

An Analysis on Marketing Strategy of Bangladesh Tourism Board.

SUBMITTED TO

Mr. Mahbub Parvez

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Program: BTHM

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Letter of Submission

Date-20.10.2024

To

Mr. Mahbub Parvez

Associate Professor

Department of Business Administration

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Daffodil International University

Subject: Submission of Internship Report on “An Analysis on Marketing Strategy of Bangladesh Tourism Board.”

Dear Sir,

This is to inform you that I have completed my internship program at Bangladesh Tourism Board .I have also completed the internship report titled **“An Analysis on Marketing Strategy of Bangladesh Tourism Board..”** as a component of finishing my internship in compliance with Daffodil International University's requirements. I have done my best to incorporate the ideas I have learned throughout my academic career with the practical experience I have gained from working in the real world when writing this paper. I hope that this report meets your expectations as I have included my experiences from the entire internship period. I'm always here to answer any more questions and provide clarifications regarding this report.

.

Thank you

Sincerely Yours



Ali Haider Abdullah

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Acknowledgment

I am profoundly grateful to the Almighty Allah for bestowing upon me the privilege of an internship at a reputable organization and for endowing me with the perseverance and determination to learn and grow during that time. Among the most enlightening and beneficial experiences of my undergraduate career, this internship has been extraordinarily beneficial, and I am incredibly honored to have been mentored by such exceptional individuals.

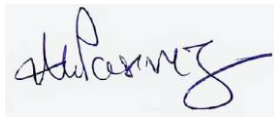
Throughout my academic journey, Mr. Mahbub Parvez, Associate Professor, Department of Tourism & Hospitality Management, Faculty of Business & Entrepreneurship, Daffodil International University, acted as both my supervisor and instructor. I am sincerely grateful for his unwavering support, moral guidance, insightful recommendations, and constructive counsel.

I would like to sincerely thank Mr. Ovihood Rahman, (HR) of Bangladesh Tourism Board, for permitting me to complete an internship programme in the esteemed department. I am writing to express my gratitude once more to the other staff members at the Bangladesh Tourism Board for their genuine assistance and direction in completing the tasks required to make this report. I need help to complete my internship and get ready to report in a timely manner. I am pleased to acknowledge that I am solely responsible for all of the report's shortcomings.

Certificate of Approval

This is to verify that Ali Haider Abdullah, ID: 201-43-117, a student in Daffodil International University's Department of Tourism and Hospitality Management, has turned in his internship report, "An Analysis on Marketing Strategy of Bangladesh Tourism Board." The degree requirements are partially satisfied by this report. I helped him to finish the report and gave him guidance.

Signature,

A handwritten signature in blue ink, appearing to read 'Mahbub Parvez', is displayed within a light gray rectangular box.

Mahbub Parvez

Associate Professor

Department of Tourism & Hospitality Management

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Daffodil International University

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CHAPTER 1

INTRODUCTION

1.1 Origin of the report

This report was written as a part of an internship program that the Bangladesh Tourism Board and I oversaw. The report's main goal is to examine and assess the marketing techniques used by the Bangladesh Tourism Board to promote travel to Bangladesh. It seeks to shed light on current marketing techniques, emphasize their efficacy, and suggest adjustments as needed.

The Bangladesh Tourism Board is in charge of raising Bangladesh's profile as a travel destination both domestically and abroad. The Bangladesh Tourism Board must create a strong marketing plan in order to draw in more foreign tourists, take advantage of the region's natural and cultural heritage, and use tourism to stimulate the economy given the growing interest in South Asian travel worldwide.

This report was required in order to critically assess the Bangladesh Tourism Board's ongoing marketing campaigns, ascertain how well they align with global travel trends, and provide tactical recommendations to enhance Bangladesh's standing as a global leader in the tourism sector.

1.2 Background of the report

One of the sectors with the fastest rate of growth in the world is tourism, which has a major impact on the economic growth of many nations. Bangladesh, being a nascent travel destination, possesses the capacity to leverage its abundant natural resources, varied attractions, and cultural legacy to enhance its tourism industry. Bangladesh has encountered difficulties, nevertheless, in successfully establishing itself as a top travel destination in the fiercely competitive international travel industry, despite its enormous potential.

The main government organization in charge of boosting travel to the nation from abroad is the Bangladesh Tourism Board. Its job is to develop and put into action marketing plans for Bangladesh's distinctive tourism attractions, which include its historical landmarks, scenic locales, and rich cultural diversity. The Bangladesh Tourism Board has launched a number of programs over the years to raise the nation's profile as a travel destination, but careful consideration is needed to determine the efficacy and scope of these tactics.

The necessity to evaluate the Bangladesh Tourism Board's present marketing approach, examine its advantages and disadvantages, and pinpoint areas in need of development led to the creation of this report. Through an examination of the marketing strategies employed by the Bangladesh Tourism Board, including partnerships, digital campaigns, and destination branding, this report seeks to offer a thorough grasp of how Bangladesh is marketed as a travel destination and what more can be done to make it more appealing to foreign travelers.

1.3 Objective of the report

The main objective of the study is to understand the Market strategy of the Bangladesh Tourism Board

Secondary objectives

- I. To examine the Bangladesh Tourism Board's present marketing plan
- II. To determine the key components of the marketing plan of the Bangladesh Tourism Board
- III. To assess the Bangladesh Tourism Board's marketing strategy's efficacy
- IV. To comprehend how marketing strategy affects the company's profitability

1.4 Methodology of the report

My main area of focus in this report has been secondary data analysis. This indicates that the Bangladesh Tourism Board's database and old record files are where the information for this report was gathered. Additionally, information gathered from the internet

1.4.1 Data collection

The internship report is completed by the information collected from secondary data source.

Secondary Sources of data

- I. Bangladesh Tourism Board website
- II. Bangladesh Tourism Board Annual Report
- III. A different Bangladesh Tourism Board paper

Data analysis and report writing

The process of examining, purifying, arranging, and altering data in order to extract pertinent and useful information is known as data analysis (Barbour, 2008). There are many methods for collecting data and utilizing data analysis tools such as tabulation and Microsoft Excel.

1.5 Limitations of the study:

To finish my report during this internship, though, I ran into a few obstacles. Here are a few of them.

- 1. Organizational policies limited access to the Bangladesh Tourism Board's confidential marketing strategies and detailed internal data. Because of this, it's possible that some elements of the marketing campaigns were not adequately covered in this study.
- 2. The internship's time limit limited the research's potential application. Extended duration would have facilitated a more profound examination and in-depth investigation of the implemented marketing tactics.

3. Because the tourism sector is so dynamic, shifts in the world's travel patterns, the state of the economy, and political issues could have an impact on how applicable the study's conclusions are. The study's reflection of the research environment may not take future changes in the market into account.
4. Every piece of data utilized in the analysis came from secondary sources, including websites, articles, and reports. Because some of the material may be out-of-date or lacking, the validity of these sources could have an impact on how accurate the results are.
5. Preserving data confidentiality presented yet another major challenge for this investigation. Every organization keeps its own trade secrets hidden from the public.
6. Despite the fact that I am an intern, staff members withheld certain information to preserve the privacy of the organization when I was collecting tourism data from the Bangladesh Tourism Board.
7. There weren't enough books, articles, or charts available. If these limitations hadn't been there, the report would have been more useful.

CHAPTER 2

OVERVIEW OF BANGLADESH TOURSIUM BOARD

2.1 About Bangladesh Tourism Board

Bangladesh offers a wide range of tourism opportunities. The tourism sector has emerged as the world's most significant economic activity at present.

In addition, this industry's multifaceted nature has led to significant job opportunities and economic growth in several nations. Bangladesh's tourism sector holds great promise due to the country's abundant natural beauty. Bangladesh offers all the tourist attractions needed to draw visitors from around the globe. The Tourism Act of 2010 created the Bangladesh Tourism Board, a National Tourism Organization, in September 2010 with the goal of promoting Bangladesh's enormously potential tourism industry globally and positioning Golden Bengal as a "Tourist Destination" in the international arena. The National Tourism Organization (National Tourism Organization) has been working tirelessly since the establishment of the Bangladesh Tourism Board with the goal of extensive promotion and marketing. The development of the tourism industry and strengthening the industry's increasing contribution to the nation's economy are the top priorities, but equally important is improving the country's image abroad.

2.2 Management Aspect

The Bangladesh Tourism Board's management division is responsible for organizing, promoting, controlling, and planning tourism-related activities in order to maximize the nation's tourism potential.

Strategic Planning

- **Tourism Development:** The Bangladesh Tourism Board develops long-term strategies to find new tourist destinations, promote existing ones, and develop tourism infrastructure.
- **Sustainable Tourism:** Places a focus on environmentally conscious travel while maintaining economic expansion.
- **Policy Development:** The Bangladesh Tourism Board is a major player in the development of policies aimed at promoting travel, such as those pertaining to marketing plans, visitor safety, and visa requirements.

Promotion & Marketing

Branding Bangladesh: Through local and international marketing campaigns, the Bangladesh Tourism Board works to position the nation as a distinctive travel destination.

- **Partnerships:** Working together to promote Bangladeshi tourism internationally with foreign organizations, airlines, tour companies, and other stakeholders.
- **Digital marketing:** Using websites, social media, and digital platforms to draw visitors from abroad and offer up-to-date travel information.

Coordination with Stakeholders

- **Cooperation with Government Bodies:** To guarantee efficient tourism operations, the Bangladesh Tourism Board maintains close ties with local authorities, immigration, and ministries such as the Ministry of Civil Aviation and Tourism.
- **Private Sector Engagement:** Works to enhance the whole travel experience by interacting with the private sector, which includes lodging facilities, tour operators, and transportation providers.

Tourist Infrastructure Development

- **Upgrading Facilities:** The Bangladesh Tourism Board is in charge of managing the construction of tourist infrastructure, including lodging establishments, transit hubs, and tourist information offices.
- **Standards & Regulations:** To guarantee international competitiveness and visitor satisfaction, standards of quality are established for lodging facilities, dining establishments, and tour guides.

Capacity Building & Training

- **Skills Development:** To guarantee excellent service quality, the Bangladesh Tourism Board concentrates on training tourism professionals, such as tour guides and hotel employees.
- **Workshops and Seminars:** Conducts workshops to improve the knowledge and abilities of local communities, managers, and tourism operators about international tourism.

Visitor Services & Information

- **Tourist Assistance:** Educates visitors via pamphlets, websites, and assistance desks at airports and popular tourist destinations.
- **Feedback Mechanism:** Invites visitors to offer comments so that future visitors can benefit from better experiences and services.

Regulation & Policy Enforcement

- **Licensing & Accreditation:** To ensure service quality, the Bangladesh Tourism Board is in charge of licensing and accrediting travel agencies, hotels, and tour guides.
- **Regulation of Tourism Activities:** Makes sure that all tourism-related activities are carried out in accordance with moral and legal guidelines, with a focus on environmentally friendly methods.

Crisis Management

- **Safety Procedures:** The Bangladesh Tourism Board works with the appropriate authorities to guarantee visitor safety, especially in the event of an emergency or a natural disaster.

- **Crisis Communication:** To effectively manage a crisis, the Bangladesh Tourism Board works to ensure that visitors and stakeholders are informed at all times.

2.3 History of Bangladesh Tourism Board

The Bangladesh Parjatan Corporation Board, which was founded in 1973, is made up of three full-time directors and a chairman. The board's objectives are outlined in the Bangladesh Parjatan Corporation Order of 1972. The corporation's duties include developing and promoting tourism, providing facilities, taking action, and carrying out all related or auxiliary activities. to encourage tourism-related activities and to manage and oversee tourist facilities and services. to plan facilities for information and reception inside or outside of Bangladesh. to raise public awareness of tourism. To create educational and training facilities for prospective tourism employees.

The Ministry of Civil Aviation and Tourism established the Bangladesh Tourism Board in 2010 as a statutory body with the mission of developing, promoting, and regulating tourism in Bangladesh. Its establishment represented a significant turning point in the nation's attempts to maximize its tourism potential and draw in both domestic and foreign visitors.

Predecessors (Before 2010):

- Before the Bangladesh Tourism Board was established, the Bangladesh Parjatan Corporation (BPC), which was founded in 1972 after Bangladesh gained its independence, was largely in charge of developing the country's tourism industry. The initial efforts to develop tourism infrastructure, manage state-owned hotels and resorts, and promote tourism were carried out by BPC. However, the scope of BPC's activities was limited, indicating the need for a more comprehensive and focused tourism body.

Establishment of Bangladesh Tourism Board (2010):

- The Bangladesh Tourism Board Act of 2010 was created by the government in recognition of the growing significance of tourism for both cultural exchange and economic development.

•

The Bangladesh Tourism Board was tasked with overseeing tourist information systems, developing marketing plans, launching advertising campaigns, and coordinating national tourism policies.

Role and Function:

The main goal of the Bangladesh Tourism Board is to promote the nation's historical, cultural, and natural attractions in order to establish Bangladesh as a top travel destination

worldwide. In order to promote sustainable tourism, the Bangladesh Tourism Board works with a range of stakeholders, including local communities, international organizations, and the private sector. It also exhibits and participates in international travel fairs to promote Bangladesh's tourism industry abroad.

Strategic Initiatives:

- The Bangladesh Tourism Board has promoted eco-tourism, adventure tourism, cultural tourism, and heritage tourism, among other tourism-related initiatives, over the years. Additionally, the organization has worked to streamline the visa application process, especially for foreign visitors, and to improve tourist safety and infrastructure.

Recent Developments:

- The Bangladesh Tourism Board has been aggressively pursuing the development of niche tourism markets in recent years, with a particular emphasis on digital tourism via social media marketing. Examples of these markets include riverine tourism and ethnic tourism. The Bangladesh Tourism Board is trying to use tourism as a tool for poverty alleviation and regional development by aligning its strategies with Bangladesh's Vision 2041, which aims for economic transformation.

Functions

The corporation performs following functions:

- I. To advance and expand travel.
- II. To build Bangladesh's tourism infrastructure.
- III. To provide the means to implement policies and conduct all manner of tourism-related activities
- IV. The acquisition, establishment, construction, planning, provision, and management of lodgings, dining establishments, rest stops, picnic areas, campgrounds, theaters, amusement parks, and water ski and entertainment facilities.
- V. To create educational and training facilities for aspiring tourism workers.

2.4 Vision, Mission, Goal, philosophy

To establish Bangladesh as a popular travel destination in South Asia

Mission:

- **Develop & Promote Tourism:** To encourage the creation of services and infrastructure for tourism that improve the experiences of travelers.
- **Sustainable Tourism:** To encourage environmentally friendly, sustainable, and conscientious tourism practices that safeguard cultural and historical resources.

- **Global Branding:** To present Bangladesh as a desirable travel destination by emphasizing its distinctive features, such as its natural wonders, ecotourism, and cultural diversity, in foreign markets.
- **Strengthen Competitiveness:** By cooperating with stakeholders and upholding international standards, the tourism sector in Bangladesh will become more competitive overall.

Goals:

- **Boost Tourist Arrivals:** By promoting both well-known and lesser-known tourist destinations, you can draw in more domestic and international visitors annually.
- **Development of Tourism Infrastructure:** Upgrade and extend infrastructure related to tourism, including lodging, transportation, attractions, and services, throughout the nation.
- **Promoting Cultural & Eco-Tourism:** To highlight Bangladesh's rich legacy and biodiversity, concentrate on growing eco- and cultural-tourism.
- **Economic Contribution:** By raising tourism's GDP share and creating jobs, it can become a major driver of the country's economy.
- **Sustainability & Preservation:** By protecting natural resources and cultural heritage, make sure that tourism development complies with sustainability objectives.

Philosophy:

- **People-Centered Tourism:** The Bangladesh Tourism Board is in favor of tourism growth that raises living standards and generates employment opportunities for local communities.
- **Respect for Culture & Nature:** Stresses the value of preserving natural resources and cultural identity while fostering tourism, making sure that growth doesn't negatively impact the environment or deteriorate historic sites.
- **Sustainable Growth:** The guiding principle of the Bangladesh Tourism Board is the long-term, sustainable tourism that can flourish while preserving the environment and cultural heritage without endangering future generations.
- **Tourism for All:** • The Bangladesh Tourism Board encourages inclusive tourism, making the nation accessible to a wide range of traveler groups and guaranteeing that tourism activities can benefit all facets of society.

2.5 Products & service

Riverine Tourism

Activities related to riverine tourism include rafting, fishing, cruises, boats, and riverbank pursuits (Bosnic 2012). Discovering the locals, their way of life, the surrounding landscape, and the serene beauty of the rivers captivates foreign visitors. River tourism is most effective for tourism because it offers the most flexible, enjoyable, and comfortable travel options. Rivers are magnificent means of preserving nature's splendor while also serving as a reflection of human life. Many major rivers in the world, such as the Indus, the Nile, the Tigris, the Euphrates, the Mekong, the Danube, the Rhine, and the Yellow River, are home to numerous cities that have grown up along their banks (Cooper et al. 2019). Rivers have sparked interest in rivers as ecosystems and nature-based resources even in developing nations like Bangladesh, where they have maintained much of their original characteristics. The world's largest delta island, Bangladesh, offers enormous potential for cross-river tourism along hundreds of rivers, including the Jamuna, Padma, Meghna, Brahmaputra, and Buriganga. However, this industry is still in its infancy for a variety of reasons. The sustainable development of rural society in Bangladesh can be significantly aided by an a rise in riverside travel. As a vital tool for sustainable human development, riverine tourism can greatly benefit Bangladesh by fostering job creation, reducing poverty, and fostering rural development (Ahmed et al. 2015). River tourism can be ensured through strategic marketing planning for both public and private initiatives.

Adventure Tourism

The fastest-growing industry is adventure tourism, which is becoming more and more popular with general mass travelers (United National World Tourism Organization, 2014). "Adventure travel may be any tourist activity including two of the following three components: physical activity, cultural exchange or interaction, and engagement with nature," according to the Adventure Travel Trade Association (ATTA 2013: p. 2). Six criteria are listed by Sung, Morrison, and O'Leary (1996) for characterizing adventure tourism: motivation, performance, environment, risk, and experience. However, risk and uncertainty are a common component across all definitions (Ewert 1989; Ratala et al. 2018). The fastest-growing industry is adventure tourism, which is becoming more and more popular with general mass travelers (United National World Tourism Organization, 2014). "Adventure travel may be any tourist activity including two of the following three components: physical activity, cultural exchange or interaction, and engagement with nature," according to the

Adventure Travel Trade Association (ATTA 2013: p. 2). Six criteria are listed by Sung, Morrison, and O'Leary (1996) for characterizing adventure tourism: motivation, performance, environment, risk, and experience. However, risk and uncertainty are a common component across all definitions (Ewert 1989; Ratala et al. 2018). According to Sand and Gross (2019), adventure tourism ought to focus less on pushing oneself over personal boundaries, conquering obstacles, and endangering the lives of others. Activities that take place on land, in the sea, or in the air are included in adventure tourism (Hall 1992; Fennel 1999; Page et al. 2005; Gajda 2008). These activities can also be classified as soft or hard adventures (Swarbrooke et al. 2003; Patterson and Pan 2007; Schott 2007). Activities like hiking through forested and mountainous areas, rock climbing, parasailing, white water rafting, and other extreme sports are all part of "Hard Adventures." Low physical strain, low risk, and low obligation are characteristics of "soft adventures" (e.g., mountain biking, hiking, etc.)

Religious Tourism

Religious tourism encompasses attending religious ceremonies and conferences in addition to trips to local, regional, national, and worldwide religious centers. Travel is appealing to tourists for religious purposes. These days, vacations and cultural tourism are closely associated with religious tourism. Pilgrims are frequently assigned to day trips in the neighborhood as part of the program. Religious tourism primarily falls into two categories: pilgrimage tourism and sightseeing with an educational focus. Spiritual pilgrim travel is one type of pilgrimage travel (Shaymukhambetova 1995). Interests in art, religion, or other subjects can serve as inspiration for religious sites. history, ancestry, and architecture (Makrides 2009; Greenia 2014). According to Rysbekova et al. (2014), religious tourism has the socio-cultural quality of changing people and giving them a place in the social space. Bangladesh is the fourth-largest Muslim-majority nation in the world, with 165 million people, or roughly 90.40% of the total population, being Muslims, according to World Population Prospects (2019). Paharpur, the Historic Mosque City of Bagerhat, Kantajew Temple, Mazar of Fakir Lalon Shah, Puthia Temple Complex, Baitul Mukarram National Mosque, and other religious tourist destinations can be found in Bangladesh. Bangladesh hosts several religious events each year, such as the "Bishwa Ijtema," which draws Muslims from all over the world and is the second-largest Muslim gathering after the Hajj. history, ancestry, and architecture (Makrides 2009; Greenia 2014). According to Rysbekova et al. (2014), religious tourism has the socio-cultural quality of changing people and giving them a place in the social space. Bangladesh is the fourth-largest Muslim-majority nation in the world, with 165 million people, or roughly 90.40% of the total population, being Muslims,

according to World Population Prospects (2019). Paharpur, the Historic Mosque City of Bagerhat, Kantajew Temple, Mazar of Fakir Lalon Shah, Puthia Temple Complex, Baitul Mukarram National Mosque, and other religious tourist destinations can be found in Bangladesh. Bangladesh hosts several religious events each year, such as the "Bishwa Ijtema," which draws Muslims from all over the world and is the second-largest Muslim gathering after the Hajj.

Medical Tourism

The term "medical tourism" describes the practice of choosing and traveling from one country to another across international borders in order to receive contemporary medical care. The availability of highly qualified medical professionals with a solid reputation, modern medical specialization, reasonably priced treatment, and the chance to travel to a different nation are the primary drivers of medical tourism (Bookman 2007). There are two main categories of medical tourists based on the problematic framework. First, there are those who specifically travel for medical care. Furthermore, those who travel for both treatment and vacation (Cohen 2008). The primary source of medical tourism is medical science. Despite the fact that medical tourism is illegal in Bangladesh, the low cost and highly qualified medical staff could soon present a fantastic opportunity for foreign travel. Recently, Bangladesh has seen the establishment of a number of hospitals and medical schools that meet international standards, including Apollo Hospital and United Hospital Bangladesh. These medical facilities, universities, and colleges can open up new opportunities for medical travel.

Other Type's Tourism

In addition to the types of tourism mentioned above, there are other types of tourism as well, such as business, virtual, walking, water, wildlife, sports, Halal, rural, heritage, cultural, and nautical tourism.

Tourism Service Classification Hospitality

Generally speaking, being hospitable refers to inviting strangers into one's house or other locations where one works or relaxes. "Kindness in welcoming strangers or guests" is how Collins Concise English Dictionary Plus defines hospitality (Hanks 1989: p. 604). "a harmonious combination of a physical environment, people's behavior and attitude, and food, drink, and/or shelter" (Cassee and Reuland 1983: p. 144). Furthermore, hospitality is defined 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 it" by Tideman (1983: p. 1).. According to Brotherton (1999), hospitality is a human exchange that is modern, voluntary, and mutually beneficial depending on particular goods or services.

Transportation

Traveling people from one place to another is the essence of tourism, and transportation is essential to the industry's ability to fulfill its purpose. Travelers are unable to get to their intended destinations—which might be far apart—without using the local transportation systems. Transport, though, can also be thought of as a destination in addition to a means of transportation. There are three types of transportation modes that can be utilized for travel: air, sea, or land.

Visa and Immigration

The first step for tourists who wish to travel from one country to another is obtaining a visa and immigration. Prior to visiting other nations, travelers must apply for a visa. Travelers can apply for a visa online or in person, depending on the country's immigration and visa policies. However, travelers occasionally have the ability to enter multiple countries using a single visa. An example of a Schengen visa, also known as an Europe visa, permits eligible individuals to travel freely among the 26 Schengen Area member nations.

Money Transfer

Transferring money electronically between individuals is referred to as money transfer. The term "money transfer" typically refers to cashless payment methods. Money transfer methods can be classified into various categories, such as foreign exchange providers, money transfer operators (MTOs), peer-to-peer money transfer providers, community banks, online money transfer services, prepaid money cards, internet money transfers, and so on. Currently, tourists are more likely to use online money transfer services.

Tourism Product Offers in Bangladesh

Bangladesh offers a wide variety of goods for tourists that are appealing to travelers. Many scholars have classified travel-related products in different ways. Bangladesh offers a variety of tourism products, such as those that are man-made, natural, symbolic, historical, archaeological, architectural, wildlife, event-based, site-based, and more (Nekmahmud et al. 2020). These are hill stations (Bandarban, Khagrachori, Rangamati Hill, Jaflong, Sripur, Srimangal, etc.), lakes (Mohamaya Lake, Kaptai Lake, Dhanmondi Lake, Foy's Lake, Madhobpur Lake, etc.), and other natural tourist attractions.

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 Man-made tourist attractions (such as Foy's Lake, the national parliament building, or the "Jatiyo Sangshad Bhaban"). For the purpose of raising the standard of the tourism industry, professionals working for tourism providers should have partnered with providers of man-made (such as transportation, lodging, and meals) and natural (such as infrastructure, mountains, beaches, and climate) tourism products (Sofronov 2018). Therefore, whether the trip is being taken for leisure or to fulfill an official duty, each of these destinations can be regarded as a tourism product.

Tourism Service Offers in Bangladesh

Tourism was divided into five main categories by the North American Industry Classification System (NAICS), including travel, lodging, entertainment & recreation, food & beverage services, and transportation. Therefore, all of these categories can be categorized as tourist services. Likewise, Bangladesh provides a variety of tourism services, including travel, lodging, food, entertainment & recreation, medical care, and transportation. These are listed in the following order:

- **Transportation:** Bangladesh offers three types of transportation services for tourists: air travel (from Dhaka to Khulna, Saidpur, Chittagong, and Sylhet), sea travel (from Chittagong to St. Martin's Island via ship), and land travel (bus, train, and automobile).
- **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:** The top category of tourist expenditures is food and drink, which benefits the food industry financially (Hall and Sharples 2003). There are many regional and traditional foods in Bangladesh. A wide range of culinary services are available for tourists at restaurants, cafes, bars, caterers, unique local cuisines, food festivals, etc.

- **Recreation:** Host guests have access to a variety of recreational facilities, including theme parks, bowling alleys, and arcades.
- **Entertainment:** entertainment takes listeners to real places, like theaters or theater productions, movie theaters, and circuses.
- **Health & Sports:** A wide range of sports facilities, including ski slopes, and health-related services, like spas, are available to visitors.
- **Ancillary Services:** Other types of tourism services include shopping, convenience, conferences, travel, medical, and cultural services, among others.

2.6 Financial & Technical Highlights

Tourism is rising industry in a Bangladesh comprised of 3.0% of the total GDP in 2019. The government has allocated Tk. 34 billion in FY 2019-20 in Civil Aviation and Tourism Ministry which is more than double of the allocation of last fiscal year. It indicates that the government of Bangladesh is giving importance to the Tourism Sector. Tourism industry in Bangladesh has flourished significantly in the last decade. Economic contribution of tourism in GDP is increasing higher every year than before. Following charts depict the contribution of this industry.

Bangladesh is an incredibly beautiful country. This nation is vast in its beauty. Over the years, Bangladesh has gained recognition as a tourist destination of choice due to its lush surroundings. With its ancient civilization and tropical climate, this nation offers a wealth of tourist attractions. The tourism industry contributes 10.4% of the world GDP and is growing at a 3.9% annual rate. Consequently, tourism can be a significant source of foreign exchange earnings if handled carefully.

2.7 SWOT analysis

A SWOT analysis for the Bangladesh Tourism Board can help identify the strengths, weaknesses, opportunities, and threats associated with the organization and the tourism sector in Bangladesh.

Strengths:

1. **Cultural Heritage and History:** Bangladesh is rich in cultural heritage, including ancient cities, UNESCO World Heritage sites like the Sundarbans, and historic places like Paharpur and Mahasthangarh.
2. **Natural Attractions:** Bangladesh has natural beauty, including rivers, beaches (like Cox's Bazar, the longest natural sea beach), and forests (Sundarbans, the largest mangrove forest in the world).

3. **Warm Hospitality:** The friendly and hospitable nature of the Bangladeshi people is well-regarded, which enhances the experience of international tourists.
4. **Affordability:** Bangladesh is an affordable travel destination, making it attractive for budget travelers.
5. **Growth in Connectivity:** Increased flights, improvements in the road network, and other transportation infrastructure development make traveling more convenient.
6. **Government Support:** The Bangladesh Tourism Board, along with the Ministry of Civil Aviation and Tourism, has initiated various projects to promote tourism.

Weaknesses:

1. **Limited International Awareness:** Despite having several attractions, Bangladesh lacks global visibility and a strong tourism brand image.
2. **Underdeveloped Infrastructure:** Many tourist sites lack proper facilities like accommodations, transportation, and road connectivity, which hampers tourism growth.
3. **Safety Concerns:** Political instability or natural calamities like floods and cyclones often deter international tourists.
4. **Lack of Marketing Efforts:** Insufficient international marketing campaigns and promotion compared to neighboring countries like India, Sri Lanka, and Nepal.
5. **Service Standards:** Tourism service quality, including customer service, lacks the refinement found in more mature tourism markets.

Opportunities:

1. **Ecotourism and Adventure Tourism:** Bangladesh's natural resources provide excellent opportunities for ecotourism, wildlife tourism, and adventure tourism, especially in the Sundarbans, Chittagong Hill Tracts, and the beaches.
2. **Niche Markets:** With its diverse culture, traditional festivals, and culinary experiences, there is potential to attract niche markets like cultural tourism, culinary tourism, and religious tourism.
3. **Increased Foreign Investment:** Tourism development projects backed by foreign investment could help improve infrastructure and amenities for tourists.
4. **Growing Middle Class in Asia:** The rise of middle-class tourists from nearby countries, especially India and China, offers an opportunity for growth in regional tourism.
5. **Digitalization and Innovation:** Leveraging technology for digital marketing, online booking systems, and mobile tourism applications can enhance the visitor experience.

Threats:

1. **Regional Competition:** Neighboring countries such as India, Nepal, Sri Lanka, and Thailand are more established as tourist destinations, posing stiff competition.
2. **Environmental Challenges:** Rising sea levels, pollution, deforestation, and other environmental issues threaten the sustainability of natural tourist attractions like the Sundarbans.
3. **Political Instability:** Periodic political unrest and strikes (hartals) may deter tourists from visiting.
4. **Global Economic Conditions:** Changes in global economic conditions, such as recessions or fluctuations in foreign currency exchange rates, could impact international arrivals.
5. **Pandemics and Health Concerns:** Health concerns like the COVID-19 pandemic can severely disrupt international tourism.

2.8 Software preparing

Creating software for the **Bangladesh Tourism Board** involves developing a platform to enhance tourism services, manage operations efficiently, and provide information and services to tourists.

1. Objectives of the Software:

- Streamline tourism management and operations.
- Enhance user experience for both domestic and international tourists.
- Provide a centralized platform for information on destinations, services, and itineraries.
- Enable online booking and reservations for accommodations, tours, and transport.
- Track and analyze tourism statistics for strategic planning.

2. Core Features:

a. Tourist Portal

- **Destination Information:** A database of tourist attractions, cultural sites, events, and natural wonders, with descriptions, images, and travel guides.
- **Interactive Maps:** Maps with key locations, routes, nearby hotels, restaurants, hospitals, and other services.
- **Itinerary Builder:** An option for tourists to customize their own itineraries based on their interests and available time.
- **Language Support:** Multilingual options to cater to international visitors.

b. Online Booking and Reservations

- **Hotel and Accommodation Booking:** Allow tourists to view available accommodations, compare prices, and book directly through the platform.
- **Tour Packages and Guides:** Tour operators can offer packages, and tourists can book guided tours online.
- **Transport Reservations:** Integrated bus, train, and domestic flight bookings.
- **Payment Gateway Integration:** Support for secure payments using local and international payment methods (credit cards, mobile banking, etc.).

c. Visitor Assistance

- **24/7 Support:** Chatbots and live chat to answer queries and offer tourist support.
- **Emergency Contacts:** Quick access to emergency services, including local authorities, hospitals, and the nearest embassy or consulate for international visitors.
- **Weather and Safety Updates:** Real-time updates on weather conditions, political situations, and health advisories.

d. Tourism Management System for the Board

- **Visitor Tracking and Analytics:** Track visitor arrivals, demographics, spending habits, and other tourism statistics to inform policy and marketing strategies.
- **Permit and License Management:** Digital system for issuing permits to tour operators, hotels, and other tourism-related businesses.
- **Tourism Campaign Management:** Manage digital marketing campaigns, events, and initiatives to promote tourism.

e. Mobile App

- **Mobile-Friendly:** A responsive and user-friendly mobile app for on-the-go access to all the portal's services.
- **Offline Access:** Downloadable maps, guides, and itineraries for offline use.

3. Technological Stack:

- **Frontend:** React.js, Vue.js, or Angular for a responsive user interface.
- **Backend:** Node.js, Django, or Laravel to handle business logic and database interactions.
- **Database:** MySQL or PostgreSQL for structured data like hotel listings, tour packages, and visitor analytics. NoSQL (MongoDB) for dynamic content such as reviews and recommendations.
- **Mobile App Framework:** React Native or Flutter for cross-platform mobile app development.

- **APIs Integration:**
 - **Payment Gateway API:** For handling secure transactions.
 - **Google Maps API:** For interactive maps and location-based services.
 - **SMS/Email API:** For sending booking confirmations, updates, and alerts.

4. Security Considerations:

- **Data Encryption:** Encrypt sensitive user data and payment information.
- **Two-Factor Authentication (2FA):** For secure user login.
- **Regular Security Audits:** Conduct periodic vulnerability assessments to protect from cyber attacks.

5. Additional Features:

- **Loyalty and Rewards System:** Encourage repeat visitors with reward points or discounts for bookings made through the platform.
- **Review and Rating System:** Allow users to rate their experiences with accommodations, tours, and restaurants to improve service quality.
- **Sustainability and Eco-tourism Section:** Promote responsible tourism by providing eco-friendly travel options and practices.

6. Admin Features:

- **Content Management System (CMS):** For the Tourism Board to easily update destination details, events, and news.
- **Analytics Dashboard:** A dashboard to view real-time statistics of website traffic, bookings, and visitor trends.
- **Tourism License Renewal:** Simplify the process for renewing licenses for hotels, tour operators, and other businesses.

7. Testing and Feedback:

- **Beta Testing:** Release a beta version to a small group of users, including tourism industry stakeholders, to gather feedback.
- **User Feedback System:** Continuous feedback collection from tourists and businesses to improve features and services.

8. Launch and Maintenance:

- **Marketing and Promotion:** Announce the launch through digital marketing, social media, and tourism expos.
- **Ongoing Support:** Regular maintenance, updates, and the addition of new features based on user feedback.

CHAPTER 3

LEARNING PART

3.1 Promotional Strategies of Bangladesh Tourism Board

Bangladesh is a country with great potential for tourism. Its unique natural and geographical resources, rich culture and heritage, colorful and hospitable lifestyle are major attractions for tourists. However, due to insufficient promotion and development activities, the country is still underdeveloped as a global tourist destination.

Considering the great potential and various advantages of tourism, the current government attaches great importance to the development of tourism as a domestic industry. To this end, the government issued his National Tourism Policy 2010 and established Bangladesh Tourism Board as the National Tourism Agency to implement the policy. Now that the institutional and political framework is in place, it is time to launch an aggressive global promotion and marketing campaign against Bangladesh. To revitalize the tourism sector, the Bangladesh government has declared 2016 as the 'Year of Tourism' with the slogan 'One billion tourists, one billion opportunities'.

The main objectives of the tourism policy are:

- Stimulate people's interest in tourism.
- To conserve, protect, develop and maintain tourism resources.
- Take action to reduce poverty through job creation.
- To open up the sectors recognized by the private capital sector.
- To organize entertainment and recreation.
- To strengthen national unity and integrity.

Bangladesh's main policy objectives and tourism benefits are:

- Diversify attractive tourism products.
- Leverage investments already made in airports, national airlines, transportation and accommodation.
- Build a strong domestic tourism base.
- Conserve and protect the environment.
- To improve the international image of the country.
- Strengthen and protect culture and nation.
- Incorporate tourist attraction information into textbooks and curricula.

The National Tourism Policy has also ascertained some strategies for a vigorous promotion of tourism but unfortunately, most of these remain unimplemented. But now the government is taking the proper initiatives to implement this policy with a successful manner.

Promotion is one of the important marketing mixes. There are various promotional strategies that an National Tourism Organization can adopt to promote a country. The basic tools for promotional mix are:

- I. Sales Promotion;
- II. Direct Marketing;
- III. Internet Marketing;
- IV. Publicity/Public Relations;
- V. Advertising;
- VI. Personal Selling.

As a part of its marketing activities Bangladesh Tourism Board also uses promotional strategies and successfully completed many of them. Bangladesh Tourism Board mainly uses the three promotional mixes-

- 1. Advertising,**
- 2. Public Relations,**
- 3. Internet marketing.**



3.2 Marketing mix of Bangladesh tourism board :

The marketing mix, commonly referred to as the 4Ps (product, price, place, and promotion), is a framework that helps marketers create successful marketing campaigns. The Bangladesh Tourism Board's marketing mix is summarized as follows:

Product:

Products in this case refer to tourism offers and experiences offered by Bangladesh. These include natural beauty, historic sites, cultural heritage, adventure tourism, ecotourism, religious tourism and more. Bangladesh Tourism Board focuses on promoting the diverse attractions and unique experiences available to domestic and international tourists.

Price:

The price aspect of the marketing mix refers to the costs associated with visiting and experiencing tourism services in Bangladesh. Bangladesh Tourism Board works closely with tourism industry stakeholders such as hotels, travel agencies and transportation to ensure competitive pricing and value for money. Considering the season, demand, etc. They offer various packages and offers to attract tourists.

Place:

Place refers to distribution channels and availability of perks for tourists. Bangladesh Tourism Board promotes various tourist destinations in the country including cities such as Dhaka, Chittagong and Sylhet as well as natural attractions such as Cox's Bazar, Sundarbans and hilly regions. They are working to improve transport infrastructure such as airports, roads and railways so that tourists can reach various destinations easily.

Promotion:

Promotion is an important part of the marketing mix. The Bangladesh Tourism Board has carried out extensive promotional activities to raise awareness and attract tourists. They use a variety of channels including print and electronic media, social media platforms, travel fairs and partnerships with tour operators and travel agencies. We also work with influencers and celebrities to showcase the beauty of Bangladesh and organize events and festivals to promote tourism.

3.3 Promotional Activities of Bangladesh Tourism Board

Since its establishment, Bangladesh Tourism Board has been working diligently to establish our country as a strong tourism brand. The company has successfully established a brand name to promote tourism as part of its advertising strategy, launched TVC, participated in many national and international trade fairs, celebrated various events and sponsored many international programs. I have served. All of these activities fall into these three ad mixes. Here are some examples of Bangladesh Tourism Board promotional activities:

Beautiful Bangladesh (School of life)

For the first time in Bangladesh's history, a television ad called "Beautiful Bangladesh (School of Life)" was created and played during the opening ceremony to honor the 2011 ICC Cricket World Cup. A 3:30-minute TV spot promoting travel to Bangladesh was shown during the ICC Cricket World Cup 2011 opening ceremony on February 17, 2011.

ICC Cricket World Cup 2011

The 2011 Cricket World Cup was co-hosted by India, Sri Lanka and Bangladesh. The International Cricket Council has selected Bangladesh Tourism Board as the local partner for the 2011 Cricket World Cup in Bangladesh. The Bangladesh Tourism Board has carried out its assigned duties admirably.

- During the World Cup, information kiosks were set up at various locations.
- A special tourism hotline number 13801 was also established during the Cricket World Cup to provide valuable tourism information about Bangladesh to interested tourists.
- The Bangladesh Tourism Board has also installed billboards to attract tourists to various key locations in Bangladesh. A total of 27 billboards were installed at key locations during the World Cup in Dhaka.
- The Bangladesh Tourism Board logo is imprinted on International Cricket Council approved cricket purses, signs, billboards, exhibition stands and tickets.

Bangladesh Folk Fest 2011

To introduce the rich folk history of Bangladesh to foreign media journalists covering the 2011 ICC World Cup, Bangladesh Tourism Board organized a one-day program called 'Indigenous Fair/Folklore Festival'. The preparations for the festival were very good. Attendees included famous folk fashion houses from the country, Dhaka's local cuisine and historical facts, Sundarbans election booths and more.

Pacific Asia Travel Association Membership

Bangladesh Tourism Board becomes the VIP/Government Category Member of Pacific Asian Travel Association (PATA) which is a regional tourism forum in Asia and the Pacific region. PATA provides technical assistance and co-operation towards its member countries in formulating tourism plan and policy, human resource development, capacity building, research and development, promotion and marketing. Bangladesh Tourism Board participated in PATA Travel Mart (PTM) held in Manila of Philippine in 2012.

Participation in Foreign Tourism Exhibitions

In order to promote the tourism industry and promote Bangladesh abroad, Bangladesh Tourism Board participated in various foreign tourism fairs which attracted large numbers of potential tourists. Both private travel agencies and other service providers participated in all tourism fairs. Bangladesh Tourism Board participates in the following overseas tourism fairs:

- JATA, Tokyo, Japan,
- ITB Singapore,
- China International Travel Mart (CITM), Kunming, China,
- World Travel Mart (WTM), London, UK,
- FITUR, Madrid Spain,
- ITB Berlin, Germany,
- China Outbound Travel and Tourism Mart (COTTM), Beijing, China,
- Korea World Travel Fair (KOTFA), Seoul.

Bangladesh Premier League 2011

The Bangladesh Tourism Board co-organized and provided sponsorship for the inaugural Bangladesh Premier League, which was run by the Bangladesh Cricket Board. The Bangladesh Tourism Board has been able to promote Bangladesh's tourism sector to audiences throughout the world by co-sponsoring international sporting events like the Bangladesh Premier League and airing commercials on multiple TV channels. Through the Bangladesh Tourism Board's initiatives, awareness was increased, a more positive perception was created, and Bangladesh's tourism potential was expanded on a global scale.

Asian Tourism fair

The goal of a three-day regional tourism fair that took place in Dhaka City from September 29 to October 1 was to develop a shared strategy for promoting travel while highlighting the distinctive regional features of every Asian nation.

The inaugural "Asian Tourism Fair 2011" in the nation addressed the potential of the tourism sector in the area to draw visitors from around the globe to the area's top attractions. With assistance from Bangladesh Parjatan Corporation (BPC), the Ministry of Civil Aviation and Tourism, and Parjatan Bichitra and the Bangladesh Tourism Board, the fair was co-organized at the Bangabandhu International Conference Center (BICC).

Tourism Photography Competition, 2013

In order to give a positive image to the young generation, Bangladesh Tourism Board held a photo contest at Bangladesh Shilpakala Academy in 2013.

Folk Festival, 2013

In order to create awareness about our folk heritage a 3-day long folk festival was organized by Bangladesh Tourism Board at Bangabandhu International Conference Centre, Dhaka in 2013.

National Haor Festival, 2013

With a view to turn the Haor areas of the country as the popular tourist destination, Bangladesh Tourism Board organized National Haor Festival in the Haor belt areas of the country in 2013.

National Kite Festival, 2014

National Kite Festival is now an important and popular event in the country. To promote the country's tourism sector, Bangladesh Tourism Board organized a nationwide kite festival on the shores of Cox's Bazar in 2014.

PATA Adventure Travel and Responsible Tourism Conference & Mart, 2015

A three days long event was held in 6th February, 2015 at Royal Banquet Hall, Thimpu of Bhutan where Bangladesh Tourism Board has participated to uphold the tourism sector of Bangladesh.

Marketing orientation Training program, 2015

Bangladesh Tourism Board held a one-day 'Marketing Orientation Training Program' for newcomers in the tourism industry on 17 June 2015. Participants gained insight into Bangladesh's tourism activities and ways to improve it.

Asian Tourism fair, 2015

The 5th Asian Tourism Fair (ATF, Dhaka) was held on September 29th, 30th and October 1st, 2015 at the International Convention City of Bashundhara (ICCB), Dhaka, Bangladesh. Asian Tourism Fair is an excellent platform that provides tourism buyers and sellers from Asian countries with a great opportunity to showcase our latest products and services. Bangladesh tourism Board had participated in this fair to promote Bangladesh within Asian countries.

3.4 Developing Activities of Bangladesh Tourism Board

In addition to promotional strategies, Bangladesh Tourism Board has taken numerous promotional strategies to promote tourism in Bangladesh. Some facilitation activities of Bangladesh Tourism Board are the following:

Familiarization tour:

As part a of facilitation strategy Bangladesh Tourism Board organized a FAM tour for some journalists and tour operators from abroad in 2014. Bangladesh Tourism Board is also going to organize such type of another FAM tour this year for the guests from other countries. In this tour Bangladesh Tourism Board mainly invites TV channels personnel to visit Bangladesh for making program and air. Under this campaign, they get complimentary stay with local hospitality. Air tickets are also provided by Bangladesh Tourism Board.

Flow of Research data:

Bangladesh Tourism Board regularly conducts surveys and studies on many important aspects of Bangladeshi and international tourism. Bangladesh Tourism Board makes this survey data available to various travel agencies, tour operators and other corporate organizations to help attract tourists.

Organization of Workshops and Trade shows:

Bangladesh tourism Board organizes workshops for the service providing business organizations so that they can provide proper service to the customers. Bangladesh Tourism Board provides basic training in Quality Service and Hygiene for front-office/guest serving personnel of hotels, restaurants, museums, souvenir shop vendors, Street food vendors. Bangladesh Tourism Board also arranges awareness workshop for the owners of the hotels, motels, restaurants, transport, shops, local government representatives' immigration services, forest department officials, Civil Aviation officials, Department of Archaeology, National Museum, National Zoo, Theatre, Cineplex, Shopping Mall, Footpath shoppers. Bangladesh Tourism Board also organizes various trade shows for promoting tourism.

Support for new Products and Product Development:

Bangladesh Tourism Board not only promotes tourism products, but also plans and develops new products.

Fellowship program:

Every year the Bangladesh Tourism Board organizes a scholarship program for journalists. The Bangladesh Tourism Board offers a certain amount of money to some journalists who cover tourism. In this way, Bangladesh Tourism Board encourages journalists to cover Bangladeshi tourism in both print and electronic media. This is how people around the world learn about Bangladesh.

3.5 Digital Marketing of Bangladesh Tourism Board to Promote Tourism Industry

We are residents of a digital world. With the spread of the Internet, virtual tourism is being promoted day by day. In this digital world, digital marketing is essential to promote tourism in any country. Similarly, Bangladesh Tourism Board is also working to promote tourism in Bangladesh through digital marketing campaigns. Bangladesh Tourism Board has launched various digital tools such as official website, Facebook page and YouTube. Bangladesh Tourism Board has produced several promotional documentaries about various destinations and published them on its website and YouTube.

Google and Bangladesh Tourism Board:

For digital marketing campaigns, the Bangladesh Tourism Board has developed a website of its own, www.tourismboard.gov.bd. www.visitbangladesh.gov.bd is another website

These two websites contain the following information:

- In these website there are picture and video gallery
- Tourist attractions of Bangladesh with pictures
- History of Tourism and Hospitality in Bangladesh
- Fair Calendar
- Policy and Principles
- Upcoming Events
- Budget
- Link of Transportation and Accommodation
- Links from tour operators and travel agencies
- Airline link

Facebook and Bangladesh Tourism Board:

Bangladesh Tourism Board has set up a page on Facebook to connect with Facebook users and provide information on various new travel destinations in Bangladesh. On Facebook, we publish and share important news about tourism in Bangladesh, uploading various photos of Bangladesh Tourism Board activities and pictures of beautiful travel destinations in Bangladesh.

You Tube and Bangladesh Tourism Board:

Since YouTube is a popular video sharing website, Bangladesh Tourism Board uploaded all documentary videos to this social network. Bangladesh Tourism Board has released a promotional documentary on School of Life, Religious Harmony, Temples of Bangladesh, Land of Rivers and Land of Stories.

SMS and Bangladesh Tourism Board:

Bangladesh Tourism Board provides different promotional and informative SMS during gala events like

- World Tourism Day.
- Familiarization tour.
- Protecting Sundarbans.
- Sustainable Cox's Bazar development.
- To protect Wild life.
- Pahela Boishakh

Gmail and Bangladesh Tourism Board:

Bangladesh Tourism Board uses this tool as an interactive medium for direct communication with domestic and foreign target markets.

Virtual tour and Bangladesh Tourism Board:

When anyone visit the Bangladesh Tourism Board website, he/she will see both photo and video galleries. Pictures of different travel destinations and documentaries of different aspects will give you a virtual tour of different travel destinations in Bangladesh.

3.6 Visit Bangladesh 2022



To start promotional and marketing campaign world-wide-initially the key source countries for Bangladesh, a decision was taken at the meeting of National Tourism Council (NTC), the apex body of Tourism headed by the Honorable Prime Minister Sheikh Hasina, to celebrate 2022 as the Tourism Year (Visit Bangladesh Year-2022) for Bangladesh. A high-level National Steering Committee headed by the Honorable Finance Minister and participated by all ministries has been formed to give necessary guidelines to implement celebration of Visit Bangladesh Year campaign. Besides, Executive Committee and the District Committees have been formed to make sure all-inclusive organizational framework for implementation. It is a 3-year long campaign which will end in 2019 before starting another phase of the campaign.

3.7 Last 5 years of Bangladesh Tourism Board performance

Last 5 years of Bangladesh Tourism Board performance

Figure in Million

	Last 5 years of Bangladesh Tourism Board performance (2019-2023)				
Year	2019	2020	2021	2022	2023
	31,881.8	11,960.3	22,792.7	30,458.5	47,938

Table 1

Source: Bangladesh Tourism Board

Graphical Representation of above Figures:

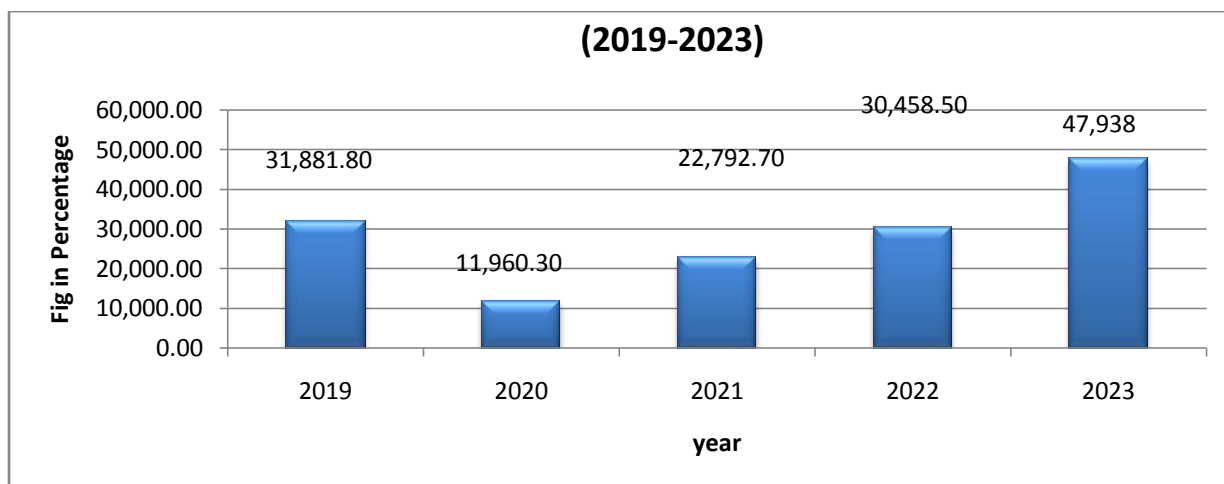


Figure: Last 5 years of Bangladesh Tourism Board performance

Analysis: The graph illustrates fluctuations from 2019 to 2023. Notably, the Bangladesh Tourism Board total performance in 2021 was superior compared to most metrics in 2020. The table indicates a total performance of rate of in 2021, which increased in 2022. However, the financial performance rate increased to in 2023. The decline in the growth rate in 2022, Because Bangladesh Tourism Board could not achieve their desired results in 2022.

3.7.1 Total guest arrived in BD last 5 years

Foreign Tourist Arrival in Bangladesh (Top Twelve Countries)

Year: 2010-2019

Sl. No.	Country	Foreign Tourist Arrival in Bangladesh									
		2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
1	India	2,70,024	2,13,947	1,88,814	1,44,304	1,00,176	91,486	69,243	1,11,683	1,08,766	92,567
2	United States	7,225	7,171	5,596	4,161	3,352	4,870	4,067	5,448	5,520	5,879
3	China	7,004	6,363	6,839	5,807	3,217	5,619	3,933	3,828	3,256	2,332
4	United Kingdom	2,405	3,676	3,432	2,564	1,876	3,129	2,548	3,293	4,066	4,304
5	Japan	4,195	3,712	2,858	2,230	2,638	5,514	4,455	5,894	5,593	5,019
6	Malaysia	2,225	2,601	2,335	1,636	1,007	1,385	847	1,058	1,180	1,336
7	South Korea	2,226	2,297	1,990	1,385	1,421	1,747	1,735	1,830	1,754	1,979
8	Australia	1,603	1,608	1,405	864	735	1,270	1,056	1,407	1,346	1,306
9	Canada	1,535	1,402	1,196	1,023	790	1,093	956	1,243	1,292	1,208
10	Germany	1,304	1,285	1,127	930	634	1,105	997	1,178	1,192	1,035
11	Nepal	2,974	2,725	2,781	2,477	1,036	1,574	1,619	2,338	2,197	2,090
12	Saudi Arabia	1,549	1,505	1,921	2,289	801	555	317	-	-	-
Total (Including other countries)		3,23,295	2,67,209	2,37,452	1,82,469	1,25,264	1,33,902	1,04,009	1,59,524	1,56,545	1,39,106

3.8 Destination travelled

Sundarbans Mangrove Forest: The largest mangrove forest in the world and home to the Bengal tiger, a UNESCO World Heritage Site.

Cox's Bazar: Famous for having the world's longest natural sea beach.

Srimangal: Known as the tea capital of Bangladesh, it's great for eco-tourism with its lush greenery, tea gardens, and wildlife.

Saint Martin's Island: The only coral island in Bangladesh, perfect for serene beach vacations.

Sylhet: A region famous for its rolling hills, tea plantations, and natural beauty.

Rangamati and Bandarban: Hill districts known for their indigenous communities and scenic landscapes, including waterfalls and lakes.

3.9 Data collection method used by Bangladesh Tourism Board

The Bangladesh Tourism Board (BANGLADESH TOURISM BOARD) employs various data collection methods to assess and promote tourism, as well as track tourist arrivals, behaviors, and preferences. Some of the common data collection methods they may use include:

Visitor Surveys and Questionnaires:

- **Exit and Entry Surveys:** Surveys are often conducted at airports, border crossings, and other entry points to collect data on foreign tourists regarding their purpose of visit, length of stay, expenditure, and satisfaction levels.
- **Online Surveys:** Post-visit surveys sent via email or social media platforms to gather feedback from visitors regarding their experience.

Data from Immigration and Customs:

- Bangladesh Tourism Board often collaborates with immigration authorities to collect data on the number of foreign tourist arrivals and departures. This data includes nationality, duration of stay, and types of visas issued, providing important insights into international tourism patterns.

Collaboration with Hotels and Travel Agencies:

- **Hotel Registrations:** Data on foreign tourists staying in hotels and guesthouses is gathered by Bangladesh Tourism Board through registration systems used by accommodation providers.
- **Tour Packages:** Information from travel agencies, tour operators, and online booking platforms can help the board understand the most popular destinations and activities for tourists.

Social Media and Online Analytics:

- **Website Traffic Analysis:** Bangladesh Tourism Board tracks website traffic to its official tourism websites to see which destinations and travel services are generating the most interest.
- **Social Media Monitoring:** Analyzing feedback and interactions on social media platforms provides valuable insights into tourist preferences and sentiment.

Mobile Apps and Digital Platforms:

- Apps and digital tools used for promoting tourism in Bangladesh may also include built-in features to collect data from users, such as location-based tracking to analyze tourist movements.

Field Observations and On-site Interviews:

- On-site interviews and observations conducted at key tourist sites can give a more in-depth understanding of visitor demographics, behaviors, and experiences.

Collaboration with International Organizations:

- Data is sometimes collected through collaborations with international tourism bodies like the World Tourism Organization (UNWTO) or other regional entities, which help track global trends in tourism that affect Bangladesh.

3.10 Revenue generated by tourist

Accommodation Revenue:

- **Hotels and Guesthouses:** Income from lodging services provided to tourists, including luxury hotels, budget accommodations, and guesthouses.

Tourist Attractions and Entry Fees:

- **Entrance Fees:** Revenue from entry fees to popular tourist sites, national parks, and historical landmarks.

Transportation:

- **Local Transport:** Revenue from transportation services such as taxis, car rentals, and guided tours that cater to tourists.
- **Airline Revenue:** Indirectly, tourism can also impact revenue for airlines operating international and domestic flights to and from Bangladesh.

Food and Beverage:

- **Restaurants and Cafes:** Revenue generated from food and beverage services utilized by tourists.

Retail and Souvenirs:

- **Shopping:** Income from souvenir shops, local crafts, and retail stores that cater to tourists.

Tour Packages and Services:

- **Tour Operators:** Revenue from packaged tours, adventure activities, and other travel-related services offered by tour operators and travel agencies.

Events and Conferences:

- **MICE (Meetings, Incentives, Conferences, and Exhibitions):** Revenue from hosting international conferences, exhibitions, and incentive travel programs.

Government Revenue:

- **Visa Fees:** Income from tourist visa applications and processing fees.
- **Taxes:** Revenue generated from taxes on tourism-related services, including VAT and service charges.

3.11 Arrangement provided by tourism board

The Bangladesh Tourism Board provides a range of arrangements and services to support and promote tourism in the country.

1. Information and Promotion:

- **Tourist Information Centers:** Providing brochures, maps, and information about destinations, attractions, and local services.
- **Website and Digital Platforms:** Maintaining official tourism websites and social media channels to offer information, travel tips, and promotional content.

2. Marketing and Advertising:

- **Campaigns:** Conducting national and international marketing campaigns to promote Bangladesh as a travel destination.
- **Partnerships:** Collaborating with travel agencies, tour operators, and airlines to create and promote travel packages.

3. Tourist Facilitation:

- **Visa Assistance:** Facilitating the visa application process for tourists and providing information on visa requirements and procedures.
- **Local Assistance:** Offering support services for tourists, including emergency contact information and assistance in case of issues during their stay.

4. Events and Festivals:

- **Cultural Events:** Organizing and promoting cultural festivals, fairs, and events to attract tourists and showcase local heritage.
- **Conferences and Exhibitions:** Hosting and supporting international conferences and trade shows related to tourism and other industries.

5. Training and Capacity Building:

- **Workshops and Seminars:** Providing training for tourism professionals, including guides, hoteliers, and travel agents to improve service quality.
- **Certification Programs:** Offering certification and accreditation programs for tourism businesses and service providers.

6. Infrastructure Development:

- **Support for Development Projects:** Collaborating with local authorities and businesses to develop tourism infrastructure, such as new hotels, transportation links, and attraction sites.
- **Quality Standards:** Ensuring that tourism facilities meet certain standards of quality and safety.

7. Research and Data Collection:

- **Tourism Statistics:** Collecting and analyzing data on tourist arrivals, preferences, and spending to inform policy and strategy.

- **Market Research:** Conducting research to understand market trends and develop targeted marketing strategies.

8. Collaboration and Coordination:

- **Partnerships:** Working with local governments, international tourism organizations, and private sector stakeholders to enhance the tourism experience and promote Bangladesh globally.

9. Sustainability Initiatives:

- **Eco-Tourism:** Promoting sustainable tourism practices and eco-friendly initiatives to preserve natural and cultural resources.
- **Community Involvement:** Encouraging local communities to participate in tourism development and benefit from its growth.

3.12 Tourism fair

1. Purpose and Objectives:

- **Promotion:** Showcase Bangladesh's tourism attractions, culture, and hospitality to a global audience.
- **Networking:** Facilitate connections between tourism businesses, travel agents, tour operators, and potential investors.
- **Information Sharing:** Provide information on travel packages, destinations, and services available in Bangladesh.

2. Types of Tourism Fairs:

- **Domestic Tourism Fairs:** Focused on promoting local destinations and encouraging domestic travel within Bangladesh.
- **International Tourism Fairs:** Held in various countries to attract foreign tourists and create awareness about Bangladesh as a travel destination.

3. Key Features:

- **Exhibitions:** Booths and stalls set up by the Bangladesh Tourism Board and other stakeholders, including hotels, travel agencies, and local tourism boards, showcasing their products and services.
- **Seminars and Workshops:** Sessions on topics related to tourism trends, travel tips, and business opportunities in the tourism sector.
- **Cultural Performances:** Live performances, traditional music, dance, and other cultural displays to give attendees a taste of Bangladeshi culture.
- **Networking Events:** Opportunities for businesses and stakeholders to meet, exchange ideas, and discuss potential collaborations.

4. Organization and Management:

- **BANGLADESH TOURISM BOARD's Role:** The Bangladesh Tourism Board often takes a leading role in organizing and coordinating these fairs, working in collaboration with other government agencies and private sector partners.
- **Venue and Logistics:** The fairs are typically held in major cities or international convention centers, with extensive planning for logistics, setup, and attendee management.

5. Examples of Tourism Fairs:

- **International Tourism Fair (ITB):** Bangladesh may participate in prominent international tourism fairs like ITB Berlin, showcasing its attractions to a global audience.
- **Dhaka Travel Mart:** A domestic fair held in Dhaka to promote local tourism and connect with travel enthusiasts and professionals within Bangladesh.

6. Benefits:

- **Increased Visibility:** Enhanced visibility for Bangladeshi tourism products and services on an international platform.
- **Market Expansion:** Opportunities to reach new markets and attract tourists from various regions.
- **Business Opportunities:** Potential for forming new business relationships and exploring investment opportunities in the tourism sector.

3.12 Tourism destination prospect

The Bangladesh Tourism Board assesses and promotes the potential of various tourism destinations within the country. The prospect of tourism destinations in Bangladesh is influenced by several factors, including their natural beauty, cultural significance, infrastructure, and market appeal.

Natural Attractions:

- **Sundarbans Mangrove Forest:** Home to the Bengal tiger and a UNESCO World Heritage Site, the Sundarbans offers opportunities for eco-tourism and wildlife tours.
- **Cox's Bazar:** Known for its long, sandy beach and potential for beach tourism, relaxation, and water sports.
- **Hill Tracts (Rangamati, Bandarban, and Bandarban):** Known for their picturesque landscapes, indigenous cultures, and opportunities for adventure tourism and eco-tourism.

Cultural and Historical Sites:

- **Historic Sites:** Places like the ancient city of Mahasthangarh and the 60 Dome Mosque (Shat Gambuj Masjid) offer rich historical and cultural experiences.
- **Cultural Festivals:** Events such as Pohela Boishakh (Bengali New Year) and Durga Puja attract visitors interested in cultural celebrations.

Adventure and Eco-Tourism:

- **Sylhet Region:** Known for its tea gardens and natural beauty, it offers opportunities for eco-tourism, hiking, and bird-watching.
- **Saint Martin's Island:** A coral island offering pristine beaches, snorkeling, and relaxation.

Infrastructure Development:

- **Accommodation:** Expansion and improvement of hotels and resorts to cater to varying tourist preferences.
- **Transport:** Development of better transportation links, including roads, airports, and public transport, to improve accessibility.

**5. Marketing and Promotion:

- **Targeted Campaigns:** Marketing strategies aimed at attracting specific types of tourists, such as adventure seekers, cultural enthusiasts, and eco-tourists.
- **International Partnerships:** Collaborations with international tourism agencies and participation in global travel fairs to enhance destination visibility.

Sustainability and Community Involvement:

- **Eco-Friendly Practices:** Promotion of sustainable tourism practices to preserve natural resources and minimize environmental impact.
- **Local Community Engagement:** Involving local communities in tourism development to ensure that they benefit economically and culturally.

Challenges and Opportunities:

- **Infrastructure and Services:** Addressing challenges related to infrastructure, services, and facilities to enhance the overall tourist experience.
- **Cultural Preservation:** Balancing tourism development with the preservation of cultural and natural heritage.

Government Initiatives:

- **Policy Support:** Implementation of policies and initiatives to support tourism development, such as tax incentives for tourism-related businesses and investment in tourism infrastructure.
- **Training Programs:** Providing training and capacity-building programs for tourism professionals to enhance service quality.

Future Prospects:

- **Emerging Destinations:** Identifying and developing new and emerging tourist destinations within Bangladesh to diversify the tourism offering.
- **Technological Integration:** Leveraging technology for marketing, booking, and enhancing the visitor experience.

3.13 Demo tour

Purpose of a Demo Tour:

1. **Promotional Activities:**
 - **Showcasing Attractions:** Demonstrate the highlights of a destination to potential tourists, travel agents, and media representatives.
 - **Generating Interest:** Create buzz and interest around newly developed or lesser-known tourism destinations.
2. **Educational Opportunities:**
 - **Training for Tour Guides:** Provide practical experience and insights to tour guides and tourism professionals about the destinations they will be promoting.
 - **Information for Travel Agents:** Equip travel agents with firsthand knowledge of destinations, helping them better sell travel packages.
3. **Media Exposure:**
 - **Press and Media Tours:** Invite journalists and bloggers to experience the destinations and generate media coverage and reviews.

Components of a Demo Tour:

1. **Itinerary Planning:**
 - **Destination Highlights:** The tour includes visits to key attractions, cultural sites, and unique experiences that showcase the best of the destination.
 - **Activities:** Incorporates activities such as guided tours, cultural performances, and local cuisine experiences.
2. **Logistics:**
 - **Accommodation:** Arrange stays in representative hotels or guesthouses to provide a comprehensive view of available lodging options.
 - **Transportation:** Organize transportation within the destination, including airport transfers and local travel.
3. **Guided Experiences:**
 - **Local Guides:** Employ knowledgeable local guides to provide in-depth information and enhance the tour experience.
 - **Interactive Sessions:** Include opportunities for interactive sessions with local communities, artisans, and industry experts.
4. **Feedback and Evaluation:**
 - **Collecting Feedback:** Gather feedback from participants to assess their impressions and identify areas for improvement.
 - **Evaluating Impact:** Analyze the effectiveness of the demo tour in generating interest and increasing bookings.

Examples of Demo Tours:

1. Media Familiarization Tours:

- Organized for travel journalists and influencers to experience destinations firsthand and produce content for their audiences.

2. Travel Agent Fam Trips:

- Familiarization trips for travel agents to experience the destinations they will be selling, helping them better advise their clients.

3. Investor Tours:

- Tours aimed at potential investors to showcase tourism infrastructure and opportunities for investment in the sector.

Benefits of Demo Tours:

- **Enhanced Visibility:** Promotes destinations and attractions to a wider audience through media and industry channels.
- **Improved Knowledge:** Provides travel professionals with a better understanding of the destinations, leading to more effective marketing and sales.
- **Increased Interest:** Generates interest among potential tourists by offering a firsthand experience of what the destination has to offer.

3.14 Fam tour

A **FAM (Familiarization) tour** organized by the Bangladesh Tourism Board is designed to familiarize travel professionals, journalists, influencers, and other key stakeholders with Bangladesh's tourism offerings. The goal is to provide an in-depth experience of the destination so participants can better promote and sell it.

Purpose of a FAM Tour:

1. Knowledge Enhancement:

- **Travel Agents and Tour Operators:** Equip them with firsthand knowledge about destinations, accommodations, and experiences to improve their ability to create and sell travel packages.
- **Media and Influencers:** Provide them with content and experiences they can share with their audience, boosting visibility and interest in the destination.

2. Marketing and Promotion:

- **Destination Exposure:** Increase exposure of specific destinations and attractions to potential travelers through influential industry figures and media coverage.
- **Content Creation:** Generate positive reviews, articles, and social media posts about the destination.

3. Building Relationships:

- **Industry Networking:** Strengthen relationships with key industry stakeholders and influencers, facilitating future collaborations and promotions.

Components of a FAM Tour:

1. Itinerary Design:

- **Highlight Attractions:** Include visits to major attractions, cultural sites, and unique experiences that represent the destination's offerings.
- **Varied Experiences:** Ensure the itinerary covers a range of experiences such as adventure, culture, history, and relaxation.

2. Logistics:

- **Accommodation:** Provide stays in representative hotels, guesthouses, or resorts to showcase the range of lodging options.
- **Transportation:** Arrange for transportation throughout the tour, including airport transfers and local travel.

3. Guided Tours:

- **Local Guides:** Utilize knowledgeable local guides to provide detailed information and enhance the experience.
- **Interactive Activities:** Include activities that allow participants to interact with local communities, artisans, and industry professionals.

4. Engagement and Interaction:

- **Workshops and Presentations:** Offer sessions on local culture, tourism trends, and destination specifics.
- **Feedback Sessions:** Collect feedback from participants to gauge their impressions and identify areas for improvement.

5. Promotional Activities:

- **Media Coverage:** Encourage media participants to write articles, produce videos, and share their experiences on social media.
- **Networking Events:** Host events where participants can meet with local tourism businesses and stakeholders.

Examples of FAM Tours:

1. Travel Agent Fam Trips:

- Organized for travel agents and tour operators to experience the destinations they will be selling, helping them better understand and promote travel packages.

2. Media Fam Tours:

- Tailored for journalists, bloggers, and influencers to generate media coverage and social media content about the destination.

3. Influencer Fam Tours:

- Designed for social media influencers to showcase their experiences and reach their audience with engaging content.

Benefits of FAM Tours:

- **Enhanced Promotion:** Boosts destination visibility and attractiveness through credible endorsements and content creation.
- **Better Marketing:** Provides travel professionals with accurate and compelling information to sell travel packages more effectively.
- **Improved Relationships:** Builds strong connections with industry stakeholders and influencers, leading to ongoing partnerships and collaborations.

3.15 Participating International tourism fair

Objectives of Participating in International Tourism Fairs:

1. **Promoting Bangladesh Tourism:**
 - Showcase Bangladesh's unique destinations like the Sundarbans, Cox's Bazar, Sylhet, and the hill districts of Rangamati and Bandarban.
 - Promote cultural experiences, eco-tourism, adventure tourism, and historical attractions.
2. **Networking with Global Tourism Industry:**
 - Build connections with international travel agents, tour operators, and investors.
 - Explore opportunities for partnerships and collaborations with foreign tourism boards and private sector stakeholders.
3. **Boosting International Tourist Arrivals:**
 - Attract more international tourists by offering tailored travel packages, visa facilitation information, and marketing Bangladesh as a safe and attractive destination.
4. **Showcasing Investment Opportunities:**
 - Highlight opportunities for investment in tourism infrastructure such as hotels, resorts, and transportation to attract foreign investors.

Key International Tourism Fairs where BANGLADESH TOURISM BOARD

Participates:

1. **ITB Berlin (Germany):**
 - One of the largest and most prestigious tourism fairs globally. Bangladesh Tourism Board promotes Bangladesh's attractions to European markets, as well as to international travel agents and tour operators.
2. **World Travel Market (WTM) in London (UK):**
 - A major international event where Bangladesh showcases its tourism potential, meets with travel professionals, and attracts visitors from the UK and other parts of Europe.

3. **Arabian Travel Market (ATM) in Dubai (UAE):**
 - Bangladesh Tourism Board participates in this event to tap into the Middle Eastern market, promoting Bangladesh as a destination for luxury, nature, and cultural tourism.
4. **South Asian Travel and Tourism Exchange (SATTE) in New Delhi (India):**
 - As a neighboring country, India is an important source of tourists for Bangladesh. Bangladesh Tourism Board uses this platform to strengthen ties with Indian travel agencies and promote cross-border tourism.
5. **Pacific Asia Travel Association (PATA) Travel Mart:**
 - This event focuses on promoting tourism in the Asia-Pacific region, and Bangladesh uses it to attract tourists from Asia, especially Southeast Asia and China.
6. **China International Travel Mart (CITM):**
 - China is a growing market for tourism, and Bangladesh Tourism Board aims to attract Chinese tourists by highlighting Bangladesh's natural beauty and cultural heritage.
7. **FITUR (Spain):**
 - A major tourism fair in Spain where Bangladesh showcases its offerings to the European and Latin American markets.

Activities at International Tourism Fairs:

1. **Exhibition Booths:**
 - Bangladesh Tourism Board sets up stalls or pavilions showcasing Bangladesh's tourism destinations, supported by videos, brochures, and promotional materials.
 - Interactive sessions with visitors, allowing them to ask questions and learn more about what Bangladesh has to offer.
2. **Networking Events:**
 - Hosting business-to-business (B2B) meetings with international travel agencies, tour operators, and investors to explore partnership opportunities.
3. **Cultural Performances:**
 - Highlighting Bangladesh's cultural richness by organizing traditional music, dance performances, and showcasing local crafts.
4. **Media and Press Conferences:**
 - Holding press briefings and media interactions to promote Bangladesh in international travel publications, websites, and media outlets.
5. **Tourism Packages and Deals:**
 - Offering exclusive travel packages and incentives to attract tourists, such as special discounts, partnerships with airlines, and simplified visa processes.

Benefits of Participating in International Tourism Fairs:

- **Increased Tourist Arrivals:** Exposure to a global audience helps increase international tourist inflow to Bangladesh.
- **Business Opportunities:** Connecting with international tourism stakeholders leads to new business partnerships and travel packages.

- **Brand Awareness:** Enhances Bangladesh's image as a safe, unique, and must-visit destination in the global tourism market.
- **Investment Growth:** Attracts foreign investments in tourism infrastructure, boosting the industry's capacity to accommodate more tourists.

3.16 Marketing mix

The **marketing mix** of the Bangladesh Tourism Board focuses on the **4 Ps** (Product, Price, Place, Promotion) to effectively market Bangladesh as a top tourism destination. Each element of the marketing mix plays a vital role in shaping how Bangladesh Tourism Board promotes the country's tourism industry both domestically and internationally.

1. Product (Tourism Offerings)

The "Product" in the tourism industry includes the experiences, services, and attractions that a destination offers. Bangladesh Tourism Board promotes a wide variety of tourism products to appeal to different types of tourists:

- **Natural Attractions:**
 - **Sundarbans:** The world's largest mangrove forest and a UNESCO World Heritage Site, home to the Bengal tiger and diverse wildlife.
 - **Cox's Bazar:** The world's longest natural sea beach, ideal for beach lovers and water sports enthusiasts.
 - **Hill Tracts (Bandarban, Rangamati):** Scenic mountain landscapes, rivers, and lakes, perfect for adventure tourism and eco-tourism.
- **Cultural and Heritage Tourism:**
 - **Historic Sites:** Ancient cities like Mahasthangarh and landmarks such as the Shat Gambuj Mosque offer rich cultural and historical insights.
 - **Festivals:** Celebrations like Pohela Boishakh (Bengali New Year) and Durga Puja attract cultural tourists.
- **Eco and Adventure Tourism:**
 - **St. Martin's Island:** Popular for coral reefs, snorkeling, and marine activities.
 - **Sylhet:** Famous for tea gardens and natural reserves, offering trekking and wildlife exploration.
- **Religious Tourism:**
 - **Temples, Mosques, and Monasteries:** Sites like Dhakeshwari Temple, the Baitul Mukarram mosque, and Buddhist monasteries attract spiritual tourists.

2. Price (Pricing Strategy)

Bangladesh Tourism Board's pricing strategy is designed to make Bangladesh an affordable yet attractive destination for various tourist segments. Pricing varies based on the type of tourism and the level of service:

- **Budget Travel:** Bangladesh is positioned as a cost-effective destination for backpackers and budget travelers, offering affordable accommodations, food, and transportation.
- **Mid-range and Luxury:** For tourists seeking a more comfortable or luxurious experience, Bangladesh Tourism Board promotes upscale hotels, resorts, and eco-lodges, especially in key destinations like Cox's Bazar and Dhaka.

- **Promotional Pricing:** Special offers and discounts are often provided through partnerships with airlines, hotels, and tour operators, especially during off-peak seasons or at international tourism fairs.
- **Visa Fees:** Bangladesh Tourism Board ensures the visa process is streamlined and sometimes offers visa fee reductions or waivers for tourists from specific regions to encourage more arrivals.

3. Place (Distribution and Accessibility)

Bangladesh Tourism Board ensures that Bangladesh's tourism offerings are accessible to a global audience by focusing on strategic distribution channels:

- **Online Presence:**
 - **Bangladesh Tourism Board's Website:** Provides information about destinations, tour packages, and necessary travel details.
 - **Online Travel Platforms:** Collaborates with platforms like Expedia, Booking.com, and TripAdvisor to list Bangladeshi hotels, attractions, and tours.
- **Tour Operators and Travel Agencies:**
 - Partnerships with local and international tour operators to offer packaged tours and promotions.
 - FAM (Familiarization) trips are organized for travel agents to ensure they are well-acquainted with Bangladesh's tourism products.
- **International Tourism Fairs:**
 - Participation in fairs such as ITB Berlin, WTM London, and Arabian Travel Market (ATM), where Bangladesh Tourism Board directly promotes Bangladesh to international buyers and travel industry professionals.
- **Domestic Tourism Offices:**
 - Bangladesh Tourism Board operates information centers in key locations like Dhaka, Chittagong, and Sylhet, where tourists can get travel information, maps, and recommendations.

4. Promotion (Marketing and Communication)

Promotion is one of the most vital elements of Bangladesh Tourism Board's marketing mix, and various tools and strategies are used to raise awareness and attract tourists:

- **Advertising Campaigns:**
 - Bangladesh Tourism Board runs digital, print, and broadcast advertising campaigns in both domestic and international markets, focusing on specific attractions like Cox's Bazar, Sundarbans, and historical sites.
- **Social Media Marketing:**
 - Active presence on platforms like Facebook, Instagram, YouTube, and Twitter to engage directly with potential tourists, showcasing beautiful landscapes, cultural festivals, and travel tips.
- **Influencer Marketing:**
 - Collaborations with travel bloggers, influencers, and content creators to promote Bangladesh through travel videos, blogs, and social media posts.
- **Public Relations and Press Trips:**

- Organizing media FAM tours to bring journalists and travel writers to Bangladesh, resulting in articles, documentaries, and features in travel magazines and media outlets.
- **Event Sponsorship:**
 - Sponsoring and participating in international and local tourism events to enhance brand visibility and encourage more tourists to consider Bangladesh.
- **Partnerships and Collaborations:**
 - Collaborating with airlines (e.g., Biman Bangladesh Airlines), hotel chains, and regional tourism boards to promote Bangladesh as a multi-faceted destination.
- **Special Promotions:**
 - Offering discounted travel packages, early bird discounts, and other promotions to boost tourism during off-peak seasons.

Extended Marketing Mix (People, Process, Physical Evidence)

- **People:** Bangladesh Tourism Board focuses on training local guides, hospitality staff, and other stakeholders to enhance service quality and provide tourists with a positive experience.
- **Process:** Streamlining the tourist arrival process, including improving visa processing, airport services, and information dissemination through digital platforms.
- **Physical Evidence:** Bangladesh Tourism Board works to improve the infrastructure and facilities at key tourist destinations, such as modernizing airports, constructing better hotels, and developing eco-friendly resorts.

3.17 Marketing plan

The Bangladesh Tourism Board aims to increase international and domestic tourist arrivals by promoting the country's diverse attractions, such as natural wonders, cultural heritage, eco-tourism, and adventure tourism. The plan outlines strategies to boost tourism by leveraging online and offline marketing channels, partnerships, and global events.

2. Market Analysis

Tourism Industry Trends

- **Global Tourism Growth:** With the easing of travel restrictions post-pandemic, the global tourism industry is recovering, and Bangladesh can tap into this growing market.
- **Shift Toward Eco-Tourism:** There is increasing demand for eco-friendly and sustainable tourism, which aligns with Bangladesh's offerings like the Sundarbans and the Hill Tracts.
- **Cultural and Heritage Tourism:** Growing interest in authentic cultural experiences presents an opportunity for Bangladesh to market its historical sites and festivals.

SWOT Analysis

- **Strengths:**
 - Unique attractions such as the Sundarbans, Cox's Bazar, and cultural heritage.
 - Affordable destination compared to regional competitors.
 - Strong local craftsmanship and vibrant festivals.

- **Weaknesses:**
 - Limited tourism infrastructure in remote areas.
 - Perception of political instability and safety concerns.
 - Insufficient international branding.
- **Opportunities:**
 - Growing middle-class travelers from neighboring countries like India and China.
 - Increasing interest in eco-tourism and adventure tourism.
 - Strategic location between Southeast Asia and South Asia.
- **Threats:**
 - Competition from regional destinations (Thailand, India, Nepal).
 - Global economic downturns affecting international travel.
 - Environmental threats like climate change impacting natural attractions.

3. Target Markets

Domestic Tourists

- **Segments:** Young travelers, families, adventure seekers, and cultural enthusiasts.
- **Key Attractions:** Affordable weekend getaways, cultural festivals, and heritage sites.

International Tourists

- **Segments:**
 - **Eco-Tourists:** Interested in the Sundarbans, hill tracts, and natural reserves.
 - **Cultural Travelers:** Attracted by historic sites, festivals, and traditional craftsmanship.
 - **Adventure Seekers:** Targeting tourists for trekking, hiking, and marine adventures.
 - **Religious Travelers:** Offering pilgrimage tours to temples, mosques, and monasteries.
- **Geographic Focus:**
 - **South Asia:** India, Nepal, Sri Lanka.
 - **East Asia:** China, Japan, South Korea.
 - **Western Markets:** Europe (UK, Germany), North America.

4. Marketing Objectives

1. **Increase International Tourist Arrivals by 20%** over the next 2 years.
2. **Boost Domestic Tourism by 15%**, encouraging locals to explore new destinations.
3. **Promote Bangladesh as a Sustainable and Eco-Friendly Destination.**
4. **Improve Brand Recognition Internationally** by strengthening partnerships and participating in global tourism events.

5. Marketing Strategies

Product Strategy

- **Diversification of Tourism Products:**
 - Promote natural attractions (e.g., Sundarbans, Cox's Bazar, Sylhet).
 - Develop cultural and historical tourism with heritage sites (Mahasthangarh, Lalbagh Fort).
 - Enhance adventure tourism offerings in the Hill Tracts and Saint Martin's Island.
 - Create eco-friendly travel experiences that align with global sustainability trends.
- **Development of Tourism Infrastructure:**
 - Invest in better accommodation, transportation, and facilities at major tourist hubs.
 - Partner with private investors to build hotels, eco-lodges, and tourist resorts.

Pricing Strategy

- **Competitive Pricing:**
 - Offer competitive and affordable travel packages targeting budget-conscious travelers.
 - Collaborate with airlines, hotels, and tour operators to provide attractive discounts, especially during off-peak seasons.
 - Create all-inclusive packages for international travelers covering flights, accommodations, and guided tours.

Place (Distribution) Strategy

- **Digital Platforms:**
 - Strengthen the Bangladesh Tourism Board website to offer online bookings for travel packages, accommodations, and guided tours.
 - Collaborate with global online travel agencies (OTAs) like Booking.com, TripAdvisor, and Expedia to distribute Bangladesh's tourism offerings.
- **Tour Operators:**
 - Partner with local and international tour operators to distribute tailored travel packages for Bangladesh.
 - Organize **Familiarization (FAM) tours** for travel agents and influencers to showcase destinations firsthand.
- **International Travel Fairs:**
 - Actively participate in major international tourism fairs such as ITB Berlin, WTM London, and Arabian Travel Market (ATM) to promote Bangladesh to global tourism stakeholders.

Promotion Strategy

- **Digital Marketing:**
 - **Social Media Campaigns:** Use Facebook, Instagram, YouTube, and Twitter to run targeted ads and campaigns showcasing Bangladesh's key attractions.
 - **Influencer Collaborations:** Engage travel bloggers, vloggers, and social media influencers to create engaging content about their experiences in Bangladesh.
 - **Search Engine Optimization (SEO):** Optimize the Bangladesh Tourism Board website for SEO to improve visibility on search engines for queries like "eco-tourism in Bangladesh" or "best places to visit in Bangladesh."
- **Advertising:**
 - Run international advertising campaigns on travel magazines, TV channels, and digital platforms, particularly in target markets.
 - Use culturally appealing imagery and storytelling to showcase Bangladesh as a destination of natural beauty and cultural richness.
- **Public Relations and Media:**
 - Organize **press trips** for journalists from major media outlets, enabling them to write feature articles on Bangladesh.
 - Issue press releases highlighting new developments, events, and partnerships in Bangladesh's tourism industry.
- **Special Events and Festivals:**
 - Promote Bangladesh's cultural festivals, such as Pohela Boishakh, through online and offline channels to attract tourists interested in authentic cultural experiences.

6. Monitoring and Evaluation

- **Key Performance Indicators (KPIs):**
 - **Tourist Arrivals:** Monthly tracking of international and domestic tourist arrival data.
 - **Online Engagement:** Monitor social media reach, website traffic, and online bookings.
 - **Revenue Growth:** Track tourism-generated revenue through accommodation bookings, tour packages, and visa processing.
 - **Media Coverage:** Measure the number of press mentions, articles, and features in global travel publications.
- **Feedback Mechanisms:**
 - Conduct surveys among tourists and tour operators to gather feedback and improve service quality.
 - Analyze feedback from FAM tours and media trips to assess the effectiveness of promotional strategies.

3.18 Marketing Strategy 6p

The **Marketing Strategy** of the Bangladesh Tourism Board based on the **6P model** (Product, Price, Place, Promotion, People, Process) provides a comprehensive framework to effectively promote the country's tourism potential. This strategic approach covers all aspects necessary to attract both domestic and international tourists.

1. Product (Tourism Offerings)

Bangladesh Tourism Board offers a diverse range of tourism products to appeal to different traveler segments, focusing on:

- **Natural Attractions:**
 - **Sundarbans:** The world's largest mangrove forest, home to the Royal Bengal Tiger.
 - **Cox's Bazar:** The longest natural sea beach in the world.
 - **Hill Tracts:** Adventure and eco-tourism destinations like Bandarban and Rangamati.
- **Cultural and Heritage Sites:**
 - **Historic Landmarks:** Lalbagh Fort, Ahsan Manzil, and Mahasthangarh.
 - **Religious Tourism:** Temples, mosques, and monasteries across the country.
- **Adventure and Eco-Tourism:**
 - Trekking in the Hill Tracts, river cruises, and marine activities on St. Martin's Island.
- **Festivals and Cultural Experiences:**
 - Events like **Pohela Boishakh** (Bengali New Year) and **Durga Puja** attract cultural enthusiasts.

2. Price (Pricing Strategy)

Bangladesh Tourism Board adopts a multi-tiered pricing strategy to cater to different types of tourists:

- **Budget-Friendly:**
 - Bangladesh is promoted as a cost-effective destination, with affordable accommodations, food, and transportation for budget-conscious travelers.
- **Mid-range and Luxury Packages:**
 - Customized travel packages for those seeking more comfort, with luxury hotels, resorts, and guided tours available for mid-range and premium tourists.
- **Special Pricing:**

- Bangladesh Tourism Board collaborates with airlines, hotels, and tour operators to offer **discounted travel packages** during off-peak seasons and at international travel fairs.
- **Visa Discounts and Promotions:** Streamlined visa processes and occasional fee reductions for tourists from key markets.

3. Place (Distribution Channels)

Bangladesh Tourism Board uses a variety of distribution channels to ensure tourists can easily access travel information and book tours:

- **Digital Presence:**
 - **BANGLADESH TOURISM BOARD's Official Website:** Serves as a hub for information on destinations, itineraries, accommodations, and visa requirements.
 - **Online Travel Agencies (OTAs):** Partnerships with platforms like Booking.com, Expedia, and TripAdvisor to sell Bangladesh tourism packages and accommodations.
- **Tour Operators:**
 - Collaboration with local and international tour operators to sell destination packages.
 - Organizing **FAM (Familiarization) tours** for tour operators to experience and promote the destination effectively.
- **Travel Fairs and Expos:**
 - Active participation in international tourism events like **ITB Berlin**, **World Travel Market (WTM) in London**, and **Arabian Travel Market (ATM)** in Dubai to build relationships with international stakeholders and promote Bangladesh.
- **Local Tourist Information Centers:**
 - Bangladesh Tourism Board runs information centers in key cities like Dhaka, Chittagong, and Sylhet where tourists can access maps, brochures, and recommendations.

4. Promotion (Marketing and Communication)

BANGLADESH TOURISM BOARD's promotion strategy involves a mix of traditional and digital marketing efforts to raise awareness and attract tourists:

- **Digital Marketing:**
 - **Social Media Campaigns:** Bangladesh Tourism Board uses Facebook, Instagram, YouTube, and Twitter to share engaging content, highlight travel destinations, and promote tourism campaigns.
 - **Search Engine Optimization (SEO):** Optimizing the website and content to rank higher on search engines for key travel-related queries.
- **Influencer and Blogger Marketing:**
 - Collaboration with travel bloggers, influencers, and vloggers to create content that showcases Bangladesh's attractions and shares authentic travel experiences.
- **Traditional Media:**
 - Print, TV, and radio advertisements targeting both domestic and international audiences.
 - **Press Releases and PR Campaigns:** Media outreach to generate articles, documentaries, and features in travel publications and news outlets.
- **Event Sponsorships and Cultural Promotion:**
 - Promoting key cultural festivals like **Pohela Boishakh** and sponsoring tourism events to showcase the country's rich heritage and cultural vibrancy.

- **Partnerships with Airlines and Hotels:**
 - Strategic partnerships with **Biman Bangladesh Airlines** and hotel chains to offer bundled travel and accommodation packages.

5. People (Human Resources and Stakeholders)

The success of any tourism strategy depends on the people involved, and Bangladesh Tourism Board emphasizes training, development, and engagement with stakeholders:

- **Training and Development:**
 - Bangladesh Tourism Board provides training for local tour guides, hospitality staff, and tourism operators to enhance service quality and knowledge of tourism products.
- **Local Community Involvement:**
 - Encouraging participation from local communities, especially in eco-tourism areas, where they can act as guides, host tourists, and benefit from the tourism economy.
- **Industry Stakeholders:**
 - Close collaboration with the private sector, including hotels, resorts, tour operators, and airlines, to ensure cohesive efforts in promoting Bangladesh.
- **Government and International Partnerships:**
 - Coordination with government bodies and international organizations like the **World Tourism Organization (UNWTO)** to implement sustainable tourism development practices and attract investments.

6. Process (Service Delivery and Tourist Experience)

Bangladesh Tourism Board focuses on improving the **tourist experience** through efficient and seamless service delivery, ensuring satisfaction at every touch point:

- **Streamlined Visa and Entry Process:**
 - Simplifying visa application procedures through online e-visas and visa-on-arrival systems for tourists from key markets.
- **Tourist Infrastructure Development:**
 - Investing in infrastructure improvements, such as modernizing airports, improving road connectivity to tourist spots, and upgrading hotel and resort facilities.
- **Tourism Information and Support:**
 - Ensuring that tourists can easily access information on local attractions, transportation, and accommodations through mobile apps, websites, and physical information centers.
- **Sustainable Tourism Practices:**
 - Developing eco-friendly tourism products and promoting sustainability by adhering to environmental standards, especially in protected areas like the Sundarbans.
- **Crisis Management and Safety Protocols:**
 - Implementing safety protocols, emergency response systems, and health facilities to ensure that tourists feel safe and comfortable while traveling in Bangladesh

CHAPTER 4

FINDINGS, RECOMMENDATIONS & CONCLUSION

4.1 Findings

1. Limited Global Awareness

Despite Bangladesh's rich natural beauty, cultural heritage, and unique destinations like the Sundarbans and Cox's Bazar, the country remains relatively unknown to many international tourists. Competing destinations in South Asia (such as India, Sri Lanka, and Nepal) often dominate global tourism marketing.

2. Inconsistent Digital Presence

While Bangladesh Tourism Board has an online presence through social media and its website, the digital marketing strategy lacks consistency and modernization. The website may not always be user-friendly, updated with the latest information, or optimized for mobile users, which limits accessibility for potential international tourists.

3. Infrastructure Challenges

Many of Bangladesh's tourist attractions suffer from poor infrastructure, such as limited access roads, inadequate transport options, or insufficient accommodation facilities in remote areas. These limitations create challenges for tourists and tour operators.

4. Safety and Perception Issues

Perceptions around safety and political instability continue to plague Bangladesh's tourism image internationally. Inconsistent law enforcement and concerns about natural disasters (such as floods) also contribute to negative perceptions.

5. Underdeveloped Collaboration with International Stakeholders

Bangladesh Tourism Board has limited collaborations with international tour operators, airlines, and tourism stakeholders, which restricts its global reach. In comparison, many competing tourism boards maintain strong relationships with international industry players, ensuring they have a global distribution network.

6. Lack of Market Segmentation

Bangladesh Tourism Board's marketing strategy does not effectively differentiate between various types of tourists (e.g., adventure seekers, cultural travelers, luxury tourists). This limits its ability to create targeted, niche campaigns that appeal to specific segments of the international tourism market.

7. Insufficient Funding for Marketing Activities

The budget allocated to Bangladesh Tourism Board for tourism marketing and promotions is relatively low compared to neighboring countries like India, Thailand, or even Sri Lanka, making it difficult to compete in the global tourism market.

8. Underdeveloped Eco-Tourism and Sustainability Marketing

Bangladesh has significant potential for eco-tourism, especially with the Sundarbans and other natural resources. However, this potential is underdeveloped, and the country's marketing efforts do not adequately focus on promoting eco-friendly, sustainable tourism practices.

9. Weak Domestic Tourism Promotion

While Bangladesh Tourism Board focuses on attracting international tourists, domestic tourism promotion remains underdeveloped. Bangladesh has a large population that could be a significant driver of tourism growth, but marketing efforts targeting local travelers are often limited or under promoted.

4.2 Recommendation

- Bangladesh Tourism Board's current promotional efforts have not been sufficient to position Bangladesh as a prominent global tourist destination. The country is overshadowed by better-known destinations in the region with larger budgets and stronger marketing campaigns.
- In a world where digital marketing is key to tourism promotion, Bangladesh Tourism Board's digital marketing efforts need to be significantly upgraded. Competitors invest heavily in digital platforms, virtual tours, influencer marketing, and SEO, making Bangladesh less visible online. Moreover, the absence of localized websites and targeted digital content for different tourist markets is a gap in Bangladesh Tourism Board's marketing strategy.
- A key factor in successful tourism marketing is ensuring that the destination is accessible and offers a comfortable experience. Bangladesh Tourism Board's marketing promises may fall short of tourists' expectations if infrastructure issues are not addressed, leading to negative word-of-mouth and poor online reviews, which can hurt future marketing efforts.
- Bangladesh Tourism Board's marketing campaigns must focus on addressing these concerns by emphasizing safety, security, and emergency preparedness. Currently, there is a gap in promoting Bangladesh as a safe and stable destination, which is a fundamental factor in attracting international tourists.
- Strategic partnerships with foreign travel agencies, tour operators, and global tourism platforms are essential for market penetration. Without sufficient collaboration, Bangladesh risks being sidelined in global travel plans. Participation in global travel fairs, although present, is not enough to secure ongoing cooperation with international travel companies.
- Focusing on a broad, generalized tourism message dilutes the board's ability to attract specific market segments. More refined market segmentation—such as eco-tourism, adventure tourism, luxury tourism, or budget tourism—would allow Bangladesh Tourism Board to develop customized packages and promotions to cater to different tourist demographics.
- Effective tourism marketing requires substantial investment in advertising, participation in international fairs, digital marketing, and infrastructure development. Without adequate funding, Bangladesh Tourism Board's efforts will continue to be under-resourced, resulting in limited exposure and insufficient promotional efforts on the global stage.
- Eco-tourism is a growing trend globally, and Bangladesh Tourism Board has not fully capitalized on this. There is a lack of well-organized eco-tourism packages, as well as insufficient marketing towards environmentally conscious travelers. Bangladesh Tourism Board must integrate sustainability into its marketing strategy to attract these tourists and promote responsible tourism.
- Developing domestic tourism would not only boost revenue but also create a more resilient tourism industry less dependent on international arrivals. Bangladesh Tourism Board must adopt strategies that encourage Bangladeshis to explore their own country, especially during off-peak seasons.

4.3 Conclusion

This study examined Bangladesh's procedures for receiving and sending off foreign visitors, with a particular emphasis on the Bangladesh Tourism Board's function in ensuring that visitors have a smooth experience.

The Bangladesh Tourism Board has achieved significant progress in expediting the foreign visitor arrival process. Enhancements in immigration protocols, improved communication via multilingual assistance, and improved infrastructure at entry locations have all combined to make the experience of foreign visitors more effective and friendly.

The Bangladesh Tourism Board has implemented several measures to streamline the process of welcoming international visitors. Enhancements in immigration and customs protocols, multilingual support, and tourist information centers have contributed to guaranteeing a pleasant visit for international visitors. Initiatives from the tourism board, like service centers and digital resources, have been crucial in raising international visitors' levels of satisfaction. Thanks to these actions, visiting Bangladesh has become more enjoyable, resulting in favorable comments and more trips.

Despite a number of advancements, the discharge process still faces certain difficulties. Inadequate amenities, restricted signage, and opaque procedures at points of departure can all negatively impact the visitor experience. It is imperative that these issues be resolved.

The Bangladesh Tourism Board deserves praise for its efforts to streamline the foreign visitor arrival and departure process, but more work is required to solve unresolved issues and guarantee future growth.

In conclusion, even though the procedures for welcoming and departing foreign guests have improved, more work is still needed to overcome the problems that have been found. Through a concentration on infrastructure development, staff training, and technological advancements, the Bangladesh Tourism Board can further bolster Bangladesh's appeal as a top travel destination.

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