



Internship Report

On

Strategies to Develop Tourism Industry in Bangladesh: A study on Bangladesh Tourism Board.

*An Internship Report Presented to the Faculty of Business and Entrepreneurship in
Partial Fulfillment of the Requirements for the Degree of Bachelor of Tourism and
Hospitality Management*

Submitted to

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LETTER OF TRANSMITTAL

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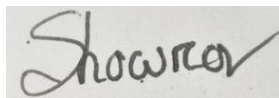
Subject: Submission of Internship Report

Dear Sir,

I consider myself very fortunate to have had the opportunity to prepare my internship report under your direct supervision. Working under your guidance was a pleasure for me. I cannot repay my indebtedness to you. I have tried my best to follow your instructions in preparing this report on “Strategies to Develop Tourism Industry in Bangladesh: A study on Bangladesh Tourism Board.”

I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely yours,



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CERTIFICATE OF APPROVAL

This is to certify that Mohammad Showrov Sarkar, ID: 182-43-349, THM 14th Batch, Department of Tourism and Hospitality Management, Faculty of Business and Entrepreneurship, Daffodil International University, has completed the internship report on “Strategies to Develop Tourism Industry in Bangladesh: A study on Bangladesh Tourism Board.” In this regard, he practically worked at Bangladesh Tourism Board.

This report supports the topic title and fulfills the entire requirements. I have gone through the report and found it to be a well-written report. He has completed the report by himself. Hereby, I accept the report as the successful completion of the internship program. During the program, he was sincere, proactive, and attentive to her work and I wish his every success in life.

I wish him success and prosperity.



Mohammad Nurul Afchar

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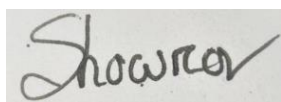
DECLARATION

I am Mohammad Showrov Sarkar, Department of Tourism and Hospitality Management, Faculty of Business and Entrepreneurship, Daffodil International University. I solemnly declare that the work presented in this internship report is an original work done by me under the supervision of Mohammad Nurul Afchar, Lecturer, Department of Tourism & Hospitality Management, Daffodil International University.

This report about “Strategies to Develop Tourism Industry in Bangladesh: A study on Bangladesh Tourism Board.” has only been prepared for the fulfillment of the course of internship as the partial requirement of a Bachelor of Business and Entrepreneurship (FBE) The work I have presented does not breach any existing copyright, no portion of this report is copyrighted and no portion of this report is copied from any work done earlier for a degree or otherwise.

I further undertake to indemnify the department against any loss or damage arising from a breach of the foregoing obligation. earlier consent.

Yours Sincerely,



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ACKNOWLEDGMENT

I am deeply indebted to my respected supervisor, Mohammad Nurul Afchar, Lecturer, Department of Tourism & Hospitality Management, Daffodil International University, for his whole-hearted supervision during my organizational attachment period.

I would like to convey my gratitude to my BTB's seniors and colleagues who gave me good advice, suggestions, inspiration, and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things. All of them are very frank and helpful. I wouldn't be able to mention a single moment where I felt like an intern; rather they treated me like their employee.

Last but not the least; I am highly thankful to my parents and also my friends whose enormous help have assisted me to complete my report.

EXECUTIVE SUMMARY

The main purpose of this study is to recommend effective strategies to develop the tourism industry in Bangladesh. The present research is a combination of both theoretical and empirical. For the theoretical foundation and analysis, the existing literature was investigated.

The existing literature includes published journals, periodicals, newspapers, related magazines, and the Internet. Most of the statistical data have been collected from the related web pages. Although Bangladesh has some beautiful attractions as its destination but fails to attract a significant number of tourists partly because of insufficient marketing plans and promotional activities.

The organization profile of the Bangladesh Tourism Board is adorned with very basic information. This report is embellished with the actual opinions, comments, needs, and demands of the potential consumers of tourism.

Finally, recommendations and a conclusion are given and the references draw the end line of the report.

Table of Contents

Chapter	Subject	Pages
Chapter-1	Introduction	01-04
1.1	Introduction of the report	02
1.2	Objectives of the report	02
1.3	Rationality of the report	03
1.4	Scope of the Study	03
1.5	Limitations of the report	04
Chapter-2	Literature Review	05-06
2.1	The Need for Tourism Development	06
2.2	Strategic Management of Tourism	06
2.3	Concerns in the Path of Tourism Development	06
Chapter 3:	Organizational Profile	07-09
3.1	Bangladesh Tourism Board	08
3.2	Vision	08
3.3	Missions of Bangladesh Tourism Board	08
3.4	Tourism Vision 2020	09
Chapter 4:	Strategies to Develop Tourism Industry in Bangladesh	10-13
4.1	An overview of the Tourism Industry of Bangladesh	11
4.2	Tourist Destinations in Bangladesh	11

4.3	Economic Benefit of Tourism in Bangladesh	12
4.4	Covid-19 Impact on Tourism Industry	12
4.5	Tourism Industry of Bangladesh and SWOT Analysis	13
Chapter 5:	Methodology of the Study	14-16
5.1	Research Design	15
5.2	Target Population	15
5.3	Sample Size Determination	15
5.4	Source of Data	15
5.5	Data Collection Instrument	16
5.6	Data Analysis Techniques	16
Chapter 6:	Data Analysis and Findings	17-24
6.1	Data Analysis	18
6.2	Personal Interviews	22
Chapter 7:	Discussion of the Findings	25-26
Chapter 8:	Recommendations and Conclusion	27-29
8.1	Recommendations	28
8.2	Conclusion	29

List of Figures

No	List of Figures	Pages
1	Age Group of Respondents	18
2	Gender Percentage of Respondents	19
3	Marital Status of the Respondents	19
4	Occupation of the Respondents	20
5	Educational Qualifications of the Respondents	20
6	Respondent's Length of Stay	21
7	Partner Preference of the Respondents	21
8	Partner Preference of the Respondents	22

Chapter-1

Introduction

1.1 Introduction to the report

Among all service industries, tourism is currently the biggest worldwide. Bangladesh is a nation in Asia with significant tourism potential. Bangladesh has been a well-liked travel destination. There is a tremendous potential for tourism in Bangladesh because of its vast and alluring natural resources, which include beaches, scenic beauty, tribal culture, special occasions, religious ceremonies, historical monuments, forests and wildlife, hill resorts, and more. Strange tribal people with their own distinct style of life live in the hills Cox's Bazar and Chittagong Hill Tracts. The vast past culture of Bangladesh is still attested to by numerous notable monuments, archaeological sites, and historical sites. The reverent tourist industry in Bangladesh has its own unique charm and personality. Visitors can witness a 350-mile man-made lake surrounded by lush, forested hills in the Chittagong Hill Tracts. Another well-liked travel location is Bangladesh's densely picturesque Sundarbans jungle. (2021 Express) (Safiullah, 2016)

Bangladesh's rural tourism sector is thriving. Visitors can see the villages and the simple way of life of the residents. There are some noteworthy and carefully curated museums in Bangladesh. Islam, S.M., 2021). Due to its labor-intensive nature, diversity of job opportunities, geographic spread of employment, employment of more women and young people than most other industries, and opportunities for numerous small and medium-sized businesses, tourism is significant to Bangladesh from the perspective of a developing nation.

To help Bangladesh's socioeconomic development, Bangladesh Parjaton Corporation has been offering tourism services. Bangladesh was a desirable travel destination for tourists. However, the position is currently minor in terms of the global tourism sector. Several key factors have a significant impact on how Bangladesh markets its tourism industry. Numerous problems hamper Bangladesh's tourism sector. Geographically, Bangladesh is cut off from the American and European nations that attract tourists. In order for locals to sell handicrafts, poultry, meat, fish, and vegetables first, the government plans to build facilities in a variety of sites. in 2022 (Howlader) (Sakib, 2021)

1.2 Objectives of the report

The objective of the report described in two parts:

- ❖ Broad objective.
- ❖ Specific objectives.

1.2.1 The Broad Objective

- ❖ To identify the strategies to develop the tourism industry of tourism industry.

1.2.2 Specific Objectives

- ❖ To provide an overview of the tourism potential in Bangladesh.
- ❖ To identify the strengths, weaknesses, opportunities, and risks to the growth of tourism in Bangladesh.
- ❖ To determine the shortcomings and propose some recommendations for the growth of Bangladesh's tourism industry.

1.3 Rationality of the report

Bangladesh is a relatively new tourist destination on the global map. Bangladesh's tourism industry has a number of positive effects on the country's overall economy. If a competent marketing plan and strategy can be developed and implemented, tourism can contribute value to the Bangladeshi economy (S. M. Nazrul Islam S. R., 2021). A well-defined tourism action plan can be a powerful weapon for diversifying not only the country's foreign currency earning capacity, but also its productive capacity. (Standard, 2022)

While the global effects of the Covid 19 outbreak persisted, tourism businesses in Bangladesh had been severely impacted. Many international tourists cancelled their hotel reservations owing to fears of a large-scale Covid 19 outbreak, leading to major financial losses for the hotel and tourism businesses, particularly in Dhaka, Cox's Bazar, Sylhet, Chittagong, and other parts of the country. Hotels were formerly 80 percent booked by ex-pats and visitors from Bangladesh and overseas, according to The New Nation (2020). (Santus Kumar Deb, 2020), (Bagchi, 2021)

Our tourism industry is trying hard to overcome the losses and invigorate again. But a new kind of Coronavirus “Omicron” is again threatening our tourism industry. In such a situation, it has become important to frequently research and find out the strategies to fight with the challenging phase and develop the tourism industry of Bangladesh.

1.4 Scope of the Study

The study's goal is to discuss development plans for Bangladesh's tourist sector. The study also focuses on identifying the difficulties facing our tourism sector.

The freshly founded Bangladesh Tourism Board is in charge of promoting and marketing Bangladesh tourism both locally and internationally. The group supports the development of tourism plans and policies as well as the encouragement of outside investment in the sector.

From May, 2022, to November, 2022, I was employed by the Bangladesh Tourism Board. As a tourist and hospitality management bachelor's student, I've always wanted to finish my internship program with a company that works in the tourism industry so that I may learn about their operations and contribute my thoughts for how to expand the industry. There were numerous possibilities to investigate and gain knowledge of the tourism industry. They were also keen to hear our suggestions for how to expand this industry. During the interview, they were quite helpful. Selecting Bangladesh Tourist Board to complete my internship program was perfectly correct because I had always intended to write my internship report on how to further expand the tourism sector and ideas to use.

1.4 Limitations of the report

- ❖ There was a scarcity of information and a lack of reliable information.
- ❖ It's possible that some mistakes were made in the research as it's the first time for me to complete such work. Yet, every attempt has been made to prevent making mistakes.
- ❖ When I asked the tourists numerous questions, they usually grew concerned. As a result, genuine data was difficult to find.
- ❖ Secondary data has a low level of trustworthiness that result in a great deal of ambiguity.
- ❖ Some travel agency owners are wary of this type of scholarly research. They were hesitant to supply the information.
- ❖ The general tourists were very reluctant to answer any question related to their travel as it may lessen their time to do tourism activities. Some felt shy to answer even if they knew it.

Chapter-2

Literature

Review

2.1 The Need for Tourism Development

I assessed the literature that was accessible on Bangladesh's tourist sector. In one study, Azad and Chowdhury (1991) emphasized the growth and economy of tourism as well as its significance for the economic development of a nation like Bangladesh. Hall and Page (2000) did study on the tourist industry and Bangladesh's top destinations. Kotler, Brown, and Maken (2004) list prestige, escape, sexual opportunity, education, social contact, familial connection, relaxation, and self-discovery as some of the major psychological elements influencing tourism demand. Shamsuddoha, Hossain, and Shahriar did a study and focused on the concerns regarding the development of the tourist sector in Bangladesh. In light of the nation's problems, Ahmed (1986), Hasan (1988), Haq (1991), and Hasan (1992) have studied the reviews, relevance, prospects, hazards, and facilities of tourism and recommended policies to deal with them.

2.2 Strategic Management of Tourism

Alam (2012) also did a study on strategies for growth of tourism focused on Bangladeshi maritime tourism. Ali and Parvin conducted another study to examine the effective and efficient management of tourism sector at the strategic level to increase Gross Domestic Product (2010). In a study of Akter (2018), she urged on the sustainable tourism development in Bangladesh and making the tourists responsible. Mahbub (2010) also focused on the importance of strategic management of tourism sector in Bangladesh to raise Gross Domestic Product. According to, Md. Nekmahmud Argon and FeketeFarkas Maria (2020), the tourism marketing mix strategy can be used in Bangladesh's strategic marketing to attract tourists. Hossain and Ray conducted a study on the application of information technology as an effective tool for tourism development. Islam & Islam (2004) did research to determine the primary reason for foreign tourist arrivals in the country and ways of attracting them. A study by Islam & Islam (2004) looked into the main reasons for foreign tourists visiting Bangladesh.

2.3 Concerns in the Path of Tourism Development

In addition, some academics highlighted other tourism-related concerns in their research. Amin (2021) highlighted the Bangladesh's tourist industry's challenges and prospects. Jahan and Rahman (2018) found out factors impeding Bangladesh's tourist development in a study. According to Etsuko Okazaki (2008), Participation of the local community in the tourism planning process is recommended as a means of establishing appropriate tourism.

The limited literature available in Bangladesh has attempted to provide strategies and means for the growth of the tourism industry in the current setting of the country. These extant literatures on Bangladesh tourism also lack sufficient reason and a thorough examination. From this standpoint, it can be argued that this study's contribution will have a substantial impact on the growth of tourism in Bangladesh.

Chapter-3

Organizational

Profile

3.1 Bangladesh Tourism Board

The focus of this study is the Bangladesh Tourism Board, and it is based on "Strategies to Develop the Tourism Industry of Bangladesh." The People's Republic of Bangladesh's decision to designate the "Bangladesh Tourism Board" as the nation's acting "National Tourism Organization" has the support of the United Nations World Tourism Organization. The Board is a pioneer in domestic and international tourist promotion and marketing for Bangladesh. The Bangladesh Tourism Board participates in the development of tourism plans and policies and promotes international investment in the industry. The creation of the Bangladesh Tourism Board is a crucial step for the Bangladesh tourism industry in 2011, following the introduction of the "Bangladesh Tourist Year 2011" campaign. Due to these positive actions and increased awareness of Bangladesh's tourism potential, the country's tourism industry has a promising future. The government appoints bureaucrats to the board's top 30 posts, giving the newly formed Bangladesh Tourism Board, which was created to promote tourism in the nation, the appearance of being another Parjatan Corporation. (Board, 2020)

3.2 Vision

- ❖ Increasing public awareness on preserving the tourism resources and ensure sustainability.

3.3 Missions of Bangladesh Tourism Board

The responsibility for local and international tourism promotion and marketing falls to the Bangladesh Tourism Board. The formulation of tourism plans and policies, as well as the encouragement of foreign investment in the sector, are assisted by the Bangladesh Tourism Board.

- ❖ Creation of top-notch tourism goods and services through well planned and environmentally friendly development.
- ❖ Effective promotion and marketing of Bangladesh's tourism-related goods and services overseas.
- ❖ Promoting responsible travel among tourists to ensure sustainability.
- ❖ Ensuring that everyone, including the elderly and people with disabilities, can enjoy travel.
- ❖ Cooperation with other nations to advance tourism and assure sustainability.
- ❖ Establishing training institutions to assist the tourism sector in expanding its workforce

3.4 Tourism Vision 2020

In terms of job creation, poverty reduction, rising national Gross Domestic Product, and tourism development and conservation, the Vision aims to contribute to the country's overall progress. In order to realize the goal, the program provided a number of important measures, such as organizational restructuring, product development, marketing planning, communication strategy formation, etc. 2020 (MENAFN). The Tourism Vision 2020 project sought to take advantage of the following significant factors:

- ❖ There will be and prevail a favorable perception.
- ❖ There will be political stability.
- ❖ Similar to the Maldives, Malaysia, and Singapore, Bangladesh will become a single travel destination.
- ❖ After 2020, Bangladesh will receive about 1.30 million tourists annually.
- ❖ At least 4% to 5% of Bangladesh's GDP will come from the tourist sector.
- ❖ Both internally and externally, the communication network will be well-established.
- ❖ The Bangladesh Tourism Board makes some progress toward these objectives, but more attention should be paid to the industry's growth.

Chapter-4

Strategies to

Develop

Tourism

Industry in

Bangladesh

4.1 An overview of the Tourism Industry of Bangladesh

The natural beauty of Bangladesh is abundant. Its surroundings include rivers, beaches, hills, woods, waterfalls, tea gardens, archaeological and religious sites, and coasts and beaches. Three of Bangladesh's world heritage sites include the Sundarban, the Historic Mosque in Bagerhat, and the Buddhist Vihara Ruins at Paharpur. Many domestic and foreign tourists travel to the nation and its tourist destinations to take in the splendor of nature. One of the world's industries with the quickest growth rate is tourism. Due to its alluring natural beauty and extensive cultural legacy, Bangladesh has a lot of potential for the development of the tourism industry. If a professional marketing plan and strategy can be devised and implemented for this purpose, tourism may have a positive impact on the Bangladeshi economy. (2015) Sanjay Chandra Roy (2021) S. M. Nazrul Islam S. R.

Bangladesh has a huge potential for tourism, but there are a number of challenges the sector must overcome, such as a lack of infrastructure, high operational costs, and a lack of brand awareness. Overcrowding in popular tourist areas, a dearth of advertising, and a subpar certification program are further problems. With a well-thought-out marketing plan, Bangladesh's numerous man-made and natural tourist sites might potentially attract more visitors. Bangladesh has not yet created a thorough plan to expand the sector, despite significant international interest. (UDDIN, 2019)

Many people are shocked to learn that Bangladesh, a relatively new tourism destination on the global map, is home to three World Heritage sites, including the Sundarbans tiger sanctuary. Additionally, it has potential for sports tourism and is connected to important religious and cultural tourism circuits. More has to be done to advance the tourism sector and advertise Bangladesh's tourist destinations to both domestic and foreign visitors. It is also necessary to conduct ongoing study on this subject to identify the industry's strengths, weaknesses, threats, and opportunities.

4.2 Tourist Destinations in Bangladesh

- ❖ Cox's Bazar (the world's longest natural beach), Teknaf, Saint Martin Island, Sonadia, Sitakundu, Chittagong City, and Bandarban, Rangamati, and Khagrachari Hilly Districts.
- ❖ Sunderbans (the world's largest mangrove forest), Kuakata Sea Beach, Bagerhat Shat Gambuj, and Riverine Barisal.
- ❖ Tea gardens, TanguarHaor, Jaflong, Lawachara woodland, Bisnakandi, Jadukata, and other places in the North East and a lot of attractive destinations.

4.3 Economic Benefit of Tourism in Bangladesh

The tourism industry bridges the gap between rural and urban areas and transcends national boundaries as an engine of economic growth and development. Both the economy and society are greatly impacted by tourism. The growth of a knowledge-based society depends on tourism. Both economically and socially, the nation benefits. Every aspect of our society, as well as our quality of life and economic advancement, might be significantly impacted by the tourism business. It leads to prosperity and jobs. Today, this industry is crucial to the foreign exchange revenues of many nations. 2020 (Basharat Hossain). Countries that are popular tourist destinations are increasingly competing with one another as they endeavor to draw more tourists by enacting effective tactics and regulations. This is due to the globalization of the tourism sector. The graphic below illustrates how tourism impacts are divided into three categories: direct, indirect, and induced.

A significant GDP and the generation of jobs result from the sum of all tourism-related contributions. By 2023, travel and tourism will directly employ 1,785,000 people, an increase of 2.9 percent annually over the following ten years. Additionally, a significant portion of the direct contribution of travel and tourism is made up of tourist exports. In 2012, Bangladesh produced 7 billion BDT. (Hafsa, 2020)

4.4 Covid-19 Impact on Tourism Industry

A lethal sickness called Covid-19 that appeared on the scene caused huge financial losses as well as global health and economic calamities. Travelers' conduct and mental health were negatively impacted by the outbreak. Because it is difficult to avoid virus transmission when traveling, they postponed their planned tour out of concern that they would catch the illness. The expected contribution of the tourist sector to Bangladesh's GDP is 1309.27 billion Taka, or 3.20 percent, whereas the actual contribution is 539.60 billion Taka, or 1.70 percent. 20221 (Jaffar Abbas). This devastating virus has an impact on every segment of the tourism business.

Flights and travel plans were being canceled as people lost motivation and a level of affective anxiety lingered. A significant portion of the restaurant business collapsed. Tourist hotspots were deserted. As a result, those connected to the tourism sector were jobless and helpless.

The tourism business is still having trouble and is losing money. Virus transmission is less than it was in the past. The industry, which had only recently begun to recover from the COVID-19 epidemic's nearly two years of devastation, is once again being jolted as nations construct new travel restrictions in an effort to contain the omicron strain. The variation is rapidly spreading in Bangladesh, which is bad news for our tourism sector.

4.5 Tourism Industry of Bangladesh and SWOT Analysis

Strengths

- ❖ Climate of Bangladesh.
- ❖ Sundarbans, the largest mangrove forest.
- ❖ Cox's Bazar, world's longest sea beach.
- ❖ Rich in cultural tourism.
- ❖ A country of festivals.

Weakness

- ❖ Lack of proper policies and strategies.
- ❖ Lack of a regulatory framework for long-term development.
- ❖ Lack of sufficient budget to implement development programs.
- ❖ Lack of quality infrastructure.
- ❖ Lack of trained manpower.
- ❖ A high proportion of low-yielding overseas visitors.

Opportunities

- ❖ Enormous untapped potential for heritage tourism, eco-tourism and gastronomic tourism.
- ❖ Arrival of freshers in the industry with effective ideas.
- ❖ Excellent performance of Bangladesh Tourism Board and Bangladesh Parjatan Corporation.

Risks

- ❖ Unchecked tourism expansion
- ❖ Environmental degradation
- ❖ Cultural mix
- ❖ Devastating natural disasters
- ❖ Deadly Coronavirus.

Chapter-5

Methodology of the Study

5.1 Research Design

Analysis of industry situation and potential growth of tourism was needed for this purpose. In completing the study, personal interviews were most effective. Interaction with some stakeholders helped me in developing realistic strategies and to collect necessary information. A questionnaire was also made to collect data from respondents.

5.2 Target Population

The study's target group was primarily made up of students studying tourism as they may be the most active respondents and are potential tourists. Some officials from Bangladesh Tourism Board was also approached in answering several questions.

5.3 Sample Size Determination

The selection of samples from which data will be obtained is the most important and impactful phase in primary data collecting. In the questionnaire, there was 27 respondents. Most of them were students. Few middle-aged people also responded. Three officials from Bangladesh Tourism Board responded to make face to face conversations and answered several tourism related questions. Two officials from “AMDA Al-Bait Travels International” responded to my questions over a phone call.

5.4 Source of Data

5.4.1 Secondary Data

- ❖ Journals
- ❖ Books
- ❖ Articles
- ❖ Magazines
- ❖ Bangladesh Tourism Board Website.

5.4.2 Primary Data

- ❖ Personal interview with Chief Executive Officer and Assistant Director of Bangladesh Tourism Board and a restaurant owner.
- ❖ Data from questionnaire and observation.

5.5 Data Collection Instrument

A short online questionnaire was developed to collect information from the general public. The questionnaire is attached at the end of the paper. Also, I took personal interviews with the general people and some officials of the tourism industry. To me, personal interviews were most helpful in doing this report.

5.6 Data Analysis Techniques

I used MS Word, MS Excel, and other computer software related to data analysis. I used pie charts to show the results of the survey.

Chapter-6

Data Analysis and Findings

6.1 Data Analysis

A structured questionnaire is created in order to determine the research topic's outcome. A total of 30 people took part in the survey. Respondents come from a variety of socioeconomic and educational backgrounds. The purpose of the survey was to identify distinct types of visitors based on their age, occupation, family status, and travel preferences. MS Excel is being used to evaluate the data. Here's how the data was analyzed.

6.1.1 Demographic Information

Respondent's Age: The survey showed that people below the age of 25 are travel enthusiasts. Almost 66.7% of respondents were students. They always look for budget-friendly tour packages. 25.9% of respondents were at the age of 25-35. People who are in their 50s are not that much interested in traveling. Some of them showed reasons for their busy life.

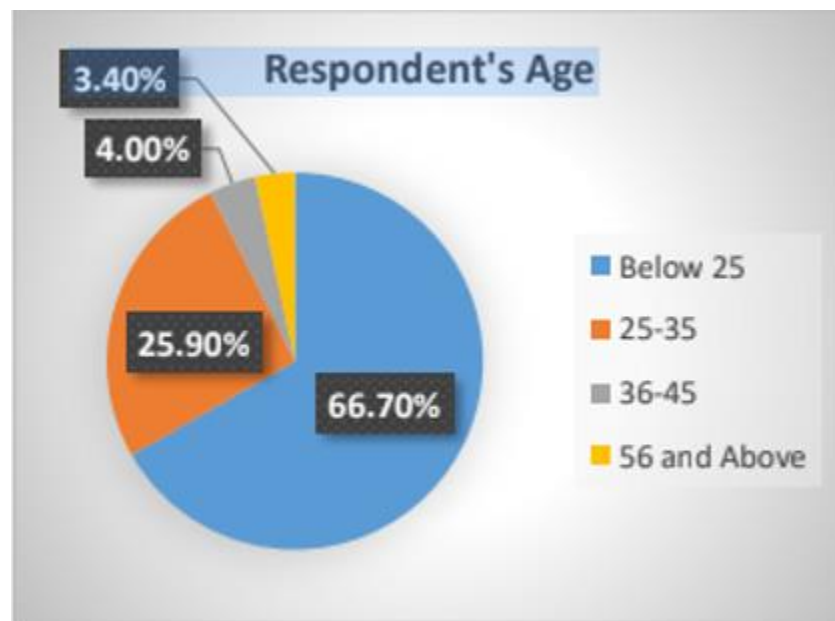


Figure 1: Age Group of Respondents

Respondent's Gender: Both male and female now are showing interests in traveling. During the survey, 48.1% respondents were male and 51.9% respondents were female. But while personal interviewing, people who showed interests in traveling, they added that they can't travel to their preferred place because of their family responsibilities, financial problem, security issues, family bindings and so more.

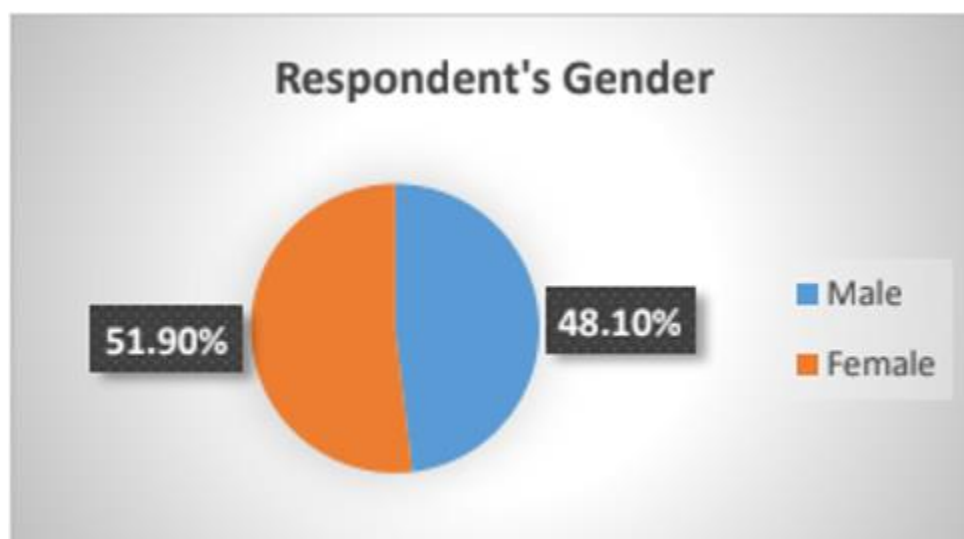


Figure2: Gender Percentage of Respondents

Respondent's Marital Status: People travel most in their single life as they get busy and their family status gets changed after marriage. During the survey, 74.1% of people responded as single and 25.9% of people responded as married.

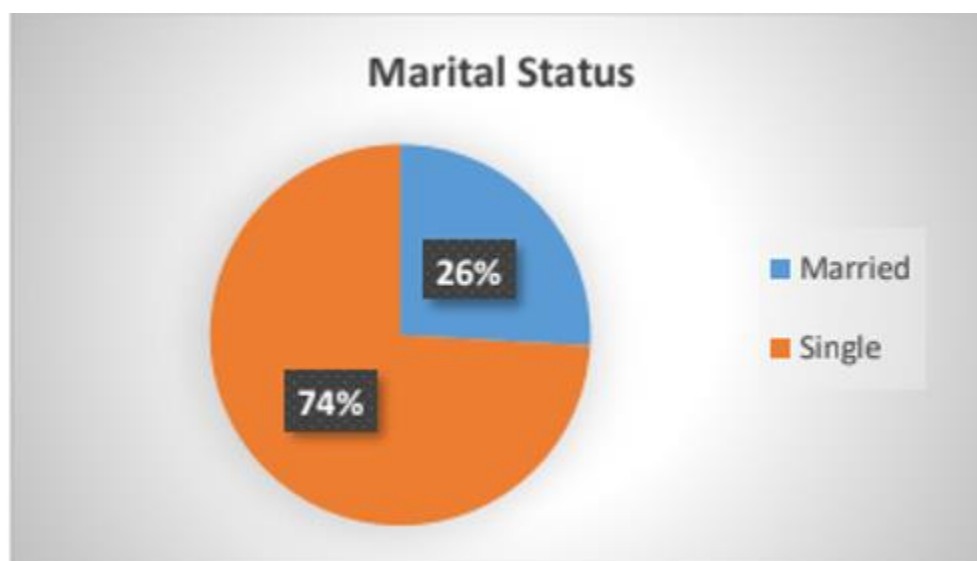


Figure3: Marital Status of the of Respondents

Respondent's Occupation: Generally, students are travel enthusiasts. But their travel gets limited for financial issues, family bindings, and social bindings. 66.7% of respondents were students. They are the most powerful respondent in contributing to the overall welfare of the tourism industry sharing unique ideas and maintaining sustainability. 11.1% of respondents were

private-sector employees. 14.8% and 7.4% were the business person and the government employees respectively.

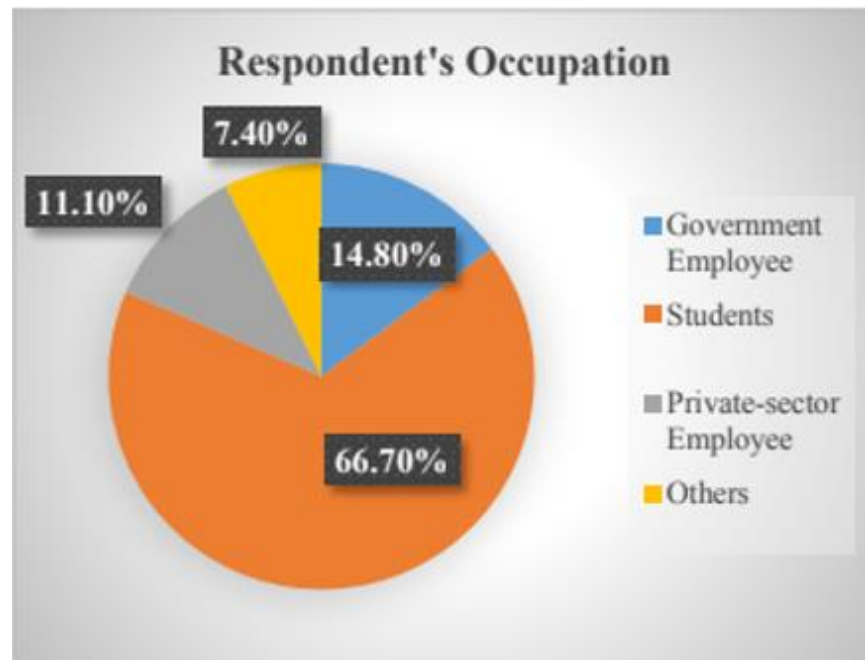


Figure 4: Occupation of the Respondents

Educational Qualification: During the survey, most of the respondents selected the above secondary option and the rate was 51.9%. 37% responded in the higher education option and some responded in the technical education option and the rate was 11.1%.

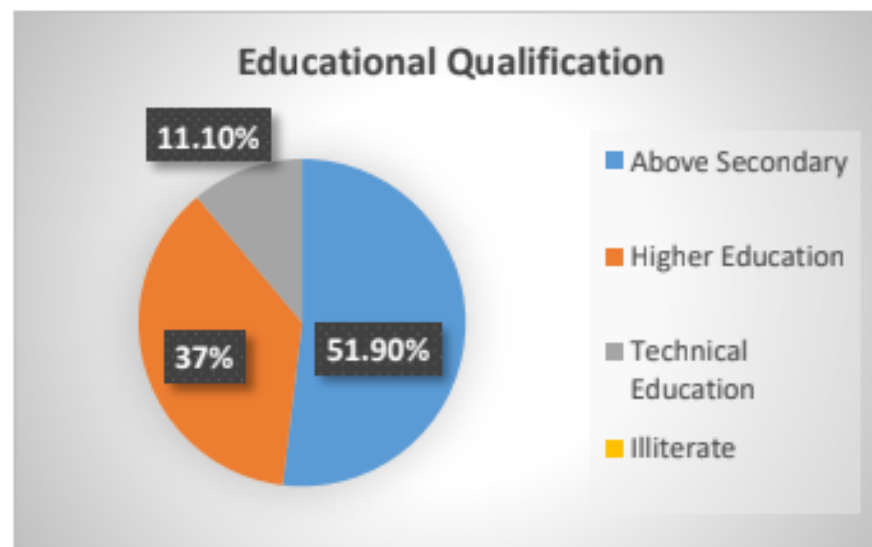


Figure 5: Educational Qualifications of the Respondents

Respondent's Length of Stay: Most of the people showed interest in staying less than 1 week during their travel. In personal interviews, people showed reasons of financial limitations and pressures of professional life that limit their length of stay. 63% of respondents responded that their length of stay is less than one week. 29.6% of people stay one to two weeks during their travel. 7.4% of people stay two to three weeks during their travel.

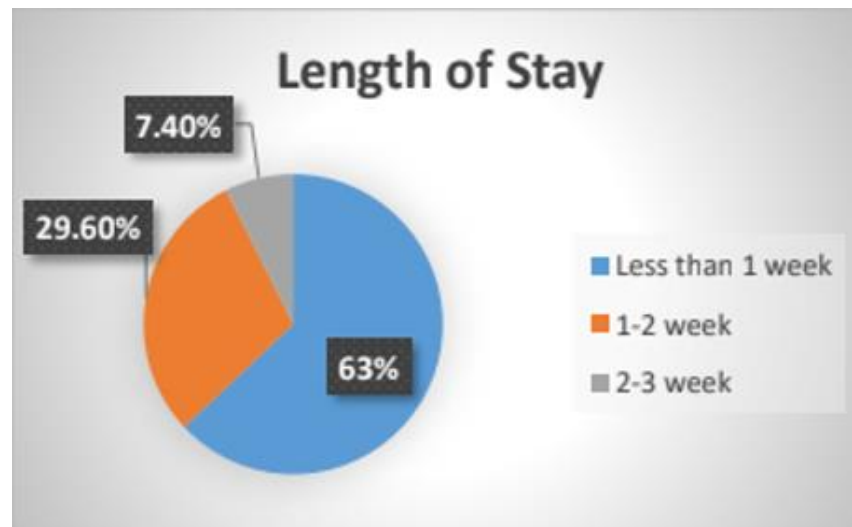


Figure 6: Respondent's Length of Stay

Respondent's Preferred Partner for Traveling: Most of the respondents selected the friends' option as their preferred partner for traveling. 48.1% of respondents selected friends. Also in the personal interviews, most of the people were students and showed interest to go to traveling with their friends. 37% of respondents selected family as their preferable partner for traveling. 11.1% of respondents showed interest in independent traveling. Very few people showed interest to go to traveling with their colleagues.

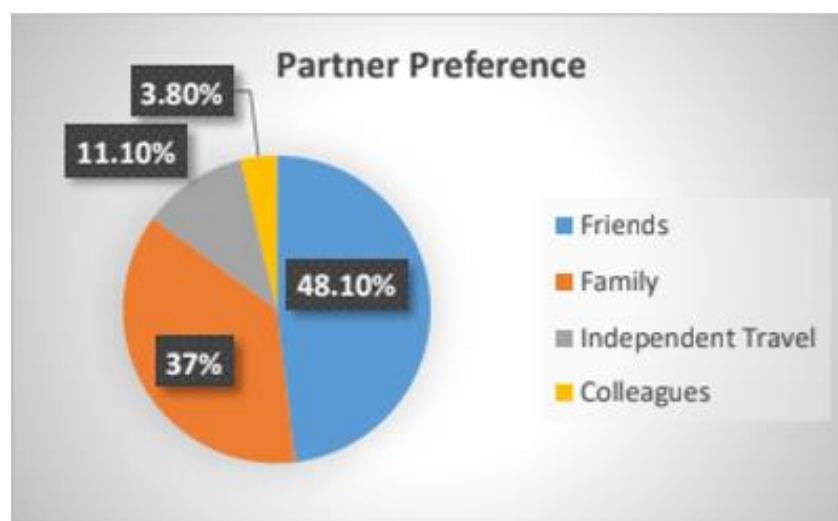


Figure 7: Partner Preference of the Respondents

What kind of tourism do you prefer?

As Bangladesh is rich in natural resources, 55.6% of people selected the “Natural” option. 22.2% and 14.8% of people selected “Cultural” and “Adventurous” options respectively. Generally, young people are most interested in adventurous tourism. But only 7.4% selected the “Religious” option.

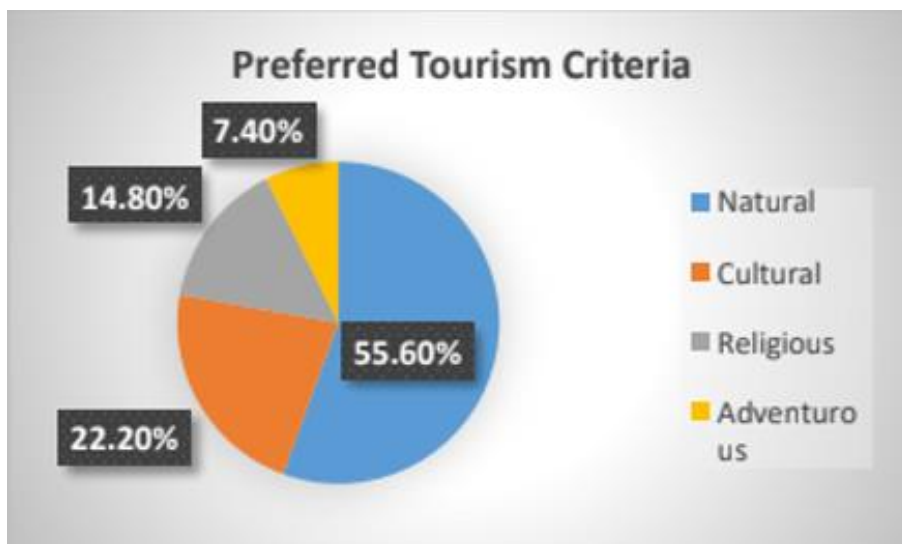


Figure 8: Preferred Tourism Criteria of the Respondents

6.2 Personal Interviews

While working on my internship report, I focused on knowing about the activities of Bangladesh Tourism Board and collecting data through taking interviews. When I was an intern in Bangladesh Tourism Board, the officials were very cooperative towards all the interns working in the organization. While interviewing with The Chief Executive Officer of the Bangladesh Tourism Board, Javed Ahmed and the officials from other sectors of tourism, I asked several questions and got to collect some useful information. During the data analysis, the statements for each group were documented. Because owning one's own language and technique of communication is crucial to the investigation. I incorporated statements from participants on certain topics that were covered.

1. When the COVID 19 pandemic was in a very intense situation, what problems did the tourism industry face?

According to Mr. Javed Ahmed's Statement (Chief Executive Officer of Bangladesh Tourism Board) – “The epidemic wreaked havoc on the tourism industry's economic growth, which in turn impacted the country's overall GDP growth. Employment opportunities, visitor arrival rates, hotel occupancy rates, and total tourism expenditures all suffered as a result of the epidemic.”

2. What Challenges the sectors of tourism is now facing according to you?

Mr. Javed Ahmed said- “For example, the cost of airline tickets has risen to the point where we have to explain it to our consumers on a regular basis. The cost of building new facilities has also risen. Capital shortages are nothing new. Food prices and travel costs have also increased that demotivating the tourists from traveling. As you can see, the government has enforced a slew of restrictions and guidelines. In our day-to-day work, these things are quite difficult.”

A renowned restaurant owner from my locality shared his experience- “Over 90% of the restaurant industry collapsed when the country was put on lockdown. Restaurants were proving food from door to door to sustain their customers. Now the restaurant industry is trying to maintain proper hygiene in preparing food. He thinks that at least the restaurant owners were lucky enough to have Foodpanda, Hungrynaki, efood delivery etc. to deliver foods to their customers.”

3. To overcome such a critical situation, what measures did the sectors of tourism take?

Mazharul Islam (Assistant Director of Bangladesh Tourism Board) said-

“The tourism industry is trying hard to overcome the losses that occurred due to Covid-19. Bangladesh Tourism Board is planning to provide some incentives to tourists who have started to travel in recent times through the various sectors of the tourism industry. Covid-19 has taught us to focus on motivating and increasing domestic tourists in various regions rather than focusing on attracting international tourists. This is for overcoming the losses and to be prepared for a further attack of Coronavirus as “Omicron” is spreading rapidly nowadays.” The chairman of AMDA Al-Bait Travels International said- “The travel agencies including us were cutting the ticket prices to motivate the tourists who were reluctant to travel for safety issues. Also, the hotels ensured proper hygiene so that tourists remain safe during their travel.”

4. As the Bangladesh Tourism Board is accountable for developing and promoting the tourism industry of Bangladesh, what specific strategies are in consideration?

Mazharul Islam (Assistant Director of Bangladesh Tourism Board) said- “The travel agencies are offering packages with unique features by providing huge discounts in ticket prices to motivate the tourists who were reluctant to travel for safety issues. The hotels are trying to maintain proper hygiene so that the tourists remain safe during their travel. They are also offering discounts on per night room cost. We were planning to arrange a food campaign based on traditional items with our interns as they all are freshers and can share effective ideas. People will feel motivated to make a visit to the place from where the food is come from.”

5. To ensure sustainability, what steps Bangladesh Tourism Board are taking?

“See, a number of tourists in our country are not much educated about travel rules. It’s hard to make understand tourists to be responsible. They throw packets of chips and chocolates on spots and this is hampering sustainability. Effective manpower is needed for the maintenance of the spots. So, we are trying to appoint effective manpower in different tourist destinations where they will ensure that tourists are surely maintaining the travel rules.”

6. What do you think about Information Technology implication on tourism industry?

“Well, we are planning to make effective video contents to motivate tourists in traveling. Our digital marketers are being instructed to be more active on our Facebook page and make attractive contents that positively represent Bangladesh.”

Chapter-7

Discussion of the Findings

The analysis' findings provide various insights and shed light on a few concerns. I attempted to discover the following points based on my observations, discoveries from previous chapters, and other investigations:

- ❖ While doing the online survey, most of the people who responded were students. People who were at the age of below 25 are mostly eager and enthusiastic about traveling. So, they are potential tourists and they should be targeted for the development of tourism by offering student-friendly packages. 25.9% of respondents were at the age of 25-35 who are mostly the jobholders. Some of them are very interested in traveling but they are not being able to make a trip because of security issues of their children. Again, the Coronavirus has accelerated the concern. People who are in their 50s are not that much interested in traveling. Job pressure, family responsibility, security issues, and financial issues are the reasons.
- ❖ As most of the respondents were students, 63% of people make a trip and come within a week. Very few people stay on a trip for more than one week.
- ❖ A new type of tourism has evolved called special interest tourism or adventurous
- ❖ tourism. Young people or students are much interested in this kind of tourism. Although the rate is 7.4% according to my survey, such tourists are increasing and this is a positive sign for our industry.
- ❖ A large number of tourists are not being responsible while traveling to a destination. They throw packets of chocolates and chips in the tourist spots and consequently, the spots are losing their actual beauty.
- ❖ Now people are being dependent on making reservations and bookings rooms or hotels online but the technology implication in hotels and travel agencies is not up to the mark. Also, the digital marketing of tourism industry is not strong enough.
- ❖ There is scarcity of trained labor to maintain tourist attractions.
- ❖ The Bangladesh Tourism Board is working hard to completely adopt information and communication technology for tourism growth. However, it is insufficient.
- ❖ Packages were being canceled and travel agencies were hit by a huge loss. Most of the employees were affected during Covid-19 and still, they are being affected as the pandemic is not over yet.
- ❖ Discounts and other incentives are being offered to tourists to retain them.
- ❖ Health protocols and hygiene are being followed but it is difficult to make tourists understand to maintain safety rules.

Chapter-8

Recommendations and Conclusion

8.1 Recommendations

Tourism is a fantastic source of both foreign currency and employment. Bangladesh is a large country with a diverse population. The topic of unemployment is a high-ranking issue in this city. Tourism development might usher in a new age for addressing unemployment and generating revenue. Some particular recommendations are mentioned below in this section-

- ❖ Under the supervision of the Prime Minister, the National Tourism Board may be the most effective entity for the growth of Bangladesh's tourism industry.
- ❖ Effective television commercials on major tourist attractions can be very helpful to reach people.
- ❖ Digital marketers should work hard on promoting Bangladesh as a tourism brand. More and more content that represents Bangladesh positively should be created.
- ❖ Traditional food campaigns will surely attract both domestic and international tourists.
- ❖ Both domestic and international tourists should be in consideration equally while making strategies.
- ❖ Infrastructural development is needed. Quality transportation system needs to be ensured. Government should take the required efforts to create highways, railways, and airplanes to connect significant tourist attractions, as well as public transportation facilities.
- ❖ Government should develop a comprehensive and long-term national tourist policy.
- ❖ Ensure tourist safety and security, particularly in tourist areas. For the safety and security of both international and domestic tourists, the Bangladesh government should establish tourist police who are properly trained in tourism.
- ❖ Our diplomats, ambassadors, and consular representatives representing Bangladesh in various countries around the world must project a positive picture of our tourism business. Representatives from Bangladesh in other countries can operate as an overseas office for wholesale tour operators who handle inbound tours.
- ❖ The government should take adequate steps through embassies to promote the visa in order to relax visa and immigration formalities.

8.2 Conclusion

Nowadays, the tourism sector has emerged as a key engine of national economic growth, creating jobs, generating foreign cash, and contributing to Gross Domestic Product growth and poverty alleviation. When the government of Bangladesh began a campaign as part of publicity and marketing initiatives, the growing importance of this industry within the context of the country's development received formal acknowledgment. There have been two video films produced, titled 'Visit Bangladesh' and 'Discover Bangladesh,' and several concerned authorities have been established. The tourism business in Bangladesh could benefit from a variety of social, cultural, environmental, religious, and historical factors. Cox's Bazar, the world's longest sea beach, is part of Bangladesh's natural heritage. Certainly, this natural resource, as well as Kuakata, Sundarban, and other important tourist destinations in Bangladesh are not fully utilized by the government. Along with the worldwide tourism situation, major changes have occurred. A variety of interrelated developments, such as advances in transportation and communication, urbanization, the emergence of global industrialization, and the information revolution, have compelled these shifts. The combined effect of the aforementioned events resulted in a meteoric rise in the tourism industry. The question that arises in light of these new global and regional realities are to what extent, and how, Bangladesh will be able to capitalize on the opportunities that have arisen as a result of the altered situation by attracting a higher number of tourists from across the world. In fact, it was this question that served as the impetus for this investigation. The study mainly focused on tourists of different backgrounds and the occupational experience of executives of Bangladesh Tourism Board.

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Appendices

Questionnaire

Dear Respondent,

I am Mohammad Showrov Sarkar, student Daffodil International University at the Department of Tourism and Hospitality Management. I am working on my internship report on the topic **“Strategies to Develop Tourism Industry in Bangladesh: A Study on Bangladesh Tourism Board.”** The questionnaire is done for this academic purpose. I would be very thankful if you respond accurately.

Respondent's age-

- a) Bellow 25
- b) B) 25-35
- c) C) 36-45
- d) 46-55
- e) 56 and above

Respondent's gender-

- e) Male
- b) B) Female

Respondent's marital status –

- a) Married
- b) B) Single

Respondent's educational qualification –

- a) Illiterate
- b) Higher Education
- c) Technical Education
- d) Above Secondary

Respondent's occupation-

- a) Government Employee
- b) Student