Simultaneously, tourists' knowledge about local cuisine has a big impact on choosing destinations. Therefore, local food and beverage should fulfill tourists' needs and add value to their tourism experience (Sims 2010). On the other hand, Hall and Sharples (2004) defined food tourism as a matter when the main motivation factor for traveling to the desired destination is the food experience. Where tourist visits restaurants, food production places and food festivals, specific food locations to eat his favorite dishes or to look for a new food experience.

Some studies indicate that most tourists would like to eat out while they are traveling, and food consumption settles high in the travel expenditures of tourists (Wolf 2006; Boyne and Hall 2004; Henderson 2004). Moreover, Food and beverage are at the top of the tourist expenditure list and it has an economic positive impact on the food industry from one side, and even, most tourists are selecting their destinations based on their food's interests (Hall and Sharples 2004).

Accommodation

Accommodation is vital for tourists in their travel; they need it to relax and rest along as long as they are traveling. However, the absence of accommodation, makes it difficult for tourists to engage well with their activities (Cooper 2008). Therefore, accommodations concentrate close to the tourists' destinations such as airports, railways, city centers, mountain areas, seaside, and countryside. Hotels consider the main form of accommodation. Moreover, motels, hostels, bed & breakfast, camping sites, tourist holiday and farmhouse accommodations are part of supplementary accommodation. Meanwhile, the latter could be preferable for some tourists due to cost advantage. Besides the price is the crucial factor which can also have an impact on tourist accommodation choice such as facility location and size, services quality and type of visitors (Poudel 2013).

Ancillary Services

There are some other categories of tourism products and services such as conve-
nience, shopping, specialty services, unsought, industrial products, capital, recre-
ation & entertainment, conference, travel service, and culture. Nevertheless, some
research scholars are segmented into other categories, such as tourism products and
services based, natural-based tourism, cultural and community-based, voluntary
and educational, backpackers and youth, and adventure.

Elements of Tourism Products

In principle, every industry is subject to design and develop a product to fulfill the
needs of their potential consumers and similarly, the growth of tourism products
becomes more necessary due to the growth of the tourism industry. Tourism prod-
ucts are defined and elaborated in different ways by different scholars at different
times. For instance, Jefferson and Lickorish (1988) stated that a tourism product is
a combination of physical and service features that are supposed to satisfy the con-
sumer's wants at a given destination. Similarly, tourism is a product that appeals to
tourists pursuing their tour either for their business or for leisure activities (Xu
2010). Therefore, it is very important to confront travelers with a wide variety of
tourism products in the destinations that they make a tour. Furthermore, Smith
(1994) is one of the first scholar who categorized the tourism product into five ele-
ments: physical plant, service, hospitality, freedom of choice, and involvement.
Smith (1994) placed a physical plant at the core of the center with the four other
elements in an outer circle (Fig. 17.3). Accordingly, the outer four elements sim-
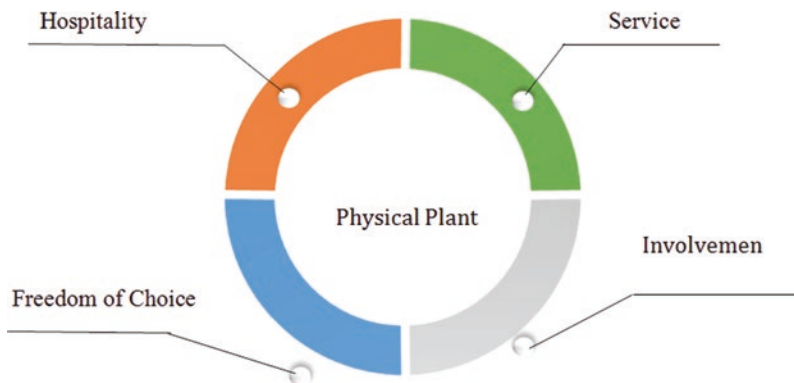plify the practices of tourism production and consumption in which freedom of

Fig. 17.3 Tourism product model based on Smith five basic elements. (Sources: adapted from
Smith 1994)

choice and involvement are considered as inputs in combination with service and hospitality to enhance value to the physical plant in the creation of tourism experiences.

Tourism products production starts with the physical plant, which is tangible and then supported with other four elements such as service, hospitality, freedom of choice, and personal involvement by consumers.

The Physical Plant

It is the fundamental of any tourism product, that includes a site, natural resource (for example, waterfall) or it may be any long term property such as a hotel.

Service

As a physical plant by itself is not an end product, it needs the input of service to avail it ready to be consumed by tourists. In short, it means the performance of particular activities that are required to fulfill the needs of tourists.

Hospitality

It is something extra (improved service) that consumers usually expect despite the provision of quality service. More briefly, it is a special welcome by local citizens to travelers arriving from other areas to their community.

Freedom of Choice

Even though the degree of freedom of choice varies among individuals and also depends on the objective for the tour, it is all about the necessity that travelers have some adequate alternatives to choose and satisfy.

Involvement

In producing tourism products, it is very essential to participate in the consumers and involvement combined with the freedom of choice, kind hospitality, quality service, and a good physical plant that fundamentally assures quality and satisfy tourism products.

Sustainable Tourism Products and Services

Meaning of Sustainable Tourism

The tourism industry needs to focus on sustainable tourism issues through maintaining and protecting the cultural heritage and traditional value of one's area, region, country and ultimately ensure the long-term economic benefits to all stakeholders using optimal environmental resources. Read (2020), defined "sustainable tourism in environmental, economic, and social perspective with mainly emphasizing on it as a means to create a destination better to ensure that the tourism business is sustainable for the long period "[5]. Defining sustainable tourism can be challenging. What does it mean exactly? Sustainable tourism describes the use of tourism to support economies without disrupting local cultures and ecological foundation that the industry and/or activities are founded on. Sustainable tourism has three pillars such as.

Environmental Sustainability

This is more related to the use of metal instead of a plastic one, being aware of the proper use of water, hotel towels reuse, and using cars with no environmental effect.

Economic Sustainability

This recommends tourists to choose locally owned hotels, restaurants, guides and to buy locally produced products.

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[5] https://traveltips.usatoday.com/meaning-sustainable-tourism-2297.html   (accessed: the   24th March, 2020).

Social Sustainability

In social sustainability, tourists must be aware to preserve the local culture of the place where they are visiting. For example, do not photograph people or their assets without permission and do not complain about a place being dirty, instead of respecting the people, heritages, and cities of the place you are traveling.

Sustainable Tourism Products

The concept of a "sustainable tourism product" is a broad term and it understood that the use of scarce resources in an environmentally accountable, socially reasonable and economically feasible way, so that users of the product can meet their present needs without compromising forthcoming generations from being able to use the same resources (Font 2005: P.9). This concept of sustainable tourism products is more similar with the most commonly used and original meaning of sustainable development as reported in World Commission on Environment and Development (1987: p.37), i.e. sustainable development is "a process to meet the needs of the present without compromising the ability of future generations to meet their own needs". Sustainable tourism products are therefore about making a better life for the coming generation in a more feasible way (Fig. 17.4).

Sustainable tourism products need the commitment of all pertinent concerned parties, as well as strong government commitment to ensure that tourism products are meeting their target in both economic, environmental and socio-cultural aspects. Furthermore, every stakeholder must assure that tourism products are contributing sustainably to the well-being of those individuals living in tourism regions for a long time.

Moreover, the tourism industry is given more emphasis on SDGs targets 8 and 9 as it is very important to develop and implement policies to promote sustainable tourism that creates employment and stimulates local culture and products (UN 2015). Even if Bangladesh wants to develop the tourism industry and attract more foreign tourists, the government should invest in sustainable tourism and eco-tourism (Nekmahmud 2020).

Marketing Mix in Tourism Industry

The marketing mix for any product consists of 4Ps (Product, price, promotion, and place). While tourism products are services in their nature and to guarantee high levels of quality in delivering services, Booms, Bernard and Bitner (1981) added three more elements (People, Process and Physical Evidence), which form up the service marketing mix concept or 7Ps.
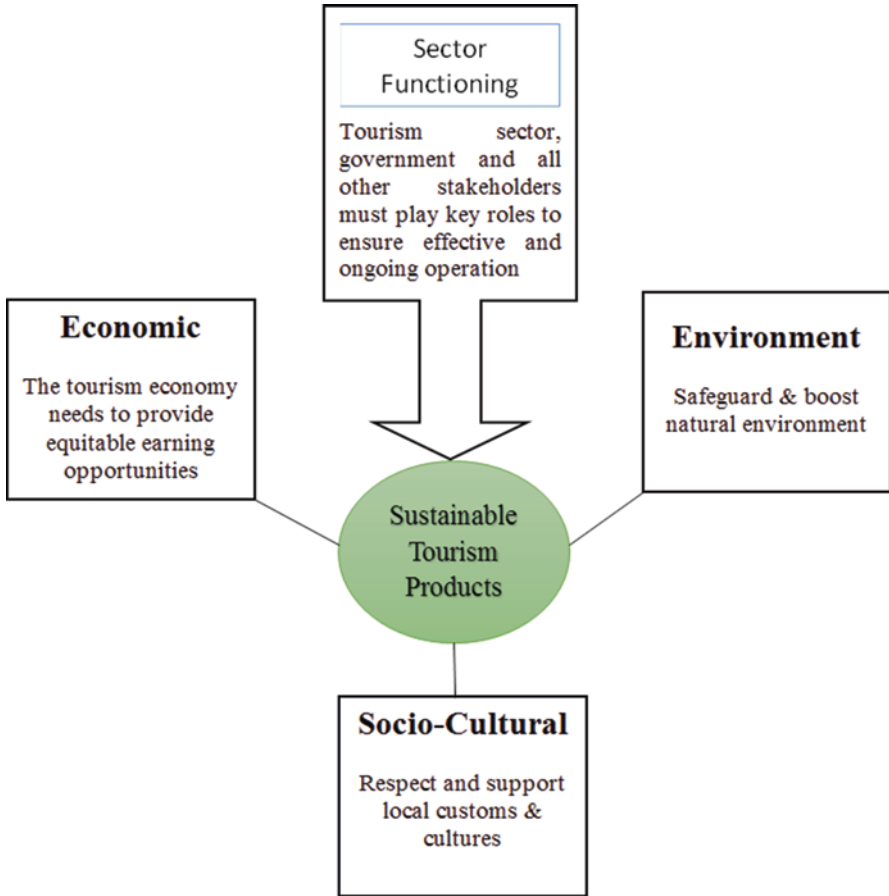
Fig. 17.4 Sustainable tourism products. (Sources: Elaborated by authors)

Product

In the tourism industry, the product includes all the elements (Accommodation, Transportation, Food and Entertainment) that help tourists to get value and achieve high levels of satisfaction during their travel, either are these elements tangible or intangible (Dolnicar and Ring 2014).

Price

This is the amount of money that a tourist pays in his/her travel experience in exchange for the obtained service or product. The price of tourism products depends on some factors such as the location of the destination, seasonality of the product, operating costs, profit margins, and competitors' price.

Promotion

This is the technique that is used to educate, persuade, and motivate people to take tourism experience and to buy tourism products and services during their travel. There are different modes used for tourism promotion purposes. For instance, TV, radio, social media, newspapers, magazines, brochures, sales promotion, and word of mouth.

Place

This is related to how easily possible for a tourist can be able to reach and evaluate tourism products and services. Since tourism products are considered as services in their nature and due to the ease of using the Internet; Online booking services became more popular instead of depending on sales agents.

People

Human resource is considered a main pillar for the service industry. Therefore, tourism service providers should put more effort to train their employees on the technical, professional and interpersonal skills that make them able to deliver the maximum value for the potential tourists.

Physical Evidence

This is *w*hat makes products differentiate from service! In terms of product, a customer can test out the value of buying any product through watching, touching or even experiencing that product. On the other hand, this could be impossible when it comes to services. Thus, tourism service providers can win the tourist's trust by employing all items that help to increase tourist's experience and attraction toward

a certain service. In other words, by matching the tangible features of the tourism product with the intangible feature (e.g. giving customer brochures about the product's features and usage mechanism).

Process

Process in the services sector concerns how to deliver value to the client in a way that guarantees delivery without losing the quality. In the tourism industry, services are often booked in advance. Therefore, tourism agencies should be assured that all processes needed to deliver on time.

Marketing Strategies to Promote Tourism Products and Services in Bangladesh

Despite the deep awareness and understanding of the vital role, tourism plays in the economic prosperity of countries in general and stakeholders in particular. However, persuading and encouraging tourists to take a tourist experience in a specific region remains the most difficult and complicated task, due to the big diversity of tourism options from one side, and the continuous development of marketing and promotion methods from another. In Third World countries like Bangladesh, one of them, the tourism industry has a bright and positive future and may contribute to further economic development (Ahmmed 2014; Nekmahmud et al. 2020). Likewise, Lee et al. (2003) observed that North American B&B operators frequently use marketing strategies: (1) word of mouth; (2) brochure; (3) visitor and convention center; (4) articles in newspapers and magazines; (5) website; (6) chamber of commerce, and (7) guidebook by comparison, word of mouth is one of the most effective marketing tools for both clients and owners.

From this perspective, there are different promotional strategies may play a crucial role in developing the tourism industry in Bangladesh:

Media

Ads campaigns' use media to deliver messages and offers to the potential tourists which include printed media (newspapers, brochures, journals, and magazines), and broadcasting media (TV and Radio).

The Internet

Nowadays, people spend most of their time on computers and personal mobiles. Therefore, online advertising became the most effective and used method in promotion. Tourism service providers use different online applications to promote their services for example social media Apps. Most tourism agencies and tourism service providers have pages on Facebook, Instagram, Twitter, YouTube and so on. Firms can get two advantages from this type of advertising, first, they can post (written & visual) ads, offers and information about the tourism services they provide. Secondly, it considers a feedback source, where it leaves a space for potential and current customers to share their experiences and opinions towards the firm's services. Furthermore, tourism firms also use travel websites (Blogs, information websites and online magazines) besides the banner Ads to share their offers.

Search Engine Optimization (SEO)

SEO is the way to promote your travel-related online website. SEC will help tourists to get information about the tourism industry in the whole world or specific country.

Besides, several marketing promotion tools such as advertising, word of mouth, brochures, media, online marketing, social media marketing, the Internet blog, utilize online booking and payment, manage our reviews on TripAdvisor, etc. which are helping to promote tourism products and services in Bangladesh to attract the foreign tourist (Nekmahmud et al. 2020).

Market Design for Tourism Products or Services

To deliver quality products and services for better customer satisfaction, it is very important to conduct market surveys, design products and services to be delivered based on customer preferences. Stickdorn and Zehrer (2009) stated that the competitiveness of any service product eventually depends on customer satisfaction. Nevertheless, product design helps to create new benefits or improve the existing service to the expected level of the consumers. This market design for tourism products or services indicates a holistic way for a business to earn, harmony, and comprehensive service design of client needs (Saco and Goncalves 2008).

Investment and Development in Tourism Products and Services

Globally, tourism has been widely recognized as a fast-growing industry that plays a key role in supporting economic growth, especially in developing countries. Considering its contribution on economic growth, nowadays the tourism industry has become one of the most famous sorts of investment in the world. Tourism pulls and attracts investment from both private and governments. It creates local jobs opportunities due to an increase in demand for goods and services (e.g. hotel, restaurant, public transportation) which can improve the quality of life of people. For instance, Rosentraub and Joo (2009) stated that from the economic perspective investment activities and performance can be made by the private or public sector. The outcome is often determined by the domestic economic, social and political structure.

Therefore, most of the studies have been done in the field of tourism investments and economic growth. Some of the major studies are reviewed as the following:

Public Investment and Tourism Growth

Public investment has become one of the most important for non-manufacturing sectors worldwide. So public investment in tourism represents vital and effective for achieving economic development especially in developing countries like Bangladesh (Chowdhury et al. 2013). Tourism is a vital factor for every state and helps to absorb investment. In countries, governments have played a very important role. Furthermore, the government has the main role in controlling and funding tourism and in some situations, even facilitating it. Moreover, the public investment sector helps tourism to grow by improving infrastructure development, supporting private investment in hotel construction, maintaining quality standards and protecting tourists against any kind of insecurities.

Private Investment and Tourism Growth

Private investment equally with public investment plays a key role in the development of the tourism industry. Private investment is a very important factor in the development of every country and industry in the world (Wang and Xu 2011). Generally, the participation of the private sector in travel and tourism industry is mainly profit-driven, as Tribe (1999) investigated that private investments have impacted the travel and tourism demand. Comparatively, the private sector had more effect than public investment (Khan and Kemal 1996).

Potential Tourism Market in Bangladesh

Concerning natural beauty and archeological history, Bangladesh is rich as a tourist hub, according to the foreign traveler but the facilities in the tourist spots are significantly poor (Hossain 2002). Some research scholars point out that more domestic tourists should be attracted before attracting foreign tourists. Even, Quddus (1998) argued that other tourist attractions are not as attractive as other countries in Asia. But there are many tourist destinations such as St. Martin's Island, the longest sea beach in the world in Cox's Bazar, which can be able to attract both domestic and foreign tourists. But all tourist places should be more investment and development to ensure world-class facilities with safety and security. The Government should rise fund for more new projects and rehabilitate existing projects for the overall development of Bangladesh's tourism industry (Hossain et al. 2005). International travelers were not satisfied with accommodations, entertainment, games, and destinations, including sports, shopping, entertainment, and tour operators' performances (Hossain and Nazmin 2006). But at present, there are many five star hotels with global class, shopping facilities especially in Dhaka city. But accommodations, entertainment, games, and destinations, including sports, shopping, entertainment, are not available in tourist spots in Cox's Bazar, Bandarban, and other tourism places.

Moreover, Bangladesh has also the opportunity to offer eco-tourism and sustainable tourism. Even, the medical tourism industry may attract foreign tourists, if we can develop medical standard services because in the medical service cost of Bangladesh is very lower than in other countries. Besides, arranging international conferences can inform foreign scholars. Bangladesh has a good cultural heritage that should be preserved and arrange cultural functions in tourist places. Therefore, the tourism industry in Bangladesh has potential to establish the tourism market as a first service industry, government and private organizations should make proper policy, marketing strategy and ensure to offer standard facilities with eco-tourism and sustainable tourism products and services.

Conclusion

Nowadays, many countries, especially those in the developing, perceive tourism as a means for inclusive economic growth and recognized as a key to alleviating poverty. Recently the tourism industry is found as the fastest growing and a key driver of economic growth around the world and more importantly for the developing country. Like as Bangladesh, one of the fast-growing developing countries in the world, which has many potential tourism industries. This chapter focused on investigating the potential of the tourism market and its existing scenario of the tourism market and its pattern of products and services in Bangladesh from a global perspective. In Bangladesh, tourism is still a flourishing sector and has some problems

associated with the availability of data. Considering the contribution of the sector to the GDP and employment of the country, it is vital to pay due attention and emphasis on access and availability of quality services, which are designed to meet the needs of the tourist. Therefore, the tourism industry in combination with all other stakeholders are subject to design and develop a quality product & service to meet the potential needs of their consumers.

Furthermore, it is important to recognize that designing & developing sustainable tourism products and services is very important for attracting potential tourists from both local and foreign. Most importantly, based on the Tourism Product Model of Smith (1994) and other scholars it was understood that the production of a tourism product begins with the physical plant, which is tangible and then supported with other four elements such as service, hospitality, freedom of choice, and personal involvement by the consumer. To sustain and improve the quality of tourism products it requires the current outlay of huge investments with the expectation of better returns. Moreover, it requires the use of scarce resources in an environmentally accountable, socially reasonable and economically feasible way, so that users of the product can meet their present needs without compromising forthcoming generations from being able to use the same resources.

Recommendations

The following recommendations forwarded for the government and policymakers, tourism industry and agency, and finally marketers and consumers to promote the development of the tourism industry.

For Government and Policy Makers

Sustainable tourism product requires the commitment of all pertinent stakeholders, as well as strong political leadership to ensure that tourism products are meeting its target in both economic, environmental and socio-cultural aspects. Therefore, policymakers must assure that tourism products are contributing sustainably to the well-being of those individuals living in those tourist regions for a long time. Furthermore, Bangladesh government must be committed to make an investment in the tourism industry and assure that there are an enabling environment and policy on the ground for the effective implementation and development of the tourism industry. The government should ensure an easy and simple visa & travel process for foreign tourists. Local authorities should take initiative to involve the tribes in the eco-tourism process and protect the green environment. They should use promotional tools in historical places.

For Tourism Industry and Agency

Tourism industry needs to focus on sustainable provision of tourism products and services through maintaining and protecting the cultural heritage and traditional value of one's area, region, and country. Ultimately it ensures the long-term socioeconomic benefits to all stakeholders using optimal environmental resources. Moreover, as the main goal of any tourism industry is to satisfy the tourists' needs, the tourism industry in collaboration with all other stakeholders needs to focus on developing new tourism products and services to ensure the continued growth of the industry and its vital contribution to GDP, employment and overall economic development. It is time to promote tourism together with industry and agriculture sectors as a source of renewable energy instead of over-reliance on oil and gas revenues. Infrastructure development is important in the tourism industry. Therefore, tourist authorities should set up more hotels, motels, and reservations with safety and security. Besides, Authorities can encourage local people to take part in their economic benefit to improve the sports infrastructure of tourists. Tourist agencies should appoint educated guides with high qualifications in tourist spots to attract more visitors and survey the foreign tourists. Moreover, Tourist service providers should be updated on tourism products and services. It is important to deliver core products to niche markets in different ways than competing in other tourism countries.

For Marketers and Consumers

Consumers are highly advised to use the very limited resources in environmentally accountable, socially reasonable and economically feasible ways so that users of the product can meet their present needs without compromising forthcoming generations from being able to use the same resources. Researchers should collect more information and talk with both domestic and foreign tourists and take their opinion about tours, products, and services to provide better service quality and make a market design or service design for the tourism industry. Hossain (2002) advised developing tourism industry in Bangladesh including developing strategies for combating media terrorism, ensuring security for tourists, conducting and implementing effective promotional campaigns, ensuring good governance and corruption-free society, keeping tourist spots and destinations clean and modernizing local perspectives. Eco-tourism is a vital issue to attract tourists who are concerned about environments and health issues. That is why marketing people should design tourist products and services with environmental friendly as well as they can offer green products or organic foods (Nekmahmud and Fekete-Farkas 2020).

Finally, proper tourism products and service design, effective marketing plans & strategyies, tourists' friendly policy, eco-tourism, and sustainable tourism products could help to develop the tourism industry and contribute to increase economic growth.

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Chapter 18
Integrating Product Development in Achieving Tourism Sustainability

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Abstract In the recent decades, tourism movement has been scrutinized significantly as the route of overcoming global environmental and sustainability problems. As the consequences of, the prerequisite knowledge about environmental sustainability is a concern among all industrial activities either in product manufacturing and, or management services in tourism development. For the human existences on earth and dealing with those un-avoidable circumstances, this chapter can guide researchers how to identify or analyze environmental complications in tourism development process, which also could be managed towards achieving tourism sustainability in the developing countries like Bangladesh. Necessary environmental reporting and managing of tourism industry could be framed profoundly with the guidance of a robust tool, particularly with a sustainable development tool "FSSD (Framework for Strategic Sustainable Development)". Research shows that the use of a product related tool entitled "FSSD" serves an organization from the overall sustainability point of view, which stimulates the existing development process of an organization to satisfy the business needs, with a particular interest of tourism sector. However, the overall integration process of product development in tourism sustainability is based on back casting from sustainability principles that can bring

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onward a platform for practicing environmental policies either in the manufacturing related tourism product, or its service management issues. The generic approach of product development tool in tourism sector reveals a holistic approach of movement towards sustainable development.

Keywords Product · Development · Tourism · Template for sustainable product development · Sustainability

Introduction

Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. According to the World Tourism Organization (WTO 2009: p.6), "tourism means jobs, infrastructure, trade and development". Tourism is in a very special position to benefit local communities, economically and socially, and helps to raise global awareness and support for conservation of the environment. The WTO states that "tourism is the leading sector in the world not only in terms of income generation but also in creating employment". Moreover, according to UNWTO (World Tourism Organization), "tourism comprises the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism is increasingly recognized as global strength for economic growth and rapid growing industry of modern business world (Rahman and Chakma 2018). Therefore, it is increasingly becoming a wheel power of economic prosperity in Bangladesh. Bangladesh has plenty of wonderful tourism locations both innate and synthetic like mountains, large coastline, mangroves, rain forest, marshland, island, archeological sites, historic mosques and monuments. These features make Bangladesh fairly rich in own Geo and Bio-diversity. In Bangladesh, the scope of natural is based on tourism, research is based on tourism, culture is based on tourism and eco-tourism is quite evident. Moreover, the nature-based tourism is considered to be growing most rapidly continuously bringing diverse positive for the economy. According to the World Travel and Tourism Council (2015), the contribution of travel and tourism industry in the global economy is estimated at $7580.9 billion or 9.8% of the GDP (Gross Domestic Product) in 2014. According to the prediction of WTO, travelers who have the desire to travel and that might be over 1500 million international arrivals by 2020.

Concept/Aspects of Tourism Development in Bangladesh

Bangladesh's tourism sector has grown with the course of the country's economic growth in the past decade, as more and more people are having sizeable disposable income. In the past decade, the economy arises at an average of 6.5%; and in the last 3 years it clocked in more than 7% growth. Tourism industry insiders claim that Bangladesh can attract the huge global tourists, mostly from China, currently visiting countries like India and Myanmar by offering its comely places to them as an elongate destination of their visits.

Bangladesh is a country of endless natural beauty and untouched seasonal attractions. It has a great possibility to the expansion of ecotourism. It has forests, hills, lakes, rivers and world's longest beach for which Bangladesh is the best choice for ecotourism. Tourism especially ecotourism can be considered one among the most promising sectors for Bangladesh for her reserve resources, unique and exceptional creatures.

Major Ecotourism Places of Bangladesh

Bangladesh is land of natural beauty. She has endowed with various tourist attractions which include hills, modern resorts, rivers and sea. Visitors to Bangladesh are regularly brought close to nature. The following are the major tourist attractions of Bangladesh: Sundarbans, Cox's Bazar, Kuakata Sea Beach, Saint Martin Island, Kaptai, Sajek Valley, Chittagong Hill track, Madhupur Sal Forest, Ratargul Swamp Forest, Banghabandu Safari Park, Sitakundo Eco-Park, Madhabkunda Eco-Park, Lawachara National Park, Hakaluki Haor, and Bisna Kandi.

For the development of ecotourism, Bangladesh can be one of the popular tourist destinations worldwide. Though few extensive efforts have already been made to promote it inside the country however the authorities both of government and private sector should come forward and formulate a vision to develop sustainable ecotourism in Bangladesh (Khondkar and Anis 2016).

Impact of Eco-Tourism in Bangladesh

In present time, one of the important topics is sustainable and eco-friendly tourism. Ecotourism has some impact on different extents like economic, socio-cultural environment and language.

Economic Impact

Tourism has effects on the economic part of destination areas. Tourism, both international and domestic, brings about an intermingling of people from numerous backgrounds, and also a large amount of economic sources which has a significant impact on the tourist spot area (Afroz and Mahmud 2017). Many tourism researchers focus on the economic impacts of this industry. Economic impact of ecotourism depends on the distribution of tourist expenditure and linkages. A common goal of ecotourism is generation of economic benefits that will be profitable for companies, communities, or other business sector. It plays a vital role in creation of job opportunity which economically changed the remote area historically. Even a small number of jobs can also be considerable in groups wherein populations are low and options are few.

Socio-Cultural Impact

Currently, tourism has become a globalized commercial activity and as a result its growing challenge is changing of social culture (Mathur 2011). With the continuous progress of the tourism industry, traditional tradition is being changed intensely at many places. This impact can be divided into two categories: impact from the development of the tourism industry and the impacts of tourist-host interactions. These impacts can be positive, but there are also negative. Socio-cultural changes caused by the development of ecotourism are beneficial and the functions of ecotourism in promoting new ethics, social progress and cultural modification have to be appreciated. Tourism development can refresh the host area's ethnic art, crafts and tradition (Ali et al. 2018). With a modest amount of help, the native craftsman working towards a dying art may discover a new demand for his product and then employ young apprentices, for that reason teaching his trade to a new generation.

Environmental Impact

The relationship between ecotourism and the surroundings is taking place on several points. The direct impacts ecotourism on the environment are pollution, noise and disturbance of environmental components. Some specific research papers likewise islands, coastal zones, alpine areas, national parks and many others have described elaborately. Comparing with positive impact ecotourism has low-impact on the environment. Since its conception, many governments of the developing countries are immensely trying for sustainable ecotourism and encouraged this as a many governments of the developing world have embraced and encouraged ecotourism as an interest of foreign investment and exchange. For this reason,

continuous expansion of ecotourism has created the job opportunities for employment both of local and national levels. Thus natural resources conservation and environmental protection rise equally for sustainable development.

Impacts on Language

Language is an important element in the analysis of social and cultural change and could be treated as a useful indicator to measure the socio-cultural impact of tourism. There are three ways in which ecotourism can lead to language change: (i) through economic change where immigrant workers speak their own language; (ii) through the demonstration effect where locals want to copy the tourists' language, and (iii) through direct social contact that involves direct communication between tourists and the host community. Usually tourists from developed countries do not want to speak the local language. Host communities are eager to satisfy the tourists and tourists do not have any urge to speak the host language therefore host communities always try to adopt the language of the tourists. Local people think that it removes the barrier to communicate and increases acceptability. However, development of tourism alone cannot be blamed for this type of distortion in local languages. The development of communication infrastructure, easy access to cable television, and the Internet influences local communities to change their language. However, some host communities realize that their native language can be a good representation of their cultural heritage that can be used to attract tourists.

Conceptualizing Tourism Sustainability as a Product

Sustainable tourism is not a discrete or special form of tourism. Rather, all forms of tourism should strive to be more sustainable. Definitions of sustainable tourism typically emphasize the ecological, social and economic elements of tourism in order to achieve a 'balanced' or 'wise' use of natural resources. However, according to Hall (1998), sustainable tourism ought to be seen as an attempt to reconcile conflicting sets of values with regard to the environment. Moreover, according to Saarinen (2003), sustainable tourism is more a point of view than a precise operational definition Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems (WTO 1996; White 2018). Sustainable tourism should also maintain a high level of tourist satisfaction

and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

So, tourism industry needs to be widely achieved through its integration process with new product concept towards sustainability. A tourism product is anything that can be bestowed for attraction, acquisition or consumption. It comprises physical objects, services, personalities, places, organizations and ideas. Tourism product is a dilution of interrelated services, namely services produced from various companies, community services and natural services.

The tourism product framework can be based on two concepts- tourism product concentration and diversification in destinations (Fig. 18.1).

The tourism product flow processes run upon the products' demand and supply (Camilleri 2018). And both based upon the concentration and diversification of the tourism products. Firstly, the supply must comprise the roles for succession of Physical, environmental and socio-cultural attributes. From this aspect, destinations can be delimited as environments where tourism product sagacity are co-produced or co-created by both the producers of the products, notably tourism staff and the host community, and by the products' consumers, who actively create their own personal experiences, lifestyles and identities. This occurs, however, within various and often important obligations, including the legacy of environmental and socio-cultural features of destinations and the society's organizations.
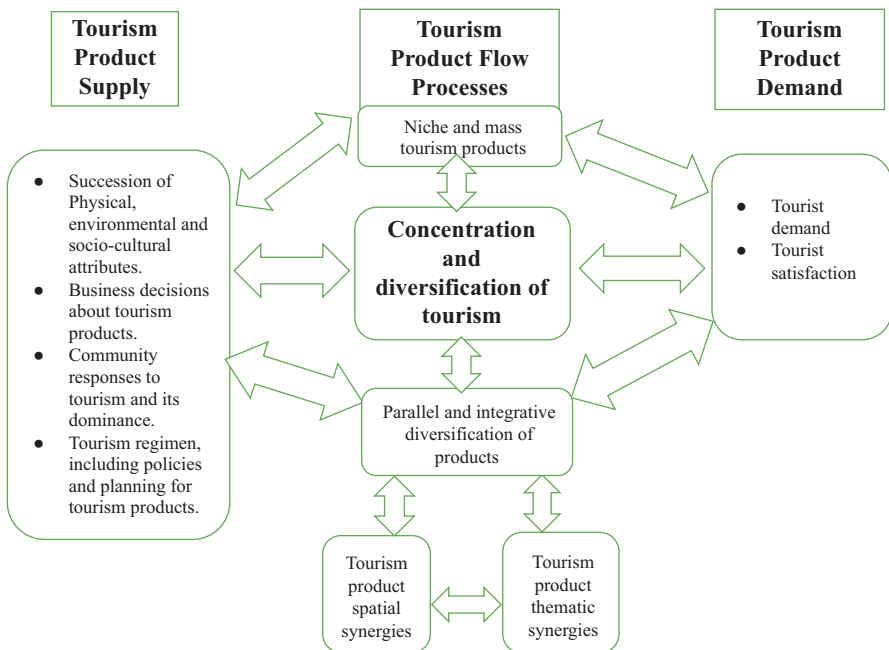

Fig. 18.1 Framework of tourism product concept. (Source: developed by the authors)

Business decision must be an important inclusion. A tourism product has its own application. Which product has its most application impact to the producers (tourists), has the high rated demand for supply. One approach to product diversification in destinations involves the packaging and promotion of subsisting products in order to create new bundles or concourse of products in destinations, which then become additional new products. Tourists themselves can also generate their own customized combinations of existing products, an approach induced by increasing tourist use of information technologies.

Strategies for initial tourism product diversification and concentration in destinations often concern whether to develop mass or niche tourism. Intensively advanced and used tourism products have generally been labeled as mass tourism. Mass tourism is often delimitated as a large-scale activity entangling substantial numbers of tourists.

Tourism product diversification in destinations can occur either in parallel or in an integrative manner. Parallel products do not bend for example-to share their costs or find synergies and expletive linkages, and thus they may not reduce risks through cooperation.

Destinations can congregate together tourism products in both similar and dissimilar features. Both spatial and thematic synergies are quantitatively and qualitatively more far reaching than the effects of similar entities when they operate alone.

Tourism demand is an extended term that covers the factors leading the level of demand, the spatial characteristics of demand, different types of demand and the objectives for making such demands. The demand for tourism can be defined in various perspectives, depending on the economic, psychological, geographic and political point of view of the tourists and communities (Blanke and Chiesa 2006).

Integrating Sustainability in Tourism Development

Bangladesh is gifted with wonderful variety of natural and manmade beauty with lash green field, long beach, hills with charming beauty, forests with flora and fauna, heritage and archeological sites; hundreds of years of long practice of norms that makes our tourism sector more eye-catching. Tourism is an attractive opportunity for economic and social development for developing countries like Bangladesh (Roy and Roy 2015). Recently Tourism sector are growing very fast and contribute in our economy. In developing country tourism regarded as a resource and viable development option offering an important opportunity for economic diversification and acts major driving force for economic development. But, Bangladesh is lagging far behind with respect to the growth and development of its tourism industry, though the country has massive potentiality to develop tourism industry– possesses many rare attractions noticeably different from those of many other destination countries and became apparent that a range of negative impacts was affected. To minimize the negative impact on the environment and local culture sustainable tourism plays an important role in establishes a suitable balance between the

environmental, economic and socio-cultural aspects of tourism development (Afrodita 2012). For this why, sustainable tourism development became a core focus for tourism as a development tool that conserving the biodiversity. It provides crucial economic incentives for habitat protection and increase (Berno and Bricker 2001; Farrell and Twining 2005).

In the twentieth century, tourism is one of the most preposterous socio-economic phenomena and considered as one of the growing sectors and largest industries in the world (United Nations Environment Programme 2005). This industry has immense potentiality for employment generation, most advantageous, innovation and up to date business all over the world which can bring a substantial influx of foreign visitors to both developed and developing countries. Tourism industry in Bangladesh are growing led-economic and major stakeholder in public policy. Before 1992, Bangladesh had no tourism policy but rather a strategic master plan for tourism development prepared by the United Nations Development Programme (UNDP)/ the World Trade Organization (WTO) in 1990. The first tourism policy was adopted by the government in 1992. To cope with the global demand, the government adopted an updated tourism policy in 2009. The Bangladesh National Tourism Policy was issued, published and in force on 14 December 2009 and main responsible of this policy to give guideline to ministry and governmental agencies for implementing the policy are the Ministry of Civil Aviation and Tourism and Bangladesh Parjatan Corporation, Bangladesh Tourism Board, respectively. Bangladesh's uniqueness lies in its Tourism and this industry are seriously hindered because of a lack of economical maintenance together with an insufficient marketing budget, low quality promotional literature, improper distribution of sales literature, a bad image of Bangladesh tourism, and improper and inappropriate marketing strategies for the potential promotion of Bangladesh. If tourism is not planned and managed properly, it may cause permanent loss to the physical, community, cultural, and commercial environment of a tourist destination. Sustainable Tourism has to have necessity to maintain ecological balance and build ecotourism. Because only ecotourism can maintain the environment and Human by creating low impact on environment and local people and ensuring future employment for people.

To understand the term sustainable tourism development, it is essential to explore how the idea devolved. The main aim of sustainable tourism is to reduce negative impact of environment and brings a positive experience for local people, tourism companies and the tourists. Sustainable Tourism includes multitudes of definitions such as eco-tourism, green travel, environmentally and culturally responsible tourism, fair trade and ethical travel etc. World Tourism Organization defined sustainable tourism as "tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems (WTO 1996, p.1)".

To clarify the complexity of tourism in the situation of sustainability, a framework for strategic sustainable development (FSSD) can be integrated in the system, where the FSSD provided a structured approach that helped to identify the main
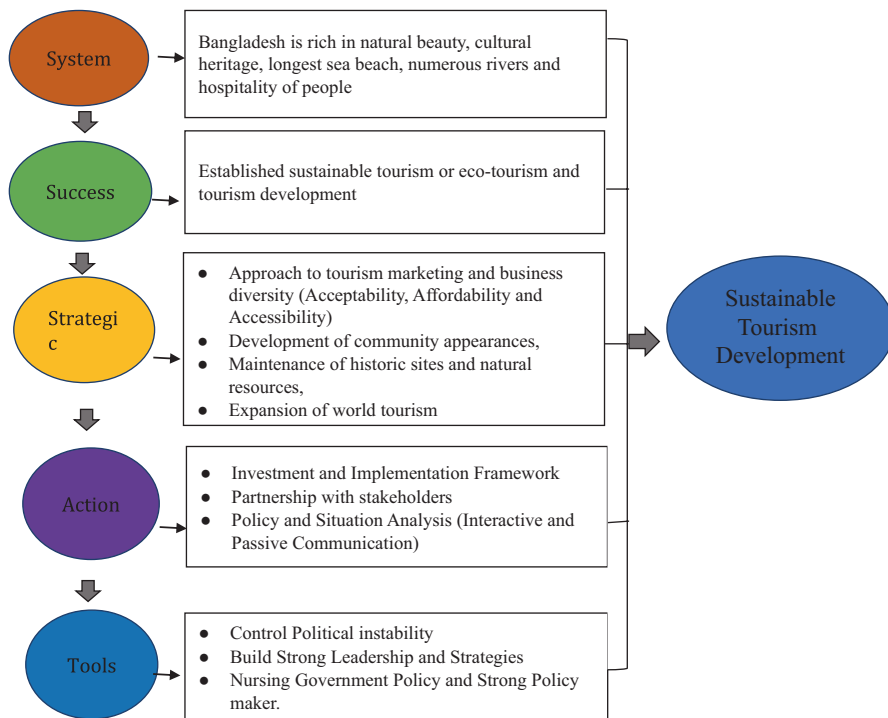
Fig. 18.2 Framework of proposed sustainable tourism development in Bangladesh. (Source: adapted from Broman and Robert 2017)

gaps in the current planning framework for sustainability Tourism (Hassan and Burns 2014; Broman and Robert 2017) (Fig. 18.2).

The tourism spatial framework recognizes tourism development areas all over the country.

World Commission on Environment and Development defined sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs (World Commission on Environment and Development 1987, p.383)". That is why it is principal to focus on sustainable tourism as important issue. Such reasons as disruption of the ecological balance due to global warming, the loss of social values, and the failure to preserve natural, historical, social, and cultural assets make sustainable tourism a necessity. The government of Bangladesh has already taken several commendable initiatives for the development of tourism industry like: (a) Sustainable development and maintenance of tourism attractions, facilities and infrastructure, (b) expand Globalization and dissemination of information, (c) nursing recent tourism policy and build political stability in tourism industry, and (d) building capacity of local business to benefit from the opportunities offered through the tourism industry.

If sustainable development is integrated tourism than it will become have positive contribution to increase benefits for GDP and Brings benefits for Bangladesh.

The world is moving towards the twenty-first century, where Bangladesh is country as the crossroads in global market and tourism industry are growing fast in global market which can earn more in comparatively cheaper way. If proper integration between sustainability and tourism, it will provide more authentic experience as well as certifying the local communities and added more profit in this industry. As a whole, tourism sector is an integrated sector depending on the cultural heritage, scenic beauty of spots, archeological and historical places, socio-political and infrastructural development of a country.

Conclusion

Overall, the discussion tends to a direction towards sustainable tourism development considering the context of a developing country like Bangladesh. However, the perception about tourism development is found almost very poor in most of the developing country, where theoretical integration is still lacking in this particular development process. Different studies explore that we missed or ignored the real perception of tourism as a product entire its market aspects in our future development process. But it is our expectant in the near future that the present development phenomena must comply sustainability principles so that tourism industry would expect to be framed in a new shape towards achieving sustainable development.

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Part VI
Tourism Products and Services
in Bangladesh: Challenges and Suggestions

Chapter 19
Marketing Strategies and Suggestions for Tourism Products and Services in Bangladesh

Zakia Sharmin

Abstract Tourism products are something that can be offered to tourists to visit a tourist destination. It includes a country's tourist attractions, transport, and accommodation, and entertainment which results in customer satisfaction. Bangladesh is a country having a lots of attractive tourist spots. Bangladesh has tremendous potential for becoming a superb international tourist spot, however the tourism sector of Bangladesh has not made enough progress over the period. The reason is the lack of relevant infrastructure cannot support the development and progress of tourism products of Bangladesh. Tourism sector of Bangladesh needs to be boosted up through strategic management. This paper mainly intends to find and evaluate various aspects of marketing strategies and suggestion for tourism products and services of Bangladesh, as well as try to provide some recommendations for developing proper tourism products to attain the highest development in tourism sector. The study is based on secondary data sources. Secondary data will be collected from Research reports, Journals, Newspaper, websites and report of various tourism institution of Bangladesh that will indicate in the reference.

Keywords Tourism products · Marketing strategy · Suggestion · Development · Tourism services

Introduction

The tourism industry has emerged as a major income driving industry in many developing countries in the world. There is a plethora of studies that shows a positively prosperous tourism sector can have a positive impact on economic growth and

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development. Bangladesh is blessed with tremendous tourism products both natural and manmade. It has the longest sea beach in the world in Cox's bazaar as well as the largest mangrove forest in the world the Sundarbans, lots of mountains, rivers, different historical place and archaeological sites and so on. Despite of all potentiality, Bangladesh's tourism sector has not improved as much as it should. Bangladesh as a developing country is moving towards facing challenges of globalization, the tourism industry of Bangladesh failed to grow properly due to inadequate infrastructure, lack of sustainable and effective tourism marketing strategies and reluctant attitude of different government to improve this industry, insufficient transport facilities and absence of services at destinations (Hossain 1999; Ahmmed 2013). In past, the government was not so concerned about the development of the tourism sector but now-a-days the scenario has bit changed, now government concerned to development various tourism products (hotel, motel, restaurant, transportation and security) and try to enhance their services. But in spites of this till now The main hindrance and obstacles in the tourism sectors are inadequate resources, lack of information and skills, knowledge and expertise, lack of adequate policy and steps, lack of accommodation, transport and communication system and also recreational facilities, unstable political system are barrier for developing tourism sector. But still there are lots of scope and opportunities, if Bangladesh can execute a suitable marketing techniques and strategies for tourism. An integrated approach to tourism planning development and management is required for a prominent sustainable growth of tourism sector that will be able to meet the needs of the present tourist without compromising the future tourists in Bangladesh. Tourism marketing is getting importance all over the world. Tourism sector of Bangladesh needs to be boosted up through strategic management. This paper is focusing the present strengths and weakness of tourism industry and disclose the present strategies of tourism industry as well as try to offer some suggestion to improve tourism products and services.

The primary objective of this study is to reveal the importance of tourism marketing for the enhancement of the tourism sector as well as to provide some appropriate suggestions for the development of Tourism products and Services in Bangladesh. The specific objectives of this study are: first, to identify the importance of tourism marketing in Bangladesh. Second, to evaluate the present state of tourism marketing for tourism products and services in Bangladesh. Third, to investigate the constraints and future prospects of tourism marketing in Bangladesh. Fourth, to identify probable strategies that can contribute to escalating the competitiveness of Bangladesh tourism. Finally, to suggest some recommendation s for development of tourism products and services in Bangladesh.

Necessary information and data were collected from secondary sources for this study. The required data were collected through document analysis. For this purpose, a systematic literature survey has been conducted. The secondary data has been collected from various research report, journals, newspapers, books, periodicals, websites, policies of Bangladesh etc. that are indicated in the reference.

Tourism and Marketing

Tourism is complex, perhaps the most complex term of social science which discusses human behavior, social phenomenon, and economic change policy field and so on. It can bring a big change in the society by creating job opportunities very fast or can destroy them in the other way. It brings people in the same platform or can divide them into many groups (Smith 2010).

On the other hand, marketing is a social and marginal process by which individuals and groups obtain what they need through creating and exchanging products and value with others. Further, Marketing for hospitality and tourism, defines marketing as the process by which companies create value for customers and build strong customer relationship to capture value from customers in return (Kotler et al. 2016). Basically, modern marketing is a way of doing business, it involves much more including products development, place and pricing.

Tourism marketing is research-based, analytical, goal oriented, strategic and directed. In brief, marketing is all those in getting goods and services from the producer or supplier to the user. Tourism features a negotiation between two forces, a supply side and a demand side (Murphy 1985). At present tourism is being a very viable business. Now the customers' demand to a service provider is more than before. Only providing the basic things and service is not sufficient because someone will supply something additional. So, tour operators are aware about some other factors like comfort, safety, entertainment and environmental issues along with the services available to them. On the other hand, customers look forward to something more than typical. They always look for the service which is better in cheap price. They have lot of options to choose and the best one will get the preference. Hence, the term hospitality marketing appears. Hospitality is described and measured by the amount of care, handling to detail towards an excellent reception to your customers who are the tourists. However, everyone does not want the same kind of package being offered by the service provider and it creates the environment for market segments in hospitality marketing. These categories are budget, mid-market and luxury. With the changing environment in the business world there will always be high and low points in the tourism industry capacity and this affects the acceptable volume and value. This is hospitality marketing capacity which includes organizations that offer star rating classification for hotels and restaurants, intention of travel to the choice of destination, emerging markets that offer different experiences (Bowie and Buttle 2004).

It is always nice to have a pre-planned holiday trip to an unknown place. When tourists plan for a trip, they look for available information, services and facilities, tour operators, things to see and do, safety and security, accommodation and transportation and others necessary information about the location from different sources. Internet is the mostly used media for getting information in this modern age. Besides surfing on the Internet, people also visit travel agents, tour operator and other organizations to get reliable and realistic information. Here stands the term of tourism

marketing. All these above tools which are used for the publicity of tourism destinations are known as tourism marketing (Weiermair and Mathies 2004).

To be thriving in tourism marketing, it is highly important to satisfy the demands of tourists. Firstly, to make attract the travelers to a certain destination and then providing necessary information, available services and information about what the resort, city, state or region has to offer in an appealing and honest manner. Again, it is important to focus on the destination in an exceeding demanding way. It is not wise to describe a location with too lofty promises or painting an unrealistic picture for the tourists whom might fails to fulfil the expectations of the tourists. This can result in a negative impression to the destination.

Marketing Strategy for the Tourism Industry

As tourism is a highly competitive industry, the traveler has a wide range of option and looks for good value of money. The lack of quality infrastructure, uncompetitive rates, indifferent and poor product quality, difficulty of getting access to information, untrained service providers have an extremely negative effect on the competiveness of the tourism product. For all these it is essential for tourism industry to create marketing strategies which should include the overall business objectives, a business profile market identification, an implementation plan, the marketing budget and a method for evolution and change.

Harrel and Frazier (1999) argued that marketing strategy consists of the following interrelated tasks as: setting marketing goals; segmenting the market and selecting one or more target markets; Positioning the product/service; and developing the appropriate marketing mix.

Strategic marketing planning for tourism industry is a practical, intensive, idea-packed approach to marketing tourism destination. It is a strategic marketing system that aims at stretch tourism marketing planning, estimating, monitoring and evolution.

Tourism in Bangladesh

Several studies are done on highlighting different aspects of tourism industry in Bangladesh, however only a few of them has emphasized on the discussion of tourism marketing. Tourism There has been very limited literature regarding tourism marketing specially in the perspectives of Bangladesh. In this study the literature review includes the following.

Ali and Mohsin (2008) discussed various aspects of tourism marketing strategies in Bangladesh. They observed that for Bangladesh-spots and cost of services have positives impact on the tourism sector. They suggested that, if the tourism marketing plan and implementation can be coordinated, then tourism will become an

important ingredient of economic development of the country. Thus, Integrated marketing strategies should be applied to develop tourism industry.

Hasan (1992) described the present situation of Bangladesh tourism industry and present marketing strategies in his research work "Problem and prospect of Bangladesh Tourism Industry". He found that despite of having many tourism attraction Bangladesh's tourism industries could not attain the notable progress. His criticism was mainly on the failure of Bangladesh. Parjatan Corporation (BPC) to develop and lunch any dynamic and effective promotional strategy. However, he suggested creating an independent and different institute for performing the marketing activities. He highly recommended for implementing the marketing plan and strategy effecting for the potential tourism market.

Sarker and Begum (2013) investigated, the strengths and weakness of tourism industry of Bangladesh and the ways to implement niche market strategy. They found four iconic products as: beaches; forest, hills and islands; historical places; and archaeological sites can play significant role in the total earning of tourism sector, they also suggested that niche market strategy will help the policy maker to achieve a better tourism industry.

Musa (2013) discussed problems regarding tourism marketing in Bangladesh, he said that to enhance Bangladesh's competitive position in the intercontinental destination market by mobilizing effective promotional measures supported by attractive proposals and appealing tourism products. He also suggests that tourism institutions should develop the education on tourism marketing, also they should strengthen the marketing department for appropriate policy making for tourism industry.

Deegan and Moloney (2007) observed for Ireland west that strong correlation of the tourist sector to economic growth and employment. In the context of overall macroeconomic activity there is good reason to believe that tourism can be a significant contributor to economic development in the years ahead if an appropriate emphasis and strategy is developed.

Sarker (2014) and Sarker and Begum (2013) worked on marketing strategies for tourism industry in the light of vision 2021 of Bangladesh, he found there is a lack of a comprehensive master plan, government organization related to tourism are not that much responsive regarding to develop marketing strategy for tourism industry.

Mitra (2005) investigated that Bangladesh does not have enough effort to promote the country as a tourist destination. He said that Bangladesh has to make responsive to the tourists about what to see, where to stay and what to eat. He emphasized that Bangladesh need to build up more infrastructure like hotels, resorts, need to promote more places and there should have a link of the government tourism institute with the private sector to boost up the promotional activities for the same.

Khandakar (2014) found that an integrated approach to tourism planning and development can make sustainable growth in tourism sector. She suggested to gain an environmentally and ecologically sustainable, economically viable and socially acceptable tourism industry, promotional and managerial strategies along with policy issues should implement by government and different role playing agencies.

Ali and Parvin (2010) said that as an important component of marketing mix, promotion plays the crucial role in tourism marketing as like any products and

services. Tourists want to know about the attraction and services of a particular destination. They also desire to know about other related information to make the tour safe and sound.

Hasan and Jobaid (2014) discussed about status, prospect and barriers of heritage tourism marketing, they said, lack of coordination among stakeholder, insufficient funding and proving less importance to the needs of the tourist are hindrance of successful heritage tourism marketing.

Tourism Products and Attractions of Bangladesh

Bangladesh is a land of beauty; it has a lots of potentiality regarding tourism. Bangladesh is blessed with a variety of tourism products and attractions. Bangladesh is a country filled with natural wonders and beauty. For eco-tourism, Bangladesh has supreme places. The Sundarbans (UNESCO has already declared it as a world heritage site with a view to preserving and protecting bio-diversity of the rare eco-tourism), Cox's Bazar (World's longest sea beach), Saint Martin Island, Teknaf, Rangamati, Khagrachori and Bandarban, Sylhet, Kuakata beach and many more destination. So Bangladesh has rich and varied flora and fauna- a biological phenomenon, which simply create a unique image of Bangladesh. Besides this Bangladesh has archaeological tourism products, the major archaeological sites are Paharpur, Mahasthangarh, Mainamoti, Shait-Gumbad Mosque, Kantanagar temple. Historical monuments of Bangladesh represent Hindu, Muslim, British periods, Major historical attractions are Lalbagh Fort, Sonargaon, World War II cemetery, Gandhi Ashram, Mujibnagar Memorial, National Memorial, Central Shahid Minar. These are the main historical tourism products of Bangladesh. Besides these, there are many Religious, Cultural, Recreational Tourism products are in Bangladesh.

Tourism Maketing Strategies in Bangladesh

Bangladesh, as a vacation destination, has many facets. It is gifted with almost all the natural potentials that attract tourist. These include Cox's Bazar, the Sundarbans, Sylhet and many tourist destination (as mention before). Above all, reverie beauty, colorful tribal culture and simple village life are the main factors for attracting visitors. These things need to be explored by the tourism marketing promotion and need to formulate tourism marketing strategies either by both the Bangladesh government organization (public sector) and the private sectors. Therefore, the objectives of the tourism marketing strategy in Bangladesh can be mentioned as below:

First, to strengthen Bangladesh's position as a traveler destination within the established generating markets at native and international levels by utilizing different promoting tools like websites, TVC for satellite and local TV channels and different marketing communication tools.

Second, to focus new and possible markets by identifying and monitoring changing designs and desires for various market types.

Third, to enhance Bangladesh's competitive position in the intercontinental destination market by mobilizing effective promotional measures supported by attractive proposals and appealing tourism products.

Fourth, natural target market for the particular destination could help to conduct research to determine where these tourists are found, which countries contain a large number of citizen who have the means and motivation to enjoy the particular place. In case of less natural tourist segment investment may be needed in infrastructure and visitor events and attractions.

Fifth, destination images are heavily influenced by pictorial creations used in televisions or satellite channels, by music and in some cases by popular entertainer or by celebrities.

Sixth, developing packages of attractions and services could be a great way of catching attention of tourists. Destination should provide easy accessibility to attractions by accommodation, communication in conjunction with restaurants, facilities, sports, cultural amenities and amusement.

Marketing Suggestions for Tourism Products and Services in Bangladesh

Possible ways to enhance the position of Bangladesh as a tourist destination and to get better tourism products and services some possible marketing suggestion can be outlined as below:

Tourism Marketing Promotion

Advertising is the best way for initial publicity of tourist attractions. Advertising is defined as any paid marketing activity which motivates potential customers to take the goods and services. Advertising is precisely timed for general public. The result of advertising may be short term or long term and it is very difficult to get feedback from the customers instantly. This promotion tools are used to generate publicity and it gives basic idea of goods and services (Belch and Belch 2004). There are many different advertising methods that tourism organizations of Bangladesh can choose per their needs and demands. These methods are printed media, broadcasting media and online. Printed medias are magazine, newspaper, journal, billboard etc. for rapid marketing and provides a faster message to people these medias are very effective.

Broadcasting marketing tools are advertisement on TV and radio. It is very expensive way of marketing. But the benefits of these methods are; it can cover

large area at the identical time, audience can depend upon the source of data and provides a short plan regarding the complete package which could increase the interest to the viewers. Some tour operators who telecast their own television shows regarding traveling to completely different destinations around the world, whereas taking part in activities, events that square measure integrated within the cultures of the individuals living within the area. This generates large following and also the audience can depend on information provided by the companies to travel to such destinations. Electronic media are websites, emails, YouTube, Facebook etc. These kinds of marketing tools are used highly in this modern age. These are also some effective ways of international marketing. These marketing methods do not have any border limit. Sometimes these are the cheapest way of marketing goods and services. Again customers can get all information like price, facilities, opening time, contract information, and recent activities of the company and history of the company very easily through those links. Customers can mail to the service provider for any information if they needed (Sweeney 2008).

Branding in Tourism

Before we know branding, we must know what is brand and also the elements of branding. Marketing concepts constantly are being improved and renamed by the researchers. The concept of brand and branding is also changing. A brand is a name, term, sign or symbol or the combination of them and that is to know the goods and services of one seller to differentiate them from others (Keller 2013). Brand is that the summation of all perceptions, experiences and beliefs that's coupled with a product, service or anything that make it unique. It is actually an offer for satisfying customer needs. A brand is more than a product and it produce a decent image for the company because, it continuously innovates new brands to become market leader. Brands differentiate through performances. Moreover, brands create image in customer minds. Brands may have some identities and those are brand name, logo, symbol, character, packaging and slogan etc.

Using Websites as a Marketing Tool

A nicely designed web site can facilitate the travelers' planning, supporting to make sure they make the right choices and have an enjoyable experience. It can also serve as the distribution point for all the services they will need as they plan their vacation. The rising globalization and awareness of supply growth the level of competition and require new internet marketing techniques for destination. A vertical marketing system ought to be in area, bringing together a set of products related with every vacation spot to be had for selection (Hossain 2013).

This implies that each tourist destination must have a major portal website acting as a gateway to the destination rather than relying solely on a fragmented number of individual websites to put on line by the trade. This would have links from and to the websites of the other organization that have business related to the destination. A portal site for marketing tourism destinations should provide information on four core areas. Such as, how to get there, getting around, places to stay and things to do (Kotler and Armstrong 2010). Bangladesh's tourism institution may improve their websites; besides this they must update their information on websites. So anyone will find get information from websites.

Using Social Media for Tourism Marketing

Nowadays, the Internet has become a part of our life. People spend a massive part of their time everyday using the internet, chatting with friends and associates and always want to be connected with them by different social media like Facebook, YouTube, and different blogs and so on. Again the number of the Internet users is growing day by day. Hence, for tourism marketing, social media can be booming tools. We can already see that maximum of the tourism agencies have their videos or online advertisement in YouTube, similarly they have different pages on Facebook to connect people and provide up-to-date information about their services. The concept of social media marketing means optimizing the site in which the written content garners links which act as trust endorsement in the purpose of listening to what the community often does and responses. It helps to boost up the brand awareness and raise the visibility of product or services in the targeted clients. In addition, social media is defined as a method that empowers individuals to promote their websites, products or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels (Scott 2010). For Bangladesh, using social media for tourism marketing can be a hit manner, if it can be used properly.

Arranging Events, Trade Show and Exhibitions

Arranging events and trade show can play also as a marketing policy. A trade show and exhibitions is an important promotional tool for communication and marketing which include information exchange. The significance and importance of trade shows and exhibition in tourism marketing are now increasing day by day. Trade shows and events are recognized as effective marketing tools that can be a unique medium for new product introduction, meeting with large number of potential customers, suppliers, and distributors etc. Trade shows are also considered a cultural phenomenon to understanding different culture to the people. Different tourism

organization of Bangladesh can arrange Events, Trade Show and exhibition to promote their tourism products.

Marketing Plan Development

To formulate a better and effective tourism marketing promotion, it is important to develop a marketing plan. To make develop tourism products and services in Bangladesh it is necessary to formulate a perfect marketing plan with some specific, measurable, achievable and relevant goal. Besides this it is important to define the elements of marketing mix; products or services, including the development of new attractions and services, overall pricing, promotions. With a successive marketing plan, the tourism industry of Bangladesh can more flourish.

Training, Implementation, Evaluation and Adjustment

Training is a major element for the development of any business or organization. Training should include the various stakeholder organizations that want to reinforce the destination's image. For betterment of Bangladesh's tourism products and services training should be conducted at regular basis to update the personnel with efficiency. The next step involves the implementation of the plan that may begin by concept testing in the target market and followed by an evaluation and adjustment of the plan based on the success.

Tourism Marketing in Bangladesh: Constraints and Recommendations

Although Bangladesh has all potential to flourish a very exclusive tourist destination. However, there are some beerier to make a successive tourism industry such as: inefficient infrastructure facility, instable political situation, absence of sufficient tourism related training institution, Lack of market information and government's indifference in the development of the tourism sector. These drawbacks are the main problem to make a thriving tourism industry in Bangladesh. To overcome these problems some essential steps should be taken. First of all, the management education on tourism marketing should be developed. Second, a strong online or website and information technology should be establishing so that people can get information easily. Third, government should develop tourism related infrastructure to make a profound tourism industry. Fourth, Bangladesh Parjatan Corporation, other

government and private institution should formulate their strategies for tourism marketing effectively.

Conclusion

Bangladesh with a rich history and culture has all the potential and ingredients of tourism development. Flourishing tourism can make a significant contribution in the economy of Bangladesh. Well-planned and effective marketing plan for tourism products and services is important to attract sufficient number of tourist. However, it is necessary to make coordination among all the relevant stakeholders, creative promotional program and infrastructure development for successful tourism marketing. A better and integrated marketing communication should be used to develop tourism products and services. The finding of the study can be generalized after considering certain limitations. The study is mainly based on reliable secondary data. However, the existing literature is not sufficient specially there has been conducted a very limited research on tourism marketing in Bangladesh.

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Chapter 20
Tourism Products and Services in Bangladesh: Challenges and Suggestions

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Abstract Tourism is considered the world's most significant and rapid growing industry. Having blessed with the stunning natural beauty and rich cultural heritage, Bangladesh has also a very bright prospect in tourism industry. Beaches, Forests, Hills and islands, Historical places, and Archaeological Sites are the most appealing tourism products for the tourists and Bangladesh has abundance of the availability of such tourism products. This chapter aims to identify marketing aspects related to tourism products and services in Bangladesh, identifies the constraints regarding tourism products and services, and suggests remedial measures accordingly. Secondary data from previous literature, annual reports, magazines, Bangladesh Tourism Board etc. are used for this study. Results show that the tourism industry can add value to the country's economy if an effective strategic marketing plan can be developed and implemented to sell the products to its huge target market. If there is no initiative for such a strategic move, the industry might fail to reach its destination even though the country has the potentiality. An industry analysis is a prerequisite for such a move for the development of the tourism of the country. This research might help the policymakers and marketing practitioners to make new policy and strategy on tourism products and services for fostering overall tourism development in Bangladesh.

Keywords Tourism · Products · Services · Marketing · Bangladesh

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Introduction

Continued expansion and diversification of last six decades in Tourism and Hospitality have made it as one of the dynamic and fastest growing industries of the world. In general, tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Many new destinations worldwide in addition to the traditional favorites of Europe and North America are coming up with planned investment to turn the tourism a key driver of socio-economic progress through the creation of new avenue of employment, infrastructure development and export revenues. According to UNWTO's long-term forecast Tourism Towards 2030, International tourist arrivals worldwide are expected to increase by 3.3% a year from 2010 to 2030 to reach 1.8 billion by 2030. From 2010 to 2030, arrivals in emerging destinations (+4.4% a year) are probable to increase double of those in advanced economies (+2.2% a year).

Again, tourism is one of the leading and fastest growing industries (Davenport and Davenport 2006). According to, World Travel and Tourism Council (WTTC 2013, tourism of the world which contributes in national GDP. In 2018, contribution of travel and tourism to GDP for Bangladesh was 4.4%. Though Bangladesh contribution of travel and tourism to GDP (% of GDP) fluctuated substantially in recent years, it tended to increase through 1999–2018 period ending at 4.4% in 2018. (WTTC 2013). In fact, Bangladesh, a developing country, is not out of the scope of this bright future. It is an amazing country located in South Asia. To many, Bangladesh retains tremendous natural and cultural resource for the development of tourism industries. In particular, the country has two famous heritages, the Sundarbans (Natural mangrove forest) and Cox's Bazaar sea beach, the world's longest beach. Apart from these, other historical, cultural and archeological tourist sites have been developed throughout the country which attracts many local and foreign tourists. All of these attractiveness for tourists can bring positive image of the country as both are strongly co-related (Kotsi et al. 2018).

Bangladesh had the world's greatest percentage improvement on its overall Travel & Tourism Competitiveness Index (TTCI) score, helping it move up five spots to rank 120th globally. This country witnessed the greatest percentage increase in T&T competitiveness in the world, allowing it to move up five places in the rankings. While much of the growth is due to a low starting base (the country still ranks 120th globally) it also indicates the nation's high potential for upward mobility. (World Economic Forum 2019). In comparison with some neighbor countries, Bangladesh is the least recipient of international tourist. Moreover, the country is not well known to the foreigners as a favorite tourist destination. To attract tourists, it is very needed to spread word-of-mouth information about tourist satisfaction relating to particular activities or travelling experiences (Roozbeh et al. 2013). This chapter aims to identify the tourism products and services in Bangladesh, identifies the constraints regarding tourism products and services, and suggests remedial measures accordingly.

Tourism Industry Perspective in Bangladesh

This tourism includes travelling for pleasure, enjoyment, education or even health treatment. Such travelling activities involve attracting tourists and providing services for their accommodation, transportation, entertainment and treatment. When tourism develops, the facilitating businesses such as airlines, shipping, hotels and restaurants, finance companies, tour operators, travel agents, car rental firms, caterers and retail establishments will also develop as a 'tourism industry' that contribute significantly to the overall development of a country's economy and to its cultural diversification and adaptation.

In comparison with the global dimensions, there are less number of studies in the tourism industry of Bangladesh. However, the major studies so far demonstrate the prospects and possibilities of tourism development in Bangladesh (Hossain et al. 2005). (Tuhin and Majumder 2011) opined that tourism is the most advantageous industry worldwide. They also stated the importance of tourism industry for the creation of employment opportunities to a greater degree than any other industry. Recognizing the potentiality, the tourism authority of Bangladesh should arrange its marketing mix elements in a way that it can achieve positive attitudes of the foreign tourists and ensure the economic growth of the country. Tourism industry in Bangladesh still lays in the foundation even though lots of actions and measures are taken from government and non-government agencies (Ahmed and Arafat 1986). It might happen due to the predetermined popular destination choices made by the foreign tourists based on specific attracting and repelling factors (Tuhin and Majumder 2011). Hence, the development of the tourism of a potential country primarily depends on the greatness of the promotion. Consequently, it has become a priority for the government to strategically promote the tourism in Bangladesh (Talukder 1984). Afrose and Alam (2011) also emphasized on tourism development plan and strategies addressing the associated challenges to attract more tourists for cultural tourism in the country.

Bangladesh Parjatan Corporation (BPC) as the National Tourism Organization (NTO) is an autonomous body under the ministry of Civil Aviation and Tourism which was established in 1972 in order to expand the tourism industry and provide the service for local and foreign tourists. It is playing an important role for promoting and developing the tourism industry as well as creating and operating various tourism facilities across the country. Adding to that National Hotel and Tourism Training Institute (NHTTI) is institute for professional tourism management training. NHTTI was established in 1974 under BPC. This institute offers different courses and training on hospitality and tourism industry.

Tourism Products

A tourism product can be defined as the sum of the facilities and or services that provide the physical and psychological benefits to the tourists during their journey towards the destination. Such facilities and services are to be designed in such a way that can meet the need of the travelers. It is a composite product that includes a country's tourist attractions, accommodation, transportation, food and entertainment amenities which can deliver expected value to the tourists. Individual service providers such as hotel companies, diners, commercial airlines, travel agencies, money exchange agencies etc. supply different components of a tourist product.

A tourist product can be analysed from four key approaches: attraction, accessibility and accommodation; and amenities.

Attractions

Attractions are explicit elements upon which the choice of a tourist depends mostly on. The attractions may include cultural sites, archaeological areas, historical structures and memorials, wildlife, seashore resorts, mountains, parks or events like trade fairs, fairs, arts and music carnivals, games, etc. The Sundarbans, Historic Mosque in city of Bagerhat, Ruins of the Buddhist Vihara at Paharpur are the three world heritage sites in Bangladesh. Other popular attractions include Cox's Bazar Sea Beach, Saint Martin Coral Island, Foy's Lake, Tanguar Haor and so on. Interestingly, demands for various attractions and amenities are prone to changes through passage of time.

Accessibility

Accessibility ensures the reach of a visitor to the area where the attractions are located. It does not matter how much beautiful the place is if the locations are not accessible by the regular means of transport. In Bangladesh, usually, tourists use local vehicles, car, coach, train, boat or ship to reach the destination.

Accommodation and Food

World Tourism Organization defines international tourist as a person who must stay at least one night in the destination spot (UNWTO 2014). This presumes the readiness of some kind of accommodation services and food availability. The ranges and types of accommodation vary in a great deal and have undergone substantial changes

since the last half century. Bangladesh is not an exception to this phenomenon. There has been sharp decline in the use of boarding houses and small private hotels and instead the bigger hotels and holiday resorts are in place to meet the demand of accommodation and cuisine.

Amenities

Along with accessibility, accommodation and food services, value adding amenities are a must to satisfy the tourists. For a seaside resort, common facilities can be built for boating, swimming, yachting, surf-riding, dancing, special parties and other non-traditional recreations. These amenities can be categorized as: first, natural (i.e. sandy beaches, sea-bathing, fishing spots, climbing opportunities, trekking, viewing, etc.); and second, man-made entertainment facilities (i.e. swimming pool, theatre, para sailing, para gliding etc.). Bangladesh is progressing in terms of developing tourism amenities in major tourist destination if not in all destinations.

Characteristics of Tourism Products

Intangible

Tourism products are mostly intangible and there is no transfer of ownership of goods involved in tourism. Hence, interestingly, the product here cannot be examined or seen before its purchase.

Psychological

Tourism products are mostly relevant with the psychology and emotion of the product users. Such emotion is positively built when a tourist acquires nice and memorable experiences while interacting with the new environment and its people. This will ultimately create a positive image of the destination which helps to attract and motivate other potential visitors.

Highly Perishable

There is no way to store any tourism products sold by different travel agents, tour operators or any other service providers. Production of such tourism product can happen only if the tourist is available to consume the product.

Composite Product

Unlike any other manufactured products, the tourist product cannot be served by a particular organization. It is a complete package of different discrete products related to travelling to a particular destination.

Unstable Demand

The demand for tourism products highly fluctuates due to seasonal, economic, political and such other external factors which determine certain peak and lean periods of the year. It is not uncommon to experience a rush situation in booking hotel and transport tickets.

Non-changeable Supply in the Short Run

Unlike consumers of manufactured product, the tourist must go to the service delivery points for consuming the tourism products. Such feature of the tourism product demands an in-depth study of tourists' behavior, taste preferences, likes and dislikes for quality service delivery. The supply of a tourism product is not changeable in the short run and can only be augmented in the long run following increased demand trends.

Absence of Ownership

Tourism products can be bought for provisional consumption only and no ownership is transferred. As for example, when a tourist hires a taxi, he buys the right to be carried to a preset destination at an agreed fare. The passenger owns neither the vehicle nor the driver. Likewise, hotel rooms, airline tickets etc. can only be used without any transfer of ownership.

Heterogeneous

As service is heterogeneous meaning it tends to vary in standard and quality over time, tourism products also hold the same feature. Tours of a single operator or flights of a specific airliner might not be constant at all the time. Because such tourism services are rendered by human whose behavior and attitude changes very frequently and hence there is obvious variability.

Risky

As there is no scope to examine the tourism products before buying, there is always a risk of not getting the product as it was desired. Safety and security is also a major concern for the tourists in Bangladesh. Sometimes customer perception may not fulfill based on their expectation.

Say for example, a sea-cruise might not be as charming as it is thought to be or beach activities might be below par due to torrential rain.

Different Types of Tourism Products

Natural Tourism Products

Natural resources such as countryside, rains, bright sunny days, natural landscapes, hills, gorges, terrain, lakes, ponds, rivers, waterfalls, spring, flora and fauna, wildlife, beaches, islands are some natural tourism products available in Bangladesh.

Man-Made Tourism Product

Man-made tourism products include: First, culture (i.e. archaeological sites, historic sites, buildings and memorials, museums and art galleries, political and educational institutions, and religious establishments). Second, traditions (i.e. norms and customs, pilgrimages, carnivals and festivals, arts and handiworks, music and dance, folklore and native life). Third, entertainment (i.e. amusement parks, cinemas and theatre, sporting events, zoo and sanctuaries, night life and cuisine). Fourth, businesses (i.e. conventions and conferences). Fifth, symbiotic tourism products (i.e. aerial adventure like parachuting, sky diving, hang gliding, paragliding, parasailing, bungee jumping, ballooning. Water based adventure sports comprise white water rafting, canoeing and Kayaking, adventure sports in the waters of the sea like wind surfing, scuba diving, snorkeling, yachting, water skiing, etc. also offer thrilling

activities to the tourists. Land based adventure tourist products take in rock climbing, trekking, mountaineering, skiing, heli- skiing, motor rally, and Safaris). Sixth, medical tourism which offers modern medical facilities and the seventh is education tourism where the destination offers state of the art higher education services.

Event Based Tourism Product

There are some special events arranged by some specific organizers which are very popular and attract the international tourists as well. Here comes the event based tourism product.

Site Based Tourism Product

National Assembly Building, Bangabhaban, Shankharibazar, Jamuna Bridge, National Park, National Zoological Garden, National Botanical Garden etc. are some examples of site-based tourism products in Bangladesh.

Marketing of Tourism Product in Bangladesh

No matter how many tourist attractions and how the immense potential of tourism a country has if the values of the attraction are not marketed targeting the potential international tourists. Being BPC as the authority for the tourism promotion, it has set its objectives which are: first, to promote tourism in the country by reinforcing the positive image overseas and developing tourism infrastructure; and second, to offer superior tourism products and ensure the best use of the existing tourism resources of Bangladesh.

Due to having no clear vision there was a significant lack of appropriate plans and strategies for tourism development in Bangladesh. Realizing the fact, BPC has designed the tourism vision known as "Bangladesh Tourism 2020" which anticipates more than 1 million visitors by 2020. The plan expects the tourism industry to receive 4–5% of the annual GDP by 2020 (Ishtiaque 2013). Though UNWTO forecasts that foreign visitors in Bangladesh would be 0.5 million, BPC expects 0.9 million tourists by the end of 2020. The BPC estimation practically directs that the average annual growth rate in tourist arrivals to Bangladesh would be considerably above the WTO forecast.

To capitalize the tourism opportunities, the government has already formed Tourism Board and National Tourism Policy 2010, ruled Law on Tourism Protected Area and Exclusive Tourist Zone 2010, initiated country branding activities and

produced a database of the existing private and public hotels, motels, rest houses, guest houses et cetera (Ishtiaque 2013).

BPC and Bangladesh Tourism Board are implementing multiple development programs in order to increase the tourism industry's input to the Bangladesh economy and to promote Bangladesh's tourism prospects abroad. For the development of tourism infrastructure, Bangladesh Tourism Corporation has implemented Motel and Youth Inn construction project in Kuakata, upward expansion project of Dinajpur Motel, a new tourist motel in Rangamati, construction of new tourism motel instead of the Chittagong motel "Saikat", upgradation of National Hotel and Tourism Training Institute (NHTI), reform and development of Sonamasjid tourist motel in Chapainababganj and development of Kuakata Buddhist temple. Moreover, various tourist facilities have been introduced in the areas of Kantaji temple, Perki, Chottogram, Durgasagor of Barisal district, places adjacent to Sheikh Hasina Bridge in Chapainawabganj district, Sirajganj district, Munshiganj of Shatkirah district and Chapti Haor at Dirai Upazila, Sunamganj, Barisal city and Jaflong area by BPC.

As part of the future work plan, from 2017–2018 to 2020–2021 fiscal year, initiatives have been taken to construct Marine Aquarium in Cox's Bazar, tourism building in Agargaon, international standard tourism center in Cumilla on Dhaka-Chittagong highway, tourism center at KhaliyaJuri and Birishiri, Netrokona, limestone mine of Techerghat, Watch Tower at Kuakata and Rest house with modern facilities have been constructed in Dhaka, Chittagong, Narail, Rajshahi and Khulna. At the same time, tourist circuit will be built encircling Khokasagar in Lakshmipur Sadar and Ramgati Upazila including reconstruction of the suspension bridge of Rangamati for creating the more entertainment facilities. Besides these, the National Tourism Policy-2010, formation of tourist police for the safety of tourists, enactment of Bangladesh Tourist Reservation Area and Special Tourism Zone Act-2010 and its rules, and gazette publication for reservation of 35,000 acres of land has been done for the expansion of tourism industry (Ministry of Civil Aviation and Tourism 2019).

On the other hand, engaging local people of tourist attractive area, community based tourism and backwaters tourism have been implemented by introducing handicraft and cottage industries of concerned areas, folk culture, local food, guide training of less educated unemployed youth, and home stay programs for Tourists. Besides, eco-guide training is being provided to ensure the safe travel of tourists by upholding the balance of the environment. In addition, international conferences for promotion of tourism and its marketing are being organized and steps have been under taken to participate in various tourism fairs, seminars and symposium abroad and various international forums such as the United Nations World Tourism Organization (UNWTO), World Travel & Tourism Council (WTTC), Pacific Asia Travel Association (PATA), to promote Bangladesh in various regional and international tourism forums.

All the initiated plans are expected to achieve a number of possible results like: first, positive and favorable country image to be established; second, to create a destination preference for Bangladesh like Maldives, Malaysia and Singapore; third, development of effective marketing system, the internal and external

communication network system, variation of tourism products and escalation in investment from both private and public sector; fourth, ensuring smooth traveling procedure for the international visitors; fifth, around 1.30 million tourist arrivals each year following the year 2020 and sixth, achieving at least 4–5% GDP contribution from the tourism industry (Ishtiaque 2013).

However, to bring about these outcomes, BPC should be strengthened and empowered so that it can strongly work as controlling body to deal with private sectors, ministries and governmental units to maintain the product promise made to the tourists. Exclusively, the corporation should have the power to manage all the identified tourist spots and sites.

Focus Areas for Tourism Marketing in Bangladesh

Product

To attract and retain the international tourist arrivals, the tourism product has to be top-notch. BPC should develop a brand promise for the tourist and the promise needs to be communicated to attract the tourist. But this is not enough to develop the tourism. The promise has to be kept otherwise retaining the international tourists and new sales lead creation will be highly challenging. Considering this fact, the vision 2020 focuses on the development, maintenance and conservation of the tourist attractions. The cultural heritage and archaeological sites (e.g. Paharpur, Mahasthangarh etc.) are to be properly conserved and managed. The natural beauty of Cox's Bazar, St. Martin's Island and other major landscapes are to be restored with special and planned development in appropriate infrastructure and entertainment facilities. Ensuring public safety and security should get priority in such development. To grow the demand of eco-tourism destinations like the Chittagong Hill Tracts, Tanguar Haor, Sundarbans, etc., exclusive protection measures should be taken in coordination with the Forest Ministry so that illegal trespassers are hindered.

People

As tourism is a service, the role of service providing people for direct interaction with the tourist is inseparable and vital here. In fact, such interactions strongly impact how the tourists perceive product value. So, developing appropriate and capable human resources for tourism industry must be pressing priority for the authority.

Process

In tourism industry, the process starts from the very first interface with the tourist in his own country when he decides to visit a country and contact the relevant persons. For increasing the satisfaction level of the tourists, effective management of the tourism service processes has to be developed so that it leads to recurrent visits and positive words of mouth.

Price

Among premium, value for money and cheap value pricing strategies, BPC may focus on cheap value pricing to attract large number of tourists. It might help to minimize the competition and trigger repeat visits.

Market Research

BPC should conduct a market research to find out the potential targets, effective and profitable market segments, positioning ideas and to finally develop effective tourism marketing mixes.

Promotion

BPC should develop short and long term marketing plans targeting some countries' tourist after conducting a market survey. Based on the finding of the market research, in the targeted markets, more promotional activities such as full display ads, television and radio commercials, travel guides, magazines, newspapers, promotional alliances with the airlines and the tour operators, and tie-in sales promotion can be planned for promoting the brand. For the purpose, BPC should have a strong marketing division.

Co-ordinated Efforts

To promote Bangladesh as a destination, it requires all out efforts rather than depending on a single agency. Therefore, the government may focus to formulate a controlling guidelines to coordinate all the stakeholders. Major stakes are: first, tour operators, travel agencies; second, service providers for transportation,

accommodation, food & entertainments; and third, media, and travel, recreation and tourism related agencies, different relevant government agencies and service providers (i.e. Police, BPC etc.)

Government Priorities for Tourism Marketing

Some of the priorities of the government set by Ministry of Civil Aviation and Tourism are: first, development and modernization of civil aviation related infrastructure: Various development projects will be implemented to ensure modern civil aviation services, to ensure security at all the international airports in the country and to provide better services to air passengers. For this reason, this industry has been given the highest priority in development agenda; second, modernisation of prevailing tourism infrastructure and development additional infrastructures: Identification and development of Bangladesh potential tourism spots, modernization and expansion of tourism spots, construction of world-class establishment by encouraging private sector investment, expansion of community based tourism are given focal points; third, construction of physical infrastructure for tourism under PPPs: Different projects with establishment of Exclusive Tourist Zone for foreign tourist under PPP model have been already initiated. It will result into an increase in private and foreign investment and fourth, conducting training for human resources development: Steps have been taken for modernization of training modules led by NHTTI for preparing skilled manpower suitable for rendering international standard services in tourism, establishment of new training center to increase skilled human resources in tourism industry.

Tourism Marketing Issues to Deal With

Usually, international media focuses less on developing countries. Moreover, developing countries like Bangladesh comes to focus in international media when something bad i.e. big cyclone or natural calamities happen. Owing to that reason, international tourists do not know much about the country's tourist attraction.

Realizing the importance of translating the much talked about tourism potential of Bangladesh to a reality, the government declared the tourism as a "thrust sector' in the Industrial Policy of Bangladesh – 1999 and it also formulated "National Tourism Policy 2010". But implementation of the policy is a challenge as it requires huge amount of involvement of and coordination among different public-private stakeholders and bodies which requires a big financial backup and good amount of time (Ministry of Civil Aviation and Tourism 2019).

It is seen in many cases in Bangladesh that many officers and staffs cannot communicate in a better way with the international tourists. Language problem is a great barrier in this case. Moreover, local community people cannot share any

information with the international tourists due to this problem. Training is an important way to help the people get skilled. However, there are some training centers but it is not sufficient and up to the mark in this competitive market. Bangladesh is said to have a workable transportation system for local tourists but the quality of the system may not meet the demand of the international tourists.

Many international tourists do not get enough information regarding tourism products in Bangladesh due to less information on online. It will be very tough for any tourists to explore without having necessary information. Hence, the Tourism Vision 2020 may not be achieved if the authority is not able to ensure the online presence of Bangladesh as a destination brand by digital marketing. Safety & Security matter a lot for any tourists. In a few cases, there are tour spots, which are less safe and secured especially in the hill tracts area of Bangladesh. There is less tourism infrastructure in the country and in some cases available facilities are not satisfactory in comparison with the international standard. Some accommodations facilities are very expensive, some are in very poor condition but facilities for the average domestic and international tourists are very few in numbers. Additionally, transportation linkage to different tourism spots by road, rail, air and water is less efficient in some cases which offer a very good scope for investment and improvement.

Recommendations for Tourism Marketing Development

Universities may introduce time befitting tertiary education with advanced curriculum on Tourism Product and Marketing to develop skilled human resources for this industry. Some short training programs on tourism products can also be introduced by relevant authorities to develop tourism entrepreneurs to build the industry. For the long run, relevant body (BPC) may develop a 360- degree master marketing plan to introduce Bangladesh as a unique Destination Brand targeting the tourists worldwide. BPC may hire professional international marketing agency to promote and build the destination brand. Malaysia, Thailand and India are successful near-by examples of tourism development through state-of-the-art promotional campaign. To achieve BPC's target every year, innovation should be brought in promotional campaign and it should be consistent and constant. It is also needed to use extensive promotion along with other promotional mixes.

Along with the master plan, integrated plan for tourism should also be introduced to develop the industry in an all-inclusive method. This will improve not only the economy but also enrich the society and its culture. For facilitating the policy execution, the government have to guarantee a positive balance between the needs of the potential tourists and the needs of the country. To develop the tourism product and services, Bangladesh tourism authority may consider effective use of the technology. In the short run, BPC may upgrade its website to a global standard to provide the necessary information to update the International tourists. Most importantly, private sector entrepreneurs are to be highly encouraged to invest in tourism product

so that amenities, accommodation, cuisine, and other facilities can be improved to attract the more tourists.

Transportation system, safety and security in the tourist areas need to be improved as per the international market demand. Tour operators work a silent promoter of a destination brand and they can play a vital role to motivate the tourists to visit Bangladesh. Therefore, BPC may design its promotional activities keeping the tour operators in the equation. Local guides are to be developed who can effectively communicate with the tourists to talk about the tourist attractions, history, culture, and heritage.

The unique location, natural landscapes and beauties, history, bio-diversity, culture and traditions, climate, welcoming home people form the basic foundation of tourism development in Bangladesh, BPC may think of eco-tourism/cultural tourism as a broad area to position Bangladesh, the destination brand. Once the basic elements (e.g. core value, unique selling proposition (USP), target tourists, target market, positioning) of strategic plan of the brand are set, only then the strategies for marketing mix (e.g. promotional message, media and other promotional strategies etc.) can be developed to fix the actions programs. Currently, no such target-marketing plan is in place in a coordinated way rather some discrete initiatives are seen to market tourism product of Bangladesh.

Coordinated efforts from different strategic market participants of the tourism industry must be ensured. Such coordination will surely provide a better experience to the tourists which will attract more tourists in the future. Private business houses should be encouraged more for bringing investments in this industry. Without such investments it will be near impossible to move forward in this industry. Time-befitting entertaining infrastructure should be brought in the key tourist spots. Poor entertainment facilities will dissatisfy the international tourists and this will hinder the development of this industry. Finally, it is needed to strongly develop the coordination and collaboration between public and private enterprises to offer quality tourism products commercially which would benefit the entire economy and its stakeholders. Public Private and Community Partnership (PPCP) can be used as a competent tool for the socio-economic progression in different parts of Bangladesh through the expansion of tourism industry. More private investments are to be attracted along with the government investment to build up the required tourism infrastructure in less time. Consequently, the local communities along with the natural, social and cultural environments of the country will be enriched and there will have a sustainable growth in the long run.

Conclusion

Bangladesh needs organized structural development and very professional approach to cultivate the tourism industry to grab the huge economic opportunities in the industry. No doubt, such development will contribute to national economy by creating employment, generating more incomes and earning foreign currencies. But the

status quo requires a bunch of skilled manpower for the industry, a well-developed 360- degree master marketing plan, encouragements for private tourism entrepreneurs and infrastructural development. Without this ammunition, no fight can be taken place in this global industry to reap the national benefit out of this. Though this chapter looks for only marketing aspects of tourism industry, it is not the only one for the holistic development of the industry. Further researches may be done tourist behaviors, industry linkages, supply sides, gap in tourism vision and reality and so on.

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Part VII
Tourism Products and Services in Bangladesh: The Future

Chapter 21
Discussions on Future of Tourism in Bangladesh

Mohammad Rahim Uddin and Md. Alauddin

Abstract The natural beauty, world heritage, and geographical location are the major attraction for tourism in Bangladesh. The government of Bangladesh industrializes tourism under Bangladesh Parjatan Corporation (BPC). Besides Bangladesh Tourism Board and National Hotel and Tourism Institute (NHTT) is also working for the growth and development of Tourism activities in Bangladesh. Prime objective of this chapter is to address future of tourism in Bangladesh based on current planning, investment, opportunities and future prospect. Past theory and literature were summarized, synthesized, classified, and organized for introducing the theoretical application with the practical implication of tourism in Bangladesh under this study. There is great opportunity for sustainable eco-tourism in different area of Bangladesh like coastal tourist region, especially Saint Martin, Sundarbans, and Cox's Bazar. But the exploitation of the opportunities depends on how well the respective authority is able to the meet the environmental and ecological challenges. Infrastructural development, improved accommodation facilities, appropriate safety measures, tourist guide facilities, diversified food culture, and long-term policy will contribute in the future prospect and development of tourism in Bangladesh.

Keywords Tourism · Future · Marketing · Discussion · Bangladesh

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Introduction

Bangladesh is a country with full of natural beauty which covered with the evergreen hilly area, flourishing tropical rain forests, and ethnic variety with rich cultural heritage (Islam and Nath 2014). The country also has richness in the natural ecosystem and rich biodiversity. These cultural products, diversity in lifestyle, and ecological arrangement are marketable and saleable to the people who enjoyed visiting around the world. But the growing tendency of the tourism service creates negative pressure on the natural resources and human environment. Developing countries suffered from tourism expansion in ecologically fragile regions with modest concerns on the environment (Aminu et al. 2013). Bangladesh is a highly populated country with a density of more than one thousand populations per square kilometer. The economy of this country depends mostly on agricultural development. There is a considerable risk of destroying a fragile ecosystem if there is unplanned development in tourism services.

Indeed, tourism arrangement was observed as a 'clean' production in the twentieth century, which could create capital resources for countries, but mass tourism, later on, became the alarm for the sustainability of the environment. Sustainable expansion in tourism began to ascribe as a cure for all the difficulties of contemporary tourism to gain optimal profit for the present without risks the demand and need of the future. Sustainable tourism helps in generating employment, combating poverty, and at the same time, protecting bio-diversity and cultural environments involving local communities. It addresses the essentials of tourists, host communities, the environment, and the industry. Most importantly, sustainable tourism takes into consideration current and future economic, social, and environmental impacts. The concept of sustainable tourism gradually becoming a vital factor in tourism development. Nevertheless, it is considered more critical for destinations that depend on nature as their primary tourist attraction (Larson and Herr 2008). This approach may propose a higher quality to the tourist satisfaction, enhanced quality of life for host society, conservation of the environment, and enhancement of cultural pride (Ap and Crompton 1998; Levy and Hawkins 2009).

Major Forms of Tourism in Bangladesh in the Future

Several tourism forms can have different purposes for a tour by the intended people. Bangladesh Parjatan Corporation (BPC) categorized the reasons for travel as tourism, study, business, office, religion, service, and other purposes. Studying from the literature discloses some different kinds of tourism, which are named slum tourism, medical tourism, and halal tourism, etc. More people are traveling to distant destinations than ever before. The number of tourist visits is increasing day by day. The targets have changed too – 68 years ago, two-thirds of tourists went to Europe; now that is just half, with Asia and the Americas becoming more popular. But the

ubiquity of cheap air travel, transparency of digital media, sharing economy, and sudden summer heatwaves are altering everything. You have more experiences to choose from than ever before, and more information about them – just as what you want to do, maybe changing fast. Here are prospective, and the future of tourism destination is presented. Tourists mostly traveling Bangladesh are for charming natural beauty. Another reason for the tourists' attraction is religious interest. Bangladesh is one of the largest countries in the Muslim world. Thousands of people from around the globe visit Bangladesh for spiritual purposes. Bishwa Ijtema is one of the prime events for meeting Muslim people from around the world in Bangladesh. Different meaning of tourist visit in Bangladesh is explained below.

Site Tourism

Bangladesh is full of natural beauty. Natural and hilly areas like the Chittagong Hill Tracts, along with sandy sea beaches, are located in the Chattogram Division, which is in the south-eastern part of Bangladesh. Cox's Bazar, the most prominent seaside, is a contender for the title of the longest unbroken sandy sea beach in the world. Various hilly areas in Chattogram and Sylhet are a major attraction. The organized visiting place with natural beauty is located in Bandarban, Sajek, Rangamati are the major attraction of site tourism. Visiting natural areas to enjoy scenic beauty is one of the significant motives of tourism. Natural charms and attractions constitute Bangladesh as an ecstasy for the visitors both from home and abroad. Comprising the Rajshahi division in the northern part of Bangladesh is famous for archaeological sites, including the temple city Puthia in Rajshahi; the largest and most ancient archaeological site, Paharpur in Naogaon; the most ornamental terracotta Hindu temple, Mahasthangarh in Bogra; the single largest Buddhist monastery, Kantaji Temple, and many "Rajbaris" or palaces of old "Zamindars" (landlords) are the major attraction.

Business Tourism

Business is one of the primary reasons for visiting people in Bangladesh. It is the second-highest number from the total visitor from across the world visit Bangladesh for business purpose. Abundant of natural resources, strategic geographic location, and distinct competitive edge have huge prospects to grow business in Bangladesh. Exporting Readymade Garments, agricultural products, and importing machinery capital goods make Bangladesh a critical zone in the world. Business travel is one of the vital sources for Bangladesh to explore other beauty to the world people.

Office Tourism

Bangladesh is a developing country where many multinational companies are operating their business. As well many local companies are doing their business in other countries. Due to international trade and international affairs with other countries, many local and international organizations establish their offices in Bangladesh. Expatriates from different countries and local employees are serving these organizations. Visiting expatriate creates excellent opportunities for office tourism in Bangladesh. Many international NGOs are now working in Bangladesh for short term and long term purposes. Different hotel, motel, travel agents have the opportunity to expand their tourism service for these people who are frequently moving in Bangladesh for their official visit.

Education Tourism

Educational tourism often ignored by tourism experts and marketers. Very often, students, academicians, researchers, scientists travel many places for school trips, attending conferences and seminars, higher study, educational cruises, and under skill enhancement vacations. Many universities in Bangladesh organize international workshops and meetings every year in Bangladesh. Many students are visiting Bangladesh from abroad for academic learning. Sometime academicians, researchers, and students are attending Bangladesh for enriching knowledge and pursuing educational purposes. So it is an excellent opportunity for the organizer to have an advantage from education tourism.

Religious Tourism

Bangladesh is one of the biggest Muslim-majority states in the world, with nearly 90% of Muslims of total inhabitants. In many religious occasion, Muslim form around the globe gathers in Bangladesh. Among the religious event, Bishwa Ijtema is one of the significant reasons for visiting Muslims from different countries around the world. The Bishwa Ijtema (meaning Global Congregation) is a peaceful assembly occurred annually in Tongi, by the banks of the River Turag, in the outskirts of Dhaka, Bangladesh. The Ijtema gathering is a prayer meeting that continued for several days. In this gathering, Muslims from different countries perform daily prayers while listening to scholars reciting and explaining verses from the Quran. In the Concluding Supplication (Akheri Munajat), millions of devotees raise their hands in front of Allah (God) and pray for world peace. Besides, many people of Hinduism, Christianity, and Buddhism visit Bangladesh for their religious interest throughout the year.

Medical Tourism

At present many people from Bangladesh are traveling abroad for medical services. Many countries in Southeast Asia region like India, Thailand, and Singapore, are getting advantages from medical tourism. Bangladesh is far behind and also losing potential revenue from patients who are moving these countries for medical services. This departure for health treatment is compelled by the advanced perceived excellence of treatment abroad. Although similar health service is available in Bangladesh with more cost-effectively, many people are moving to other countries for poor perception about local service. Medical science could be a good source of medical tourism. Recently some international standard hospitals are established in Bangladesh. These can make a new horizon for medical tourism. Though medical tourism in Bangladesh is not well recognized, it may create a significant opportunity soon. The other wing of medical tourism is online medical tourism, which is a big online database providing necessary information to attract people to come to the country in person. By taking a long term plan, Bangladesh will be able to develop the local health care sector and retain patients within the state. Consequently, by implementing strategic niches, Bangladesh has a good chance to deliver better quality health treatment to improve medical tourism and attract patients from abroad in specific categories of health care.

Slum Tourism

Slum tourism involves tourism to underprivileged areas, particularly in Bangladesh, Kenya, Brazil, India, and Indonesia. Slum tourism aims to offer tourists the occasion to see and realize the "non-touristy" regions of a country or city. The state, similar to Bangladesh, attracts visitors and donors who are trying to work for underprivileged slum people. Very recent Bangladesh receives more than one million Rohingya refugees that came from neighbor country Myanmar. This Rohingya refuge took a position in the hilly area of Cox-bazar that is near to the Myanmar border. They are staying here in the slum. For developing the slum life of Rohingya people, many international and local NGOs are working there. Many observatory and personnel from international NGOs are visiting this place.

Tribal Tourism

Bangladesh has many tribal groups of the population living mostly in a different hilly area. Among the tribal groups, Hajong, Santal, Garo, Khasia, Moni puri, Tippra located in Rajshahi, Srimangal, Mymensing, and Hilly tribal's like Chakma, Bawm, marma, Murung, Khumi, Tangchonga, Tripura, Chak, etc. are living in

Rangamati and Bandarban Hill district. The tribal societies have a unique culture, customs, and practices that make them different from others. Dominated Religious belief of the tribe is Hindu, Christian, and Buddhist culture. Even some tribal group is still practicing their old religion. For the livelihood, some of these tribes still depend on hunting, going to the forest for food. Tourism facilities will encourage the visitor to know about a different culture and latent lifestyle of the differentiated group.

Halal Tourism for the Muslims

Halal tourism geared towards visitors who are abiding by Islamic beliefs. Many countries like Malaysia, Turkey, and many Muslim countries trying to attract Muslim visitors from around the world by offering facilities following the Islamic religious faith. Bangladesh is one of the largest Muslim countries in the world. Halal tourism that abides by Sharia generates extra attraction to the Muslim. The arrangement under halal tourism offer accommodation in such a way that free from alcohol and have separate exclusive swimming pools and spa facilities for male and female. Halal tourism will also offer alcohol-free flights, prayer facilities, and religious programs as part of the entertainment. As a Muslim country, Bangladesh has an excellent opportunity to gain advantage from arranging Halal tourism facilities.

Eco-Friendly Tourism

While the effect of climate change and global warming is a vital issue of developing sustainable tourism, ecotourism is getting more consideration — ecotourism concerned with traveling natural places that keep the environment thoroughly and improves the welfare of local people. Bangladesh is situated in a geo-strategic point near China, India, and the ASEAN region. Geographical distribution in Bangladesh offers myriads of ethnic diversity, eye-catching scenic and archaeological sites, rich cultural heritage unique cuisine, and much more to grab tourist's attention. The presence of many rivers augments its aesthetic attractiveness manifold. Cox's Bazar, the longest unbroken sea beach in the world, possesses stretches of golden sands, surfing waves, towering cliffs, gorgeous pagodas, rare conch shells, Buddhist temples, tribes, and delectable sea-food. Besides Sundarbans (Beautiful Forest), on the other hand, it is the largest mangrove forest in Bangladesh in the world and also a UNESCO World Heritage Site. It provides a unique eco-system and a splendid wildlife habitat. Sundarbans is also home to majestic Royal Bengal Tigers and gorgeous spotted deer.

Also, the Wetlands of Bangladesh have been immortalised by many litterateurs for their immense beauties. Tanguar Haor at Sunamganj, one of the most extensive wetlands (haors) of Asia, is unique for its bio-diversity. HakalukiHaor at Moulvibazar

is a Ramsar site of International Union for Conservation of Nature (IUCN), while Cholon Beel is the largest wetland of Bangladesh. These wetlands abound in floras and faunas. The socio-economic valuation of the wetlands is enormous. Situated in the southern tip of Bangladesh, Kuakata is the only sea beach in the world, which gives the holidaymakers a rare opportunity to witness both sunrise and sunset with its full splendor. Saint Martin's is the only coral island of Bangladesh with beaches encircled with coconut palms and abundant marine life. Fabulous lush green tea gardens in Sylhet provide a soothing effect on the tourists' minds.

Forest Based Eco-Tourism

Bangladesh is a country with immense tourism potential as this small country host several tourist attractions, including both the natural and cultural elements. The country hosts a variety of forests in different parts ranging from tropical forest to swamp forest and mangrove forest. Many of these forest areas have been declared as protected areas and wildlife sanctuaries. Concurrently, forest-based tourism, which is also commonly known as ecotourism in this context, has been developed in different protected area forests in Bangladesh, such as in various national parks and wildlife sanctuaries, including the Sundarbans (Chowdhury and Koike 2010). However, the tourism industry, in general, has not been flourished yet, which is evidenced through its insignificant contribution to the country's GDP.

The Sundarbans is the largest Mangrove forest located in the south-western region of the country under the Khulna division between 21°30′ and 22°30′ N and 89°00′ and 89°55′ E (Iftekhar and Islam 2004). This forest lies on the delta of Ganges, Brahmaputra, and Meghna rivers on the Bay of Bengal. This world-famous mangrove forest shares the border between Bangladesh and India, where around 60% of the forest area falls in Bangladesh, and the rest 40% lies in the West Bengal of India. The Sundarbans Reserve Forests (SRF) in Bangladesh comprises an area of 140,000 ha approximately, which was inscribed as a UNESCO world heritage site in 1997. The area consists of three sanctuaries: Sundarbans west, south, and east. This mangrove forest offers unique biodiversity in its terrestrial, marine, and aquatic habitats, including 350 species of vascular plants, 250 fishes, and 300 birds. This forest is the natural habitat of the world's famous Royal Bengal Tiger, spotted deer, and other endangered species such as estuarine crocodile and the Indian python (Haque et al. 2016). Considering its rich biodiversity and inscription as a world heritage site, this destination has become very popular with both domestic and foreign tourists. The six distinct areas in the Sundarbans that offer the most potential for tourism activities are Katka, Dubla Island, Hiron point, Mandarbaria, Koromjal, and Kochikhaly. Different tour operators offer package tours to Sundarbans, especially during the winter season. Significant tourists' attractions include boating through hundreds of meandering streams, creeks, and rivers, wildlife photography, meeting and participating with local fishers, woodcutters, and honey collectors (Alam et al. 2010).

Adventure Tourism

Adventure tourism is the activity that consists of cultural exchange, physical activity, or activities in nature. Young age tourists generally like adventure tourism. Adventure tourism is full of excitement by allowing travelers to step outside their comfort zone. It helps in experiencing cultural shock through the activities that required some degree of risk and physical danger. In Bangladesh, the Bandarban is a hilly area that is located on the southwest rim of the country. Many beautiful mountains are waiting for adventure liking tourists full of green foliage, dazzling flowers, dense forests, luminous valleys, enchanting lakes, springs, and waterfalls add considerable value to its natural surroundings. Tourists will enjoy the overwhelming natural ambiance and the vibrant tribal life here. Boga Lake, Nilgiri, Golden Temple Chimbook Hills is a must-see tour. Trekking to the hilltop (3800 feet high) is also a thrilling experience. These places will highly be suitable for adventure tourism.

Fisheries-Based Ecotourism in Bangladesh

After China and India, Bangladesh is considered one of the most suitable regions for Fisheries-Based Ecotourism in the world. It has the world's third-largest aquatic biodiversity and the most significant flooded wetland in Asia (Ghose 2014). Around 260 species of freshwater fish are found in the inland water bodies of Bangladesh. The fisheries of Bangladesh can broadly be categorized into three parts: inland aquaculture, inland capture fisheries, and marine fisheries (Shamsuzzaman et al. 2017b). These fisheries contribute a vital part in the national economy. It contributes 3.69% to GDP in Bangladesh (Shamsuzzaman et al. 2017a). The total length of the rivers is more than 24,000 km that covers 8% of the country's area. Also, the river system of Bangladesh has been divided into five major networks. The Padma–Ganges system (258 km), The Jamuna–Brahmaputra system (292 km), the Padma–Meghna system (145 km), the Surma–Meghna system (669 km), and the Karnaphuli system (420 km).

Fisheries tourism in Bangladesh can be separated into two divisions, like marine water fishing and freshwater fishing based on topographical position. It has a vast area of wetlands, including freshwater lakes, rivers and streams, and marshes, baors, haors, beels, fish ponds, water storage reservoirs, flooded cultivated fields, and estuarine systems with extensive mangrove swamps. Haors, baors, beels, and jheels are of fluvial origin and are commonly identified as freshwater wetlands. Also, they play an essential role in the ecology, economy, and livelihood of the country. Bangladesh is estimated to possess 70,000–80,000 km^2 of wetlands in the form of permanent rivers and streams (4800 km^2), estuarine and mangrove swamps (6100 km^2), shallow lakes and marshes (1200–2900 km^2), large reservoirs (900 km^2),

small ponds and tanks (1500–1800 km^2), shrimp ponds (900–1150 km^2) and seasonally flooded floodplains (57,700 km^2) (Byomkesh et al. 2009).

The "Muslin" Tourism

Bengal was well-known for the "Muslin" fabric at the time of the Mogul emperor. People from around the world came to this region for commercial purposes of the "Muslin" and they were fascinated by the beauty of natural scenery of the country. Bangladesh has become famous for jute called golden fiber, the main foreign currency earning product after the liberation war of 1971. RMGs took the position of jute after 1985. But in future tourism can be developed as a parallel industry of RMG to contribute to the economy of the country. Tourism is a promising industry in Bangladesh with an increasing contribution to GDP. Mere some infrastructural development can make the industry sustainable. Though the contribution of this industry is already at a significant level, it is essential to maintain the industry's sustainability for not to hamper healthy growth in GDP.

Sustainability of Future Tourism in Bangladesh

Researchers of tourism drawn their consideration to social, economic, and environmental issues about four decades ago (Cater 1987). But the term sustainable tourism commenced nearly two decades ago (May 1991). In the first decade, sustainable tourism yielded compilations (Hall and Lew 1998) and basic frameworks from backgrounds in tourism (Butler 1999), environmental management (Buckely 1996), and economics (Driml and Common 1996). Tourism can play a role in peace through improved cross-cultural understanding. Tourism generates direct local impacts on water, air, soil, and biota, and indirect influences from manufacture and transport of material items. Consequences derived from solid and liquid wastes, atmospheric emissions, energy and materials, and consumption of water (Aall 2011). In parks and natural areas, there are additional impacts from vegetation damage and wildlife disturbance. That is one of the most active fields in sustainable tourism research (Acevedo-Gutiérrez et al. 2011). The responsibility of the private sector is to the counting of sustainability such as self-regulation, corporate social responsibility, eco-certification, and destination marketing, and demarketing have been promoted widely but proved mostly ineffective (Black and Crabtree 2007). Few tourists select sustainable products correctly (Budeanu 2007); they suppose proper environmental management routinely (Mair and Jago 2010). Industry activists promote self-regulation to avoid government regulation (Núñez 2007). Property developers lobby for development rights in public, protected areas, but with few exceptions, this has

proved averse to conservation. Environmental policies, management measures, and technologies can reduce many tourism impacts. Regulatory utensils offer the foundation of sustainability in tourism as in other industries. Success is often inadequate by poor implementation in both developed and developing nations worldwide (Logar 2010).

The goal of sustainable tourism is to ensure that development brings a positive experience for local people and the environment, tourism facilitator, and the tourists themselves. It is an adopted practice in successful ecotourism. Attaining sustainable tourism requires impetus, determination, and an orderly approach for future actions. Through confirming effective administration and conservation of cultural and historical heritage sites socio-cultural sustainable tourism can be developed in Bangladesh. Long term policy, including organizing found for environment protection, is essential in this regard. Strategies and Policies in this connection should include an emphasis on acquiring a specific portion of funds from tourism income. Afterward, the fund should spend to care about social programs like environmental awareness education, health, and social welfare of the local people and society. Investment from tourism income in the underdeveloped areas for water, electricity, and health care facilities will be beneficial to disadvantaged communities. People of touristic are often got access to visitors and have a chance to earn through street trading, personal guiding services or providing simple accommodation, etc. That can be strengthened through attention to quality, capacity building, licensing, better information for tourists, etc. High priority should be given to the generating employment for locals that are permanently stable, and full-time, and that ensure fair salaries and benefits. Encouraging shared use of amenities and services by residents and visitors will help to decrease potential conflicts between guest and host. It will help to achieve through arranging less expensive holiday packages for disadvantaged groups. Cultural richness can be reinforced through developing interpretative programs and events based on the furnishing in tourism establishments, heritage, and distinctiveness of the area; local cuisine in restaurants, traditional designs in architecture, and art and sculpture in public spaces; conceiving creative, sensitive and viable visitor attractions where local culture and traditions can be showcased.

The Future of Tourism in Bangladesh: Some Challenges

Environmental Issues

Currently, Bangladesh is facing numerous environmental challenges that threaten tourism. The challenges include increased groundwater salinity, metal pollution, storms and flooding, and sedimentation and changing patterns of streamflow due to watershed mismanagement. Some environmental factors are influencing associated with sustainable tourism. Tourism expansion is bringing challenges for the environment. Among the ecological challenges air pollution, water pollution, soil erosion,

wastes disposal, spilling oil in the sea, extinction of species, disturbance of natural regeneration, destruction of wildlife habitats, loss of biodiversity, and loss of mangroves are remarkable. The factors are very much connected with site-specific. On the other hand, nature also making challenges for tourism. Climate change, including siltation and salinity, has a significant influence on tourism. Freshwater Scarcity in the coastal tourist region, especially Saint Martin, Sundarbans, and Cox's Bazar, is the everyday matters that will lead havoc for future tourism. Accessibility in freshwater for household, agricultural, and other uses is quickly becoming the most critical natural resource issues in many areas. Fast expansion and development of the extremely water-intensive tourism industry can exacerbate this problem by placing a considerable burden on scarce water supply in many destinations. Shortage of water can pose a severe constraint to developing future tourism in many low-lying coastal regions and small islands that have limited possibility for surface water use and storage, and whose groundwater may be polluted by saltwater intrusion. The core environmental effects of tourism are pollution and waste generation, pressure on natural resources, and damage to ecosystems. Mostly economic, ecological, and social aspects are influencing tourism in Bangladesh. Seasonality, natural disasters, and improper planning are leading financial losses in tourism industries in Bangladesh. In environmental drivers, loss of species diversity, damage of natural regenerations, hampering of wildlife breeding, visitor's attitude and behavior, lack of proper wastes management are affecting tourism a lot. On the other hand, lack of social security, crime, cheating is creating negative impacts on tourism.

Sustainability Concerns

The tourism business in Bangladesh has the opportunity to grow more if the authority can solve some problems. The current difficulties in sustainable tourism are security and safety, high-profit motive poor business design, improper management of tourist destinations, poor infrastructure, inadequate investment, lack of local community participation in tourism development and inappropriate marketing strategies, and threats such as fragile natural ecosystems, Political instability, lack of awareness, uncertainty of return from investment, degradation of natural environment, mismanagement in tourist demand management and entry alien culture can be materialized through ensuring highest level of security for tourists, appropriate planning so that all tourism-related stakeholders will get optimum economic benefits from tourism, strict environmental policy to ensure sustainability of nature, educate people on sustainable tourism development and infrastructure development to attract tourists (Islam 2015).

There is a lack of budgetary allocation and scarcity of trained people for the development of the tourism industry in the country. Bangladesh is lagging in projecting her attractions to international tourists through advertisements in global print and electronic media. Besides meager budgetary allocation of the government, appropriate plans and programs –short term, long term, and medium-term –were

absent before the 90s. Tourists do not come here to sleep ideally in a hotel, but tourists do not find any nightlife activities after spending the day at Cox's bazaar beach. There is no proper water and sewerage system in Cox's bazaar. Gas connection is absent, and only a limited number of flights land there. Kuakata is a second priority beach in the country. Though road communication has improved than before, tourists do not tend to go there for a second time due to the lacking of standard facilities. There is a popularity of archaeological sites in the north-west of Bangladesh. But because of the absence of an interpreter and facilities, tourists do not make overnight stay there. There is no involvement of the local people of the tourist site. They get little benefit from tourism activities in their areas. They are also neglected in the tourism planning and development process. There are a lot of things to do for Bangladesh Parjatan Corporation for tourism development. Both the local and potential foreign tourists face the problem of easy access to information related to Bangladesh tourism and its facilities.

Future of Tourism in Bangladesh: Some Suggestions

Proper tourism planning will ensure better service to visitors. Tourism business could not be isolated from other industries of the economy; rather, it depends on some collective effort of other sub-sectors like transports, hotels, and motels, security, foods, guide, etc. The infrastructure facilities of tourism are still far behind from the acceptable level. Bangladesh is blessed with substantial natural beauty, which constitutes a significant part of the tourism industry. Proper maintenance of these beauties, along with assuring other logistic facilities, can make tourism the most lucrative industry. For this, concentrations are to be made in some areas.

Transportation Facilities

Good transportation is a precondition of the tourism industry. Since Bangladesh is a plain country, road transport is an essential way of communication. The government is the prime authority for the maintenance and development of transport infrastructure. Long-term planning and good investment are highly required for the development of future tourism in Bangladesh. Proper treatment also required in rail service. The major problem the rail service is poor management. Great speedy train service and proper governance will bring new hope for the tourism industry in the future. Although inland water transport is a regular way of the local transport system in Bangladesh but development in this area will also bring a new flavor of the journey for the tourist.

Accommodations for Tourists

For remarkable advancement in the tourism industry, a parallel linkage development in accommodation facilities is the utmost necessity. Although some world-class hotels are available in Dhaka and Chittagong region, the number is not sufficient. The number of five-star hotels in Bangladesh is still insufficient, and the industry is in the early stages of growth. Being Chittagong an emerging destination, and it sees rising growth in the hospitality industry. More arrangement in this industry is highly required. Besides, linkage with proper transport management with the hotel service will be highly beneficial for the visitors.

Security for Tourists

Security is a vital part of traveling. Road accidents, poor fitness of the vehicle, political violence, and crime are the primary concern for the safe and safeties of the visitors in Bangladesh. A new wing of Bangladesh Police administration has started to serve to ensure the safety and security of tourists. Moreover, the mass people of Bangladesh have to come forward to ensure the security of foreign tourists. Proper traffic management will reduce risk in road transport.

Tourist Operators and Tourist Guide

Professional tour operator and guide is one of the significant parts of tourism. Skills in a different language, managing and organizing tour groups, facilitating tourist information, highly developed online, and technical service like an informative web page, online ticketing is essential for tourism management. Bangladesh should redesign the tourism education at the higher study level. People should be expert in communicating prime international language for doing well in the tourist operation and guide.

Diversified Food Culture

Different kinds of food such as Biriyani, Jorda, Khichuri, Polao produce from rice are delicious and famous for this reason. Sweets named Roshogolla, Chomchom, Kalojam, Sondesh, and so on are famous for the different cultural and religious occasions. Different types of cake (local name Pitha) named as Puli Pitha, Pakon Pitha, Noksi Pitha, Patisapta, Bhapa Pitha, Citoi, Pua pitha and so many kinds enjoyed by the local people in the different seasonal occasion. Introducing this food

to the tourist will be an excellent opportunity to have different tastes. Modestly presenting healthy food will encourage the visitor to have the feeling of varying food stated above will promote the traveler.

Making Policy Implementations Easy

Good governance that is associated with the government dealings and interaction with the business through regulatory affairs is instead a unique challenge for the development of sustainable tourism in Bangladesh. The administrative regulations, enacted with the favorable view of facilitating and helping tourism, instead acts as a regulatory and problem creating mechanism. Good governances and tourism-friendly policies from the government will accelerate the growth of future sustainable tourism in Bangladesh.

Removing Bureaucratic Barriers and Corruption

The bureaucratic system in Bangladesh has made progress slower and in some sectors. Corruption is another major problem in the government bureaucratic system. Spending on bribe is a regular phenomenon in some cases for getting any approval. The discriminatory power of the Government officials encourages them to be corrupt and whimsical. Reduction in the complex bureaucracy is highly essential for the development of sustainable tourism in Bangladesh.

Market Development

The influence of the tourism business in the national economy is progressively rising in many countries in the world due to the growing awareness and initiatives to increase the availability of ecology-based tourism services or products. As a result, the concerned authorities and agencies in Bangladesh are projected to focus more on ecotourism. The promotional advertising and collaboration actions should focus on future market development and possible expansion of the ecotourism market. Advertisements in online, interactive websites full of tourist information and its link with global tourism guidebooks likes; Femme, Lonely Planet, the National Geographic, etc. can be beneficial. A well-designed web page can become the right station for the tourist, where they can express their thoughts that beneficial to know and understand the market trends and customer's desires and expectations. Like Facebook and Twitter and other mass popular social networking sites has widened the horizon of internet advertising. Creating collaboration and partnership with regional travel agents and also with major international travel service providers and

tour operators will be highly beneficial for the future development of tourism. To ensure exceptional and outstanding customer services, the tour operator should engage graduates as interpreters or guides. In recent times, schemes of certification and ecolabels in the tourism industry help to attain a higher level of sustainability in the tourism business. Environmental awareness among the general mass people is rising, and more tourists will choose greener products. This has made the environment essential areas to have competitive gain and a common element of tourism's targeting, segmenting, and positioning strategies (Font and Buckley 2001). The tours can attempt to get international certification for its sustainability in the global markets, as stated by the majority of international travelers. A certification characteristically is the sign of the products' higher quality and socio-environmentally soundness (Haaland and Aas 2010).

Conclusion

Tourism is gradually acknowledged as a growing industry in Bangladesh. It is not only an essential source of foreign income but also a medium to establish and explore Geo and bio-diversity and cultural uniqueness of the country. Many touristic sites and arrangements have the excellent potential to attract tourists from whole over the world. The current study shows the present status of tourism arrangement of Bangladesh and future economic and social aspects of Bangladesh and attraction for tourist to have charm from visiting different places. This study also found some short site of current tourism in Bangladesh. Tourism arrangement and development is suffering from inadequate infrastructure, poor management of hotel and motel system, a safety problem, weak transportation system, and finally lack of policy guideline. Long term planning, distribution of resources, and master plan are required to have the potential of future tourism. This study is conducted based on past literature, which does not perform any empirical-based cause and study analysis. It is only trying to focus on the prospect of tourism in Bangladesh based on past and present status. The empirical study is expected to have more insight about the future progress of tourism in Bangladesh.

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Retraction Note to: When Culture Becomes Commodity: Tourism and Development in the Chittagong Hill Tracts of Bangladesh

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The editor and the authors have retracted this chapter because it contains substantial overlap with two Master's theses by different authors [1, 2]. Both authors agree to this retraction.

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