

**Internship Report
On
The Prospects of Chandpur as a Tourism Destination: The Role of
Tourism Board**

INTERNSHIP REPORT
On
The Prospects of Chandpur as a Tourism Destination: The Role of
Tourism Board

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DAFFODIL INTERNATIONAL UNIVERSITY
DHAKA, BANGLADESH

LETTER OF TRANSMITTAL

27th March 2024

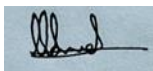
To,
Mr. Mahbub Parvez
Associate Professor
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of the Internship Report.

Dear Sir,

I am pleased to submit my internship report titled "The Prospects of Chandpur as a Tourism Destination: The Role of Tourism Board, as a part of my Bachelor of Tourism and Hospitality Management (BTHM) degree. It was a privilege to work under your supervision. I had the opportunity to gain valuable experience as a trainee in the Bangladesh Tourism Board, Agargaon for six months. This report highlights the key activities and functions of the Bangladesh Tourism Board in promoting the tourism industry. I have followed your guidelines to the best of my ability, and I would be thankful if you could kindly accept this report and offer your valuable feedback. I hope it provides useful insights and a clear understanding of the subject.

Yours Sincerely,



.....
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CERTIFICATE OF THE SUPERVISOR

This is to certify that the internship report titled "The Prospects of Chandpur as a Tourism Destination: The Role of Tourism Board, has been submitted as part of the requirements for the Bachelor of Tourism and Hospitality Management degree at Daffodil International University by MD Mahmud Ibne Kashem, ID: 203-43-148. The report has been completed under my supervision and guidance, and it represents a legitimate piece of work carried out successfully under my supervision.

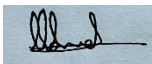
Signature



.....
Mahbub Parvez
Associate Professor
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

ACKNOWLEDGEMENT

First and foremost, I express my gratitude to the Almighty Allah, my creator and sustainer, to whom all we owe our ultimate return. This report is dedicated with immense love, gratitude, and respect to my parents, whose unwavering support, encouragement, and belief in my potential have been my constant source of inspiration. I am deeply thankful to everyone who contributed, directly or indirectly, to the completion of this report through their kind cooperation and support. I would like to extend my sincere appreciation to my teachers and supervisor, for their constant guidance, encouragement, valuable insights, and thoughtful advice throughout my studies. I also wish to thank every one of the Bangladesh Tourism Board, Agargaon, for their assistance during my internship on “The Prospects of Chandpur as a Tourism Destination: The Role of Tourism Board”. Without their support, I would not have been able to complete my internship and submit this report on time. I acknowledge that any shortcomings in the report are entirely my responsibility.



.....
MD. Mahmud Ibne Kashem

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Bachelor of Tourism & Hospitality Management

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Executive Summary

The study explores the prospects of Chandpur as a tourism destination, highlighting its unique location at the confluence of the Padma, Meghna, and Dakatia rivers. Known for its iconic Hilsa fish and rich cultural heritage, Chandpur has significant potential for tourism growth, but challenges such as inadequate infrastructure, limited marketing efforts, and environmental concerns hinder its development. The Bangladesh Tourism Board (BTB) has taken several initiatives to enhance tourism in Chandpur, focusing on branding, infrastructure improvement, sustainable tourism practices, and community engagement.

Efforts to develop Chandpur as a tourism destination include branding strategies that position it as the “Ilish Capital of Bangladesh” and leveraging digital marketing, influencer collaborations, and participation in international tourism fairs. Infrastructure improvements, such as enhancing transportation networks, developing accommodations, and introducing modern ferry services, aim to improve accessibility and visitor experiences. The promotion of cultural and heritage tourism is also a priority, with restoration projects for historical sites, traditional boat races, and the organization of cultural festivals.

Sustainability plays a critical role in the long-term success of tourism in Chandpur. BTB is working on eco-tourism initiatives, biodiversity conservation, and the integration of renewable energy in tourism infrastructure. Community-based tourism is being encouraged through homestay programs, handicraft markets, and training for local guides. However, Chandpur faces several challenges, including environmental degradation, climate change risks, socio-economic barriers, and weak international visibility. Addressing these requires stronger infrastructure, community participation, policy improvements, and enhanced marketing strategies.

Recommendations include strengthening transportation networks, expanding accommodation facilities, implementing stricter environmental regulations, and increasing financial support for local tourism entrepreneurs. To improve international recognition, BTB should enhance digital marketing efforts, collaborate with global travel agencies, and establish a signature landmark or attraction to create a distinct tourism identity for Chandpur. With the right strategies, Chandpur can become a sustainable and sought-after tourist destination, boosting local economic growth and preserving its cultural and natural heritage.

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CHAPTER 1

INTRODUCTION

1.1 Overview

The Prospects of Chandpur as a Tourism Destination, located at the confluence of the Padma, Meghna, and Dakatia rivers, holds immense potential as a unique tourism destination in Bangladesh. Renowned for its iconic Hilsha fish, natural beauty, and historical sites, it offers diverse opportunities for river-based tourism, cultural exploration, and gastronomic experiences. However, challenges like inadequate infrastructure, limited marketing, and environmental concerns hinder its growth. The Bangladesh Tourism Board plays a vital role in addressing these issues through strategic planning, infrastructure development, and community engagement. Public-private partnerships and sustainable practices are crucial for leveraging Chandpur's natural and cultural resources. With effective policies, Chandpur can become a sought-after destination, boosting the local economy and preserving its heritage.

1.2 Background of the study

Riverine Bangladesh, with its rich Bengali culture and heritage, is epitomized in Chandpur. This district offers a true taste of Bengali traditions, village tourism, and river tourism. The confluence of the Padma, Meghna, and Dakatia rivers forms a captivating tri-tidal junction in Chandpur, known as the 'City of Hilsha.' However, visitors to Chandpur often find their experience lacking due to insufficient infrastructure and other issues.

This report aims to enhance Chandpur's appeal by branding it effectively. Chandpur boasts significant natural, historical, and cultural attractions, drawing many visitors daily. With the growth of tourism in Bangladesh, there is a substantial opportunity for the tourism ministry to promote Chandpur. The district offers a range of tourism options, including archaeological, dark, cultural, village, and river tourism. Yet, Chandpur is often perceived as an undeveloped village, making it challenging to attract tourists.

The Bangladesh Tourism Board (BTB), Bangladesh Parjatan Corporation, and other tourism organizations have undertaken efforts to address these challenges and improve tourism in Chandpur. This term paper will explore the current state of tourism in Chandpur, focusing on BTB's initiatives, past accomplishments, plans, and strategies for promoting the district.

1.3 Scope of the study

As a business graduate student in Tourism and Hospitality Management at Daffodil International University, I recognize the importance of gaining practical experience alongside my academic coursework. This study provides valuable insights into the activities of the Bangladesh Tourism Board, focusing on its organizational structure, culture, operations, values, and objectives. Additionally, it covers various promotional activities such as fairs, beach carnivals, and media advertising, essential for understanding how the board promotes tourism.

Aside from that, another goal of this research is to talk with tourists, residents, and service providers about the various resources, services, and impacts of tourism in Chandpur. As the Bangladesh Tourism Board promotes tourism, I am required to participate in marketing and promotional activities as part of my internship program. During direct marketing, I learned a lot of things, including how to talk to strangers and how to entice tourists to visit. There, I also discovered some issues that will assist me in preparing the report. When I conducted tourism fieldwork in Chandpur, I discovered the resources of various types of tourism from the ground up.

1.4 Objectives of the study

The main objective is to identify the prospects of Chandpur as a tourism destination.

Specific Objective:

1. To explore the initiatives taken by the Bangladesh Tourism Board (BTB) to promote Chandpur as a tourist destination, including branding and marketing.
2. To identify challenges faced by BTB in developing Chandpur as a tourism destination.
3. To identify areas where BTB can further enhance its role in sustainable tourism development for Chandpur.

1.5 Methodology of the study

Types Of Study

This research is qualitative and descriptive, focusing on analyzing the prospects of Chandpur as a tourism destination. Using qualitative methods such as content analysis and secondary research. The methodology serves as the roadmap for this study.

Study Area

Chandpur is an emerging tourism destination in Bangladesh, attracting visitors primarily due to its river attractions and Hilsa fish. However, gaps in resource utilization and tourist satisfaction prevent repeat visits. Tourists often find limited recreational activities and inadequate transportation and accommodation options, making it difficult to enjoy a full-day trip. This study aims to identify key issues and propose effective solutions to enhance the tourism experience in Chandpur, ensuring better utilization of resources and improved visitor satisfaction.

Sources of data:

Secondary Data

- Previous study reports
- Office files and documents
- journals, newspapers, magazines, and websites.

Method of Data Collection

- **Interview method:** I collected data and information through face-to-face meetings with the authority of the tourist spots and the manager of the hotel and restaurant. I have also conducted interviews with managers and other employees of the Bangladesh Tourism Board.
- **Survey method:** I used the survey method to collect the data through meetings with residents of Chandpur, tourists, and the employees of different hotels and restaurants in Chandpur by developing a questionnaire.

1.6 Limitation of the study

- The amount of information was limited.
- It's possible that some mistakes were made in the research as it's the first time for me to complete such work. However, every attempt has been made to prevent errors.
- Preserving data confidentiality presented yet another major challenge for this investigation. Every organization keeps its own trade secrets hidden from the public.
- 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.
- 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

ORGANIZATION PROFILE

2.1 Bangladesh Tourism Board (BTB)

Established in 2010 by the Tourism Act, the Bangladesh Tourist Board (BTB) is in charge of advancing and growing the nation's tourism industry. The primary organization in charge of creating tourism regulations, communicating with interested parties, and marketing Bangladesh as a vacation spot is BTB. It is housed in the Ministry of General Aviation and Tourism. The one There are many opportunities in the tourism industry for cultural preservation, global recognition, and economic growth. The goal of BTB's sustainability focus and strategic approach is to leverage this possibility.

Bangladesh, a growing nation, is known for its diversified cultural heritage, rich history, and unparalleled natural beauty. Despite this, the tourism sector is underutilized. By addressing the challenges of marketing, stakeholder collaboration, and infrastructure development, Additionally, showcasing the country's unique attractions, like the Sundarbans, Cox's Bazar, and To bridge this gap, the Bangladesh Tourism Board is working to promote archaeological sites such as Mahasthangarh.

2.2 Mission Statement

to create a flourishing, sustainable tourism sector that makes a substantial contribution to the socioeconomic advancement of the country. The Bangladesh Tourism Board (BTB) seeks to provide both domestic and foreign travelers with unmatched travel experiences by utilizing Bangladesh's stunning natural beauty, rich cultural legacy, and distinctive customs.

2.2 Vision Statement

To establish Chandpur as a premier tourism destination, celebrated for its stunning riverine landscapes, rich cultural heritage, and vibrant local traditions. The Bangladesh Tourism Board envisions Chandpur as a model for sustainable tourism development, creating opportunities for local communities, generating significant economic benefits, and offering memorable experiences to visitors from around the world.

2.4 Company Overview

The main engine propelling the growth of Bangladesh's tourist industry is the Bangladesh Tourism Board. The group seeks to establish Bangladesh as a competitive and alluring vacation destination for both domestic and foreign tourists. BTB concentrates on numerous projects, such as:

1. Creating and carrying out marketing strategies.
2. Encouraging collaborations with regional and international players in the travel and hospitality sectors.
3. Encouraging adventure, eco-, and cultural tourism.
4. Improving infrastructure to give travelers a better travel experience.
5. Promoting eco-friendly travel strategies to protect the environment and cultural heritage.

By encouraging entrepreneurship, generating employment possibilities, and including local communities into the tourism value chain, BTB also helps them. These programs help it achieve its main objective of promoting fair growth and sustainable development in the tourism and travel industries.

2.5 Key Milestones

Since its founding, the Bangladesh Tourism Board has accomplished several noteworthy milestones:

- **2010:** BTB was legally established as a statutory body in charge of tourist development the tourist acts.
- **2012:** The ICC Cricket World Cup in 2012 marked the beginning of the "Beautiful Bangladesh" campaign.
- **2015:** Development of a strategic roadmap for the growth of sustainable tourism in collaboration with the UN World Tourism Organization (UNWTO).
- **2018:** To make international travel to Bangladesh easier, the first visa policy that is beneficial to tourists was introduced.
- **2019:** Travel and reservation services are promoted through digital platforms, which facilitates traveler's access to information and trip planning.
- **2021:** Locals work with ecotourism initiatives to launch them, with a focus on the preservation of biodiversity in the Sundarbans and other important regions.
- **2023:** Increasing the number of foreign visitors by expanding marketing initiatives to untapped regions in Europe and East Asia.

2.6 Organizational Structure

The structure of the Bangladesh Tourism Board is hierarchical but cooperative, encouraging efficient administration and policy implementation. It is the CEO who is in charge of overseeing every facet of the business's operations and ensuring that they adhere to the national tourism industry's objectives. Representatives from the Ministry of Civil Aviation, The BTB Board of Directors is made up of tourism professionals, business leaders, and other stakeholders. The company is divided into several specialist departments, each with different duties to perform:

1. **Marketing and Promotion Department:** This department aims to raise awareness in Bangladesh focuses on creating campaigns, managing social media accounts, and organizing foreign travel shows.
2. **Policy and Planning Department:** Develops regulations for the tourism industry, such as Quality control, licensing, and environmental regulations all have requirements.
3. **The Infrastructure Development Department** is responsible for improving the infrastructure related to lodging, transportation, and visitor amenities in relation to tourism.
4. **Community Engagement Department:** Provides training and promotes entrepreneurship working with local communities to include them in the tourism industry.

2.7 Products and Services

The Bangladesh Tourism Board (BTB) provides a variety of products and services to enhance the travel experience and promote sustainable tourism development. These services can help Chandpur establish itself as a popular tourist destination by highlighting its unique riverine beauty, cultural heritage, and local traditions.

i. Tourism campaigns and branding

1. The "Beautiful Bangladesh" campaign could draw attention to Chandpur's unique features, including the Padma-Meghna-Dakatia River confluence, picturesque boat tours, and the traditional Hilsa fishing culture.
2. Digital marketing: Using digital platforms and travel influencers to advertise Chandpur's tourism attractions, such as river cruises, eco-tourism lodges, and cultural festivals.
3. Participation in international travel fairs can position Chandpur as a distinct riverine destination, attracting both domestic and international visitors.

ii. Infrastructure Development

Eco-Tourism Infrastructure: Creating eco-resorts and nature trails along Chandpur's riverbanks to promote nature-based tourism.

Connectivity Improvements: Transit systems are being upgraded to improve access to Chandpur from Dhaka and the surrounding areas.

Heritage Site Preservation: The upkeep of historical landmarks such as the Chandpur Circuit House, as well as the promotion of traditional boat-building practices.

iii. Training and Capacity Development

Workshops for Local Tour Operators: Learn how to design and market customized tours in Chandpur, such as fishing excursions or boat tours.

Hospitality Training: Giving Chandpur's lodging providers, restaurants, and transportation staff professional skills to improve the visitor experience.

Community Engagement Programs: Educating Chandpur's local communities about sustainable tourism practices to ensure long-term benefits to the region.

iv. Policy and Research Services

- Visitor Research: Conducting studies on tourist preferences to identify demand for specific products and services in Chandpur, such as hilsa festivals or heritage tours.
- Environmental Assessments: To ensure long-term growth, assess the impact of tourism activities on Chandpur's ecosystem, particularly its rivers.

2.8 Financial Performance

The Bangladesh Tourism Board's financial performance in Chandpur reflects its efforts to boost the region's tourism potential while supporting the local economy. Investments in Chandpur are aimed at making it a viable tourist destination.

i. Revenue Generation

- Direct revenue: comes from Chandpur-specific tourism activities like river cruises, boat rentals, and guided heritage tours.
- Indirect Revenue: Increased tax receipts from Chandpur's local businesses, including hospitality, food vendors, and artisan markets.
- Foreign Exchange Earnings: Opportunities for foreign tourist engagement, particularly through ecotourism and cultural festivals, have the potential to generate foreign currency.

ii. Investment Allocation

- Marketing and Promotion: Funds are set aside to promote Chandpur's iconic features, including the Padma-Meghna-Dakatia River confluence and the hilsa fishing culture.
- Infrastructure Development: Investments include improving river cruise facilities, constructing eco-friendly accommodations, and developing accessible transportation options in Chandpur.
- To improve service quality, locals are receiving training in hospitality, tour guiding, and handicraft production.

iii. Economic Impact on Chandpur

- Local Economic Growth: Generating income for local fishermen, artisans, and tourism service providers.
- Job Creation: Offering positions in tour operations, eco-lodges, restaurants, and cultural programs.
- Community development: entails raising the standard of living in Chandpur through tourism-related investments and initiatives.

CHAPTER 3

LITERATURE REVIEW

3.1 Tourist Satisfaction

Research on tourist satisfaction has evolved significantly since its inception in the late 1970s. Early studies focused on the comparison between tourists' expectations and their actual experiences, leading to a positive perception of the destination. This satisfaction is not only derived from the destination itself but also from the quality of interactions and services received during the visit.

The **SERVQUAL model** has been instrumental in measuring service quality within the tourism sector. This model assesses the gap between customer expectations and perceptions across various service dimensions, providing insights into areas needing improvement. Further research has explored the relationship between tourist satisfaction and behavioral intentions, such as the likelihood of revisiting a destination. Alegre and Garau (2010) found that higher satisfaction levels significantly increase the probability of return visits.

Structural equation modeling has been utilized to analyze the complex relationships between destination image, perceived value, satisfaction, and loyalty. These studies highlight that a positive destination image enhances perceived value, which in turn boosts tourist satisfaction and fosters loyalty.

Recent advancements in the field have introduced comprehensive models to evaluate tourist satisfaction. For instance, Wang et al. (2006) developed an index model incorporating factors such as perception, expectations, satisfaction, loyalty, and complaints, providing a holistic view of the tourist experience.

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- Akama, J. S. (1999). The Evolution of Tourism in Kenya. *Journal of Sustainable Tourism*, 7(1), 6-25.
- Alegre, J., & Garau, J. (2010). Tourist satisfaction and dissatisfaction. *Annals of Tourism Research*, 37(1), 52-73.
- Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33(4), 1141-1158.
- Wang, C., Qu, H., & Hsu, M. K. (2006). Toward an integrated model of tourist expectation and satisfaction. *Journal of Travel Research*, 45(1), 8-15.

3.2 Tourism Resources Exploitation and Sustainable Development

The sustainable development of tourism resources has garnered extensive attention from scholars, focusing on criteria selection, evaluation methodologies, and framework development. Miller (2001) employed the Delphi method to analyze sustainable tourism development indicators, emphasizing the importance of expert consensus in identifying key sustainability metrics.

In the context of rural tourism, Zhao and Li (2015) stressed the necessity of balancing ecological preservation with tourism development. They advocated for an approach that ensures the overall harmony between environmental conservation and economic growth. From an economic standpoint, Wang and Huang (2016) proposed that the exploitation of tourism resources should adhere to ethical principles, including considerations of location, market diversity, and environmental protection.

These studies collectively highlight the need for a nuanced approach to tourism development, one that aligns with ecological sustainability and respects local cultural contexts.

References:

- Miller, G. (2001). The development of indicators for sustainable tourism: Results of a Delphi survey of tourism researchers. *Tourism Management*, 22(4), 351-362.
- Wang, J., & Huang, R. (2016). Principles of sustainable tourism development. *Journal of Sustainable Tourism*, 24(10), 1465-1479.
- Zhao, W., & Li, X. (2015). Balancing tourism development and ecological conservation: A case study of rural tourism in China. *Journal of China Tourism Research*, 11(3), 295-310.

3.3 Tourism Destination Branding

Destination branding is a pivotal element in tourism marketing, encompassing both the development and management of a destination's brand. Giannopoulos et al. (2011) conceptualized destination branding as a two-stage process: the initial development phase involves brand analysis and positioning, leading to the establishment of shared brand values. The subsequent management phase focuses on maintaining consistency and coordination among stakeholders, ensuring long-term commitment to the brand's identity.

Hankinson (2004) identified four critical components of destination branding: relationships with visitors, primary service relationships, media partnerships, and brand infrastructure relationships. Effective management of these relationships is essential for creating a cohesive and appealing brand image that resonates with both new and returning tourists.

These frameworks underscore the complexity of destination branding, highlighting the necessity for strategic planning and collaborative efforts among various stakeholders to cultivate a strong and sustainable brand identity.

References:

- Giannopoulos, A. A., Piha, P., & Avlonitis, G. J. (2011). Destination branding: What for? From the notions of tourism and nation branding to an integrated framework. *Journal of Place Management and Development*, 4(3), 210-231.
- Hankinson, G. (2004). Relational network brands: Towards a conceptual model of place brands. *Journal of Vacation Marketing*, 10(2), 109-121.

3.4 Key determinants of Destination Marketing efficiency

Author	Key Determinants of Destination Marketing efficiency
Chaitip et al. (2008)	Satisfaction with the travel cost. Integrated tourism product. Tourism product attributes Tourism product management.
Buhalis (2001)	Increase tourist satisfaction and delight in the visitor. Strengthen the long-term competitiveness and profitability of the local tourism industry as well as the local small and medium-sized tourism enterprises. Develop the sustainability of the destinations and ensure the prosperity of the host population
Stankovic et al. (2012)	Organization of cultural and sports events
Lopes (2011)	Demographic features of the tourists
Echternach and Ritchie (2003)	Scenery and natural attractions Pricing strategies Hospitality and Friendliness Climate Tourist activities entertainment options and nightlife Sports facilities / General facilities National parks and museums Local infrastructure and transportation Accommodation

CHAPTER 4

DISCUSSION AND ANALYSIS

4.0 Initiatives Taken by the Bangladesh Tourism Board (BTB) to Promote Chandpur as a Tourist Destination

Tourism plays a significant role in the socio-economic development of a country, and Bangladesh, with its rich cultural heritage, natural beauty, and diverse ecosystems, holds immense potential in this sector. The Bangladesh Tourism Board (BTB) has been actively working to enhance tourism across various regions of the country, with a particular focus on emerging destinations such as Chandpur. This section aims to explore the initiatives undertaken by BTB to promote Chandpur as a notable tourism destination, emphasizing branding, marketing, infrastructure development, and sustainable tourism strategies.

4.1 Branding and Marketing Strategies for Chandpur

Branding and marketing are crucial for the successful promotion of any tourist destination. Recognizing this, the Bangladesh Tourism Board has developed a branding framework to highlight the unique identity of Chandpur.

4.1.1 Development of a Distinctive Brand Image

- **Thematic Branding:** The development of a unique logo and tagline for Chandpur to establish its presence as a tourist destination. The branding focuses on its natural and cultural uniqueness, particularly highlighting the confluence of the Padma, Meghna, and Dakatia rivers, locally known as "Mohona," a rare and visually stunning attraction.
- **Promotion of Local Specialties:** Chandpur is widely known as the "Ilish Capital of Bangladesh" due to its significant hilsa (ilish) fish industry. BTB has integrated this aspect into branding campaigns, promoting the district as a prime destination for seafood lovers and river tourism.
- **Storytelling Approach:** BTB has emphasized a storytelling approach in marketing campaigns, showcasing the historical significance, vibrant culture, and natural beauty of Chandpur.
- **Brand Partnerships:** BTB has collaborated with national and international travel agencies, hospitality brands, and tour operators to position Chandpur as a premium tourism spot.
- **Destination Positioning Strategy:** BTB positions Chandpur as a multi-faceted tourism destination, emphasizing its cultural, historical, ecological, and gastronomic value.

4.1.2 Digital Marketing and Media Campaigns

In the modern tourism industry, digital platforms play a critical role in destination marketing. BTB has adopted multiple online and offline marketing strategies, including:

- **Website and Social Media Promotions:** Chandpur's tourism potential is highlighted on BTB's official website and its social media pages, including Facebook, Instagram, and YouTube. High-quality images, videos, and virtual tours are shared to attract both local and international tourists.

- **SEO Optimization & Online Advertising:** BTB invests in search engine optimization (SEO) to ensure that information about Chandpur is readily accessible to tourists searching online. Paid promotions on Google and social media platforms further enhance visibility.
- **Documentary Films and Travel Vlogs:** Collaborations with travel influencers, vloggers, and documentary filmmakers have been initiated to showcase Chandpur's tourism offerings.
- **Augmented Reality (AR) and Virtual Reality (VR) Campaigns:** New initiatives include the development of AR and VR-based promotional content, allowing potential tourists to experience Chandpur virtually before visiting.
- **Email Marketing and Personalized Travel Suggestions:** BTB has developed email marketing strategies targeting tourists who have previously shown interest in Bangladesh, offering personalized travel recommendations for Chandpur.

4.1.3 Tourism Expos and Roadshows

BTB participates in international tourism expos, fairs, and roadshows to promote Chandpur as a tourist destination. These events help attract foreign tourists and investors. Some notable initiatives include:

- **Participation in International Travel Fairs:** BTB showcases Chandpur's tourism potential in global travel expos, such as ITB Berlin, WTM London, and SATTE India.
- **National Tourism Fairs:** Various promotional events are held in Dhaka and other major cities in Bangladesh to raise awareness about Chandpur's attractions.
- **Collaborations with Tour Operators:** BTB partners with domestic and international tour operators to include Chandpur in travel packages.
- **Tourism Ambassador Program:** Appointing local and international celebrities and influencers as tourism ambassadors to promote Chandpur on social media platforms.
- **Cultural Exchange Programs:** Encouraging collaborations with cultural organizations to host events showcasing Chandpur's traditional music, arts, and heritage.
- **Cross-Border Tourism Collaborations:** Partnering with neighboring countries to promote Chandpur as part of multi-destination travel itineraries.

4.2 Infrastructure Development for Tourism Enhancement

4.2.1 Transportation and Connectivity Improvements

Efficient transportation and connectivity are essential to developing Chandpur as a prominent tourist destination. The Bangladesh Tourism Board (BTB) has focused on improving access routes and expanding transport services to facilitate smooth travel for both domestic and international visitors.

- **Road and Highway Expansion:** The development and upgrading of key highways and roads connecting Chandpur to major cities such as Dhaka, Chittagong, and Khulna. Ongoing projects aim to widen highways, improve road conditions, and reduce travel time.

- **Railway Connectivity Enhancements:** Expansion of railway networks with direct and express train services from Dhaka and other major urban centers. Modernization of railway stations, better scheduling, and enhanced onboard facilities are being implemented to accommodate tourists.
- **River Transport Development:** Given Chandpur's location at the confluence of three rivers, water-based transport remains a primary mode of travel. BTB is working on introducing modern, eco-friendly ferry services with improved passenger terminals and safety measures. Luxury river cruises are also being promoted to offer tourists a unique experience.
- **Public Transport and Local Mobility:** Enhancing local transport options, such as improved bus networks, rickshaw services, and car rentals. Additionally, introducing tourist shuttle buses that connect key attractions and hotels within Chandpur.
- **Air Connectivity Possibilities:** Feasibility studies are being conducted to explore the potential of a regional airport or helipad services to improve air travel options for high-end tourists and business travelers.

4.2.2 Development of Tourist Facilities

The development of tourist facilities plays a crucial role in ensuring visitor satisfaction and enhancing the overall tourism experience in Chandpur. The Bangladesh Tourism Board (BTB) has been focusing on building high-quality accommodations, tourist service centers, and recreational areas to support the influx of visitors and encourage longer stays.

- **Hotels and Resorts:** The establishment of a variety of accommodations, ranging from budget lodges to luxury resorts, is underway. Special emphasis is being placed on eco-friendly resorts that blend with the natural surroundings to attract environmentally conscious travelers.
- **Tourist Information Centers:** BTB is setting up multiple information kiosks and service centers across Chandpur. These centers will provide maps, travel guides, multilingual assistance, and information on local attractions, making it easier for tourists to navigate the region.
- **Riverside Parks and Promenades:** The development of scenic parks, promenades, and river-view decks is aimed at enhancing the aesthetic appeal of Chandpur. These spaces will provide relaxing environments for tourists to enjoy the natural beauty of the rivers while engaging in leisure activities such as photography, picnicking, and cultural events.
- **Recreational and Adventure Facilities:** To attract adventure seekers, BTB is working on developing water sports centers, boat rental services, and guided river cruises. These facilities will offer activities such as kayaking, jet skiing, and traditional wooden boat tours along the Meghna and Padma rivers.
- **Camping and Eco-Lodges:** The promotion of camping sites and eco-lodges near major tourist attractions ensures sustainable and immersive tourism experiences. These accommodations cater to nature lovers who seek an alternative to conventional hotel stays.
- **Food and Beverage Hubs:** The establishment of food courts and local eateries specializing in traditional Chandpur cuisine, particularly dishes featuring the famous hilsa fish, will provide visitors with authentic culinary experiences. Restaurants with riverfront seating will further enhance the dining experience.

- **Sanitation and Public Amenities:** The construction of modern restrooms, clean drinking water stations, and prayer rooms in major tourist areas is a priority to ensure convenience and hygiene for all visitors.
- **Shopping and Souvenir Centers:** Markets featuring locally made handicrafts, textiles, and souvenirs are being developed to boost local businesses and provide tourists with unique take-home memorabilia.

4.3 Promotion of Cultural and Heritage Tourism

4.3.1 Restoration of Historical Sites

Restoring historical sites is a key initiative in preserving Chandpur's rich cultural and architectural heritage. The Bangladesh Tourism Board (BTB) has undertaken various projects to renovate and promote historical landmarks, making them attractive for cultural tourism and educational visits.

- **Preservation of Architectural Landmarks:** BTB is working on restoring significant historical structures such as Kachua Shahi Mosque, Matlab Zamindar Bari, and other colonial-era buildings. These efforts include structural reinforcement, aesthetic restorations, and improved accessibility for tourists.
- **Revitalization of Forts and Heritage Sites:** Several centuries-old forts and historical establishments in Chandpur are being mapped for preservation. Restoration plans include developing walking trails, installing informative signage, and creating visitor centers to educate tourists about the historical significance of these sites.
- **Digital Documentation and Virtual Tours:** As part of modern preservation techniques, BTB is collaborating with historians and technology experts to digitally document historical sites using 3D mapping and virtual reality experiences, allowing tourists to explore these landmarks online before visiting.
- **Integration of Heritage with Local Tourism:** Community-based initiatives are being promoted to involve local artisans and historians in restoring and maintaining these sites. This ensures sustainable tourism while fostering local engagement and employment.
- **Infrastructure Enhancements:** To improve visitor experience, BTB is working on installing well-maintained pathways, seating areas, lighting, and sanitation facilities at key historical sites. Guided tours, interactive exhibits, and information boards are also being added to enhance the educational value for visitors.
- **Promoting Cultural Events at Historical Landmarks:** Special events such as historical reenactments, traditional performances, and cultural fairs are being organized at restored sites to celebrate Chandpur's history and attract tourists.

4.3.2 Organization of Cultural Festivals

Cultural festivals play a pivotal role in showcasing Chandpur's vibrant traditions, arts, and heritage while attracting domestic and international tourists. The Bangladesh Tourism Board (BTB) actively promotes and organizes various cultural events throughout the year to strengthen the district's tourism appeal and provide engaging experiences for visitors.

- **Annual Ilish Festival:** As Chandpur is known as the "Ilish Capital of Bangladesh," this festival celebrates the significance of hilsa fish in local culture. The event includes seafood fairs, cooking competitions, river excursions, and live entertainment that highlight the importance of Chandpur's fishing industry.
- **Traditional Folk Festivals:** BTB supports and organizes folk music and dance performances, including Baul, Bhatiali, and Jari Gaan concerts. These events provide a platform for local artists and musicians to showcase their heritage.
- **Boat Racing Festivals:** Traditional boat races are held in the major rivers of Chandpur, reviving historic practices that have been part of the region's identity for generations. These races attract large crowds and often feature additional festivities such as music, dance, and local handicraft exhibitions.
- **Heritage and Handicraft Fairs:** BTB collaborates with local artisans to host fairs that showcase Chandpur's rich craft traditions, including pottery, weaving, and woodworking. These events provide tourists with opportunities to purchase authentic handmade souvenirs while supporting local craftspeople.
- **Religious and Spiritual Festivals:** Celebrations at temples, mosques, and shrines, such as Urs festivals, attract pilgrims and tourists alike. BTB promotes these events by ensuring adequate facilities for visitors and integrating them into cultural tourism packages.
- **Seasonal and Agricultural Festivals:** Events such as the Nabanno Utsab (Harvest Festival) and Pohela Boishakh (Bengali New Year) are widely celebrated in Chandpur. These festivals feature grand parades, food fairs, and cultural programs that bring together locals and tourists.

4.4 Sustainable and Eco-Tourism Initiatives

4.4.1 Wildlife and Nature Conservation

Wildlife and nature conservation play a vital role in sustaining Chandpur's ecological balance and enhancing its appeal as a nature-based tourism destination. The Bangladesh Tourism Board (BTB) has taken significant measures to ensure that tourism development in Chandpur aligns with environmental sustainability while providing visitors with enriching eco-tourism experiences.

- **Eco-Friendly Tourism Practices:** BTB actively promotes sustainable tourism initiatives such as reducing plastic waste, implementing proper waste disposal systems, and encouraging the use of biodegradable materials in tourist areas. Visitors are also educated about eco-friendly practices to minimize their environmental footprint.
- **Biodiversity Preservation:** Chandpur is home to a rich variety of flora and fauna, particularly in its riverine ecosystems. Conservation efforts include afforestation programs, habitat protection for aquatic and terrestrial species, and restrictions on disruptive tourist activities in sensitive areas.
- **Protected Areas and Wildlife Sanctuaries:** Establishing designated nature reserves and protected zones to safeguard native species. BTB collaborates with environmental organizations to enforce conservation laws and monitor wildlife activity.

- **Eco-Tourism Parks and Nature Trails:** Development of eco-tourism parks and well-maintained nature trails that allow tourists to explore the region's biodiversity without disturbing its delicate ecosystem. Birdwatching, nature photography, and educational guided tours are among the activities encouraged.
- **River and Wetland Conservation:** Given Chandpur's location at the confluence of the Padma, Meghna, and Dakatia rivers, efforts are being made to conserve wetland areas, prevent overfishing, and maintain water quality to sustain aquatic life, including the prized hilsa fish population.
- **Community Involvement in Conservation:** Local communities are being engaged in conservation efforts through awareness campaigns, sustainable livelihood programs such as eco-friendly fishing practices, and training on responsible tourism. This ensures that conservation efforts benefit local economies and encourage residents to take an active role in protecting their environment.
- **Renewable Energy in Tourism Infrastructure:** Encouraging the use of solar-powered resorts, eco-lodges, and sustainable construction materials to reduce the carbon footprint of tourism-related activities.
- **Partnerships with Conservation Organizations:** BTB collaborates with international and local conservation groups to implement best practices in wildlife protection, support research on endangered species, and develop eco-friendly tourism guidelines.

4.4.2 Community-Based Tourism

Community-based tourism (CBT) is a vital aspect of sustainable tourism development, ensuring that local communities directly benefit from the industry while preserving their culture, traditions, and environment. The Bangladesh Tourism Board (BTB) has been actively working to empower local communities in Chandpur by integrating them into the tourism sector through various initiatives and programs.

- **Homestay Programs:** Encouraging tourists to stay with local families to experience authentic rural life and traditional Bangladeshi hospitality. Homestay accommodations provide visitors with a unique cultural immersion while generating income for host families.
- **Training for Local Guides:** BTB has launched training programs for local residents to become certified tour guides. These programs cover storytelling techniques, eco-tourism awareness, and historical knowledge to enhance the quality of guided tours in Chandpur.
- **Community-Run Handicraft Centers:** Promoting local craftsmanship by establishing community-run markets where artisans can sell handmade products, including textiles, pottery, and traditional wooden crafts. This initiative helps preserve cultural heritage while providing a livelihood for local artisans.
- **Culinary Tourism Initiatives:** Supporting local women's cooperatives in establishing food stalls and restaurants that serve authentic Chandpur cuisine. Special emphasis is placed on showcasing the district's famous hilsa fish dishes to attract food enthusiasts.
- **Eco-Tourism and Agricultural Tourism:** Developing programs where tourists can engage in sustainable farming, fishing activities, and nature conservation projects. Visitors can participate in traditional agricultural practices, learn about local fisheries, and support eco-friendly tourism initiatives.

- **Festival and Cultural Event Participation:** Encouraging tourists to take part in local festivals, folk performances, and religious celebrations to foster deeper connections between visitors and the community. Events such as traditional boat races and the Ilish Festival serve as major attractions.
- **Microfinance and Small Business Support:** Providing financial and training assistance to small-scale entrepreneurs who wish to establish tourism-related businesses, including guesthouses, guided tour services, and eco-friendly transport options.
- **Infrastructure and Facility Development:** BTB collaborates with local authorities to improve basic infrastructure such as roads, sanitation, and electricity in rural tourism zones. This ensures a comfortable experience for visitors while enhancing the quality of life for residents.

4.5 Challenges Faced by Bangladesh Tourism Board (BTB) in Developing Chandpur as a Tourism Destination

The development of Chandpur as a prominent tourist destination presents several challenges for the Bangladesh Tourism Board (BTB). While Chandpur possesses natural beauty, cultural heritage, and economic potential through tourism, multiple obstacles hinder its growth in the sector. Addressing these challenges is essential for BTB to effectively transform Chandpur into a competitive and sustainable tourism destination. This section explores the various challenges BTB faces, categorized into infrastructural, environmental, socio-economic, administrative, and promotional difficulties.

4.5.1 Infrastructural Challenges

i. Poor Transportation and Connectivity

One of the most significant challenges in developing Chandpur as a tourist hub is inadequate transportation infrastructure. While efforts have been made to improve roadways, highways, and rail services, challenges remain due to a combination of logistical, financial, and administrative barriers.

- **Road Network Limitations:** Many of the connecting roads are poorly maintained, making travel difficult for tourists, particularly during the monsoon season. The need for expanded, high-quality road networks is pressing to reduce travel time and increase accessibility.
- **Railway Deficiencies:** Limited train services, outdated rail infrastructure, and inefficient scheduling make railway travel an unattractive option for tourists. There is also a lack of dedicated tourist-friendly railway routes with luxury or express services catering to high-end travelers.
- **Absence of Air Connectivity:** Without an airport or even a functional airstrip nearby, tourists must rely on long road or river journeys, discouraging high-spending and international visitors who prefer quick and comfortable access.
- **Underdeveloped River Transport:** Chandpur's strategic location at the confluence of three major rivers presents an opportunity for water-based tourism, yet ferry services remain outdated and unsafe. Modernizing river transport with luxury river cruises, improved safety measures, and structured navigation routes is a critical challenge that BTB needs to address.

- **Public Transport Shortcomings:** Within Chandpur, the lack of reliable and tourist-friendly public transport, such as shuttle services between key attractions, hinders the ease of movement for visitors. Additionally, the absence of ride-sharing services and limited availability of rental vehicles add to the inconvenience.
- **Lack of Intermodal Connectivity:** Efficient transport networks should integrate road, rail, and river transport seamlessly, yet a coordinated system that facilitates smooth transitions between these modes is currently missing, complicating travel logistics for tourists.

ii. Limited Accommodation Facilities

Chandpur currently has a limited number of hotels, resorts, and guesthouses, which significantly impacts its potential as a thriving tourist destination. Tourists often seek diverse and comfortable lodging options that cater to various budgets and preferences. The scarcity of high-quality accommodations affects the overall visitor experience and limits the region's ability to attract long-term stays and international tourists.

- **Insufficient Variety of Lodgings:** There is a notable absence of different accommodation types, such as boutique hotels, eco-lodges, and luxury resorts, which cater to varying traveler preferences.
- **Limited Capacity for Large Tourist Influx:** The existing accommodations struggle to accommodate large numbers of tourists, particularly during peak travel seasons and festival periods.
- **Lack of Budget-Friendly Options:** Affordable accommodations, such as hostels and guesthouses, are scarce, limiting accessibility for budget-conscious travelers and backpackers.
- **Absence of International Hotel Chains:** The lack of renowned hotel brands reduces credibility among international travelers who prefer globally recognized lodging standards.
- **Poor Maintenance and Service Standards:** Many existing hotels and guesthouses lack proper upkeep, professional management, and high-quality service, leading to dissatisfaction among visitors.
- **Lack of Eco-Friendly and Sustainable Lodging:** Modern travelers often seek eco-friendly accommodations that promote sustainability, yet Chandpur has a limited number of green-certified lodging options.
- **Security and Safety Concerns:** Many available accommodations lack proper security measures, including 24/7 surveillance, secure access, and trained security personnel.
- **Underdeveloped Hospitality Infrastructure:** Insufficient training for hotel staff and lack of hospitality management expertise contribute to subpar guest experiences and deter repeat visits.

iii. Deficiency in Tourism Infrastructure

BTB faces numerous difficulties in developing essential tourist facilities that are crucial for enhancing Chandpur's appeal as a travel destination. The lack of proper infrastructure not only affects visitor experience but also limits the economic potential of the tourism sector. Some of the major challenges include:

- **Limited Tourist Information Centers:** The absence of well-equipped tourist information centers across key attractions makes it difficult for visitors to obtain guidance, maps, and relevant details about Chandpur's historical and natural sites.
- **Inadequate Public Facilities:** Many tourist spots lack essential amenities such as clean drinking water stations, well-maintained restrooms, seating areas, and emergency medical assistance, which discourages longer stays and repeat visits.
- **Poorly Maintained Riverbanks, Parks, and Promenades:** While Chandpur boasts scenic river views, the lack of proper maintenance and beautification initiatives for riverbanks, parks, and promenades reduces the overall aesthetic and recreational value of the region.
- **Insufficient Parking and Transportation Hubs:** The absence of designated parking spaces and organized transport hubs near tourist attractions leads to congestion and accessibility issues, making travel inconvenient for tourists.
- **Lack of Dedicated Tourist Trails and Signage:** There is a pressing need for clearly marked tourism trails, proper directional signage, and multilingual information boards to assist both domestic and international travelers in navigating the area effectively.
- **Underdeveloped Entertainment and Recreational Facilities:** Chandpur lacks a variety of entertainment options such as amusement parks, cultural performance centers, and nightlife venues that can enrich the overall tourism experience.
- **Absence of Technological Integration:** The region has limited use of smart tourism infrastructure, such as digital kiosks, mobile-friendly tourist applications, and online booking services, which are crucial in modern tourism development.
- **Lack of Sustainable Infrastructure Initiatives:** There is minimal investment in eco-friendly projects such as solar-powered facilities, waste management systems, and sustainable architectural developments, which are essential for long-term tourism sustainability.

4.5.2 Environmental and Sustainability Challenges

i. Environmental Degradation

Chandpur's natural beauty, including its rivers, wetlands, forests, and biodiversity, is at risk due to various environmental challenges. The unchecked expansion of urbanization, industrialization, and tourism activities has exacerbated environmental deterioration in the region. Some of the major concerns include:

- **Unregulated Pollution:** Industrial waste, untreated sewage, and agricultural runoff contribute to severe water pollution in the Padma, Meghna, and Dakatia rivers, affecting aquatic life and diminishing the appeal of Chandpur's River tourism.
- **Overfishing and Habitat Destruction:** The iconic hilsa fish population is under threat due to overfishing, unsustainable fishing practices, and the destruction of breeding grounds. This reduces Chandpur's appeal as the "Ilish Capital" and negatively impacts the local fishing industry.
- **Deforestation and Land Degradation:** Uncontrolled deforestation for urban expansion and infrastructure development has led to soil erosion and the loss of natural landscapes, diminishing Chandpur's ecological charm.

- **Lack of Proper Waste Management:** The inadequate disposal of plastic and non-biodegradable waste, particularly in tourist hotspots, leads to littering and environmental pollution, making scenic areas less attractive for visitors.
- **Declining Air Quality:** Increased vehicular emissions, construction activities, and industrial pollutants contribute to worsening air quality, affecting both locals and tourists.
- **Riverbank Erosion:** The natural beauty of Chandpur's riverbanks is constantly threatened by erosion, which not only impacts tourism sites but also endangers local communities and infrastructure.
- **Unregulated Tourism Activities:** Mass tourism without proper ecological considerations has led to excessive foot traffic, waste accumulation, and disturbances to wildlife in ecologically sensitive areas.

ii. Climate Change and Natural Disasters

Chandpur is increasingly vulnerable to climate change and natural disasters, posing significant threats to its tourism sector. The region's geographical position at the confluence of major rivers makes it particularly susceptible to extreme weather events. Climate change is amplifying these challenges, leading to severe environmental and socio-economic repercussions. BTB faces multiple challenges in addressing these issues, including:

- **Frequent and Severe Flooding:** Rising water levels due to heavy monsoons and upstream water flow cause extensive flooding, damaging tourism infrastructure, disrupting travel, and discouraging visitors.
- **Riverbank Erosion:** Persistent erosion along the Padma, Meghna, and Dakatia rivers threatens existing infrastructure, including roads, hotels, and tourist sites, requiring costly mitigation measures.
- **Unpredictable Weather Patterns:** Changes in seasonal weather patterns make it difficult to plan tourism activities, reducing visitor confidence and leading to inconsistent tourist inflows.
- **Storm Surges and Cyclonic Activities:** Chandpur's proximity to coastal areas increases its exposure to tropical cyclones and storm surges, leading to temporary closures of tourism sites and endangering local businesses reliant on tourism.
- **Impact on River-Based Tourism:** Heavy rainfall, turbulent waters, and unpredictable currents make river cruises, boat rides, and other water-based tourism activities unsafe or unfeasible for extended periods.
- **Damage to Ecological Attractions:** Rising temperatures, erratic rainfall, and increased pollution contribute to habitat degradation, affecting wildlife, particularly the iconic hilsa fish population, and diminishing the appeal of Chandpur's natural attractions.
- **Need for Climate-Resilient Infrastructure:** Implementing flood-resistant structures, improved drainage systems, and early warning mechanisms are essential but require significant financial investment and long-term planning.
- **Economic Strain on Local Communities:** Recurrent climate-induced disasters disrupt local economies, making it difficult for businesses and workers in the tourism sector to maintain stable livelihoods. Addressing these challenges requires the adoption of sustainable tourism practices, improved disaster preparedness, and strategic investments in climate-resilient infrastructure to ensure the long-term viability of Chandpur as a tourism destination.

iii. Challenges in Implementing Sustainable Tourism Practices

Despite ongoing efforts to promote eco-tourism, BTB faces significant challenges in ensuring the effective implementation of sustainable tourism initiatives in Chandpur. The key challenges are outlined below:

a. Limited Awareness and Adoption

Both tourists and local communities often lack awareness of sustainable tourism principles, leading to minimal engagement in eco-friendly practices. Without proper education and awareness campaigns, responsible tourism remains difficult to enforce.

b. Insufficient Infrastructure and Resources

There is a shortage of essential sustainable tourism infrastructure, such as:

- Renewable energy-powered accommodations (e.g., solar-powered resorts)
- Effective biodegradable waste management systems
- Eco-conscious transportation options

The absence of these facilities restricts the growth of sustainable tourism in the region.

c. Weak Policy Implementation and Enforcement

While there may be existing regulations on sustainable tourism, they are often not adequately enforced. This results in inconsistent adherence to environmental and cultural preservation guidelines. Stricter monitoring and enforcement mechanisms are needed to ensure compliance.

d. Limited Stakeholder Collaboration

Sustainable tourism requires cooperation between various stakeholders, including:

- Government agencies
- Private sector investors
- Local communities

e. Economic Constraints and Investment Gaps

Financial limitations hinder the development of eco-friendly tourism projects. There is insufficient funding and investment in:

- Sustainable infrastructure
- Training programs for responsible tourism
- Incentives for businesses to adopt eco-friendly practices

f. Balancing Economic Growth with Environmental Preservation

Tourism is a key driver of economic growth, but in many cases, it comes at the expense of environmental sustainability. There is an ongoing challenge in balancing the need for development with the responsibility of conserving natural and cultural resources for future generations. To address these challenges, the following steps should be considered:

- **Increase Awareness Campaigns** – Conduct workshops, training sessions, and awareness programs for both tourists and local communities.
- **Develop Sustainable Infrastructure** – Invest in renewable energy solutions, eco-lodges, and waste management systems.
- **Strengthen Policy Implementation** – Ensure strict enforcement of sustainable tourism regulations and introduce incentives for compliance.
- **Enhance Stakeholder Cooperation** – Establish a collaborative framework between government bodies, private enterprises, and local communities.
- **Secure Financial Support** – Encourage investment through public-private partnerships and international funding for sustainable tourism projects.
- **Promote Responsible Tourism** – Encourage visitors to adopt sustainable practices through incentives and awareness materials.

4.5.3 Socio-Economic Challenges

i. Insufficient Community Engagement

- **Limited Skill Development and Training Opportunities** – There is a lack of structured training programs to equip local residents with the necessary skills to participate in tourism, whether as tour guides, entrepreneurs, or service providers. Without proper training, communities struggle to benefit from tourism-driven economic opportunities.
- **Restricted Financial Support and Business Development Incentives** – Access to funding and financial incentives remains limited for small businesses and community-run tourism initiatives. The absence of microfinance programs, grants, or investment opportunities hampers the ability of local entrepreneurs to establish and sustain tourism-related enterprises.
- **Cultural and Social Concerns** – Some communities exhibit resistance to tourism due to concerns over its potential social impact, such as cultural erosion, shifts in traditional values, and increased commercialization. Without culturally sensitive tourism models, there is a risk of alienating local populations and causing social friction.
- **Lack of Inclusive Decision-Making Processes** – Local stakeholders, including community leaders and indigenous groups, are often excluded from tourism planning and decision-making processes. This exclusion leads to policies that do not adequately reflect the needs, interests, and values of local communities, reducing their willingness to participate in tourism initiatives.

- **Inadequate Infrastructure and Resource Allocation** – Many rural or underdeveloped areas lack the essential infrastructure, such as roads, communication networks, and public facilities, needed to support community-based tourism. The absence of these foundational resources makes it difficult for local communities to attract and accommodate tourists effectively.

ii. Limited Employment Opportunities in Tourism

Despite Chandpur's potential for tourism-driven economic growth, employment opportunities in the sector remain limited. The main factors contributing to this issue include:

- **Lack of Specialized Tourism Education and Vocational Training** – There are very few institutions offering specialized education in tourism, hospitality management, and related fields. The absence of structured vocational training programs prevents locals from acquiring the necessary skills to work in tourism-related jobs.
- **Insufficient Professional Development Initiatives** – There is a lack of continuous professional training programs designed to enhance the skills of hospitality workers, tour guides, and other service providers. Without structured career development opportunities, tourism professionals struggle to advance within the industry.
- **Seasonal Nature of Tourism** – Tourism in Chandpur tends to fluctuate based on seasonal factors, leading to unstable employment patterns. Many jobs in the tourism sector are temporary or part-time, making it difficult for workers to secure consistent income throughout the year.
- **Limited Private Sector Investment in Tourism Employment** – The absence of large-scale investment in the tourism sector results in fewer job opportunities. Without incentives for private businesses to invest in tourism infrastructure and services, job creation remains stagnant.
- **Lack of Diverse Employment Opportunities** – The existing tourism sector in Chandpur offers a narrow range of job opportunities, primarily in low-skill positions. The lack of innovation in tourism-related services limits the potential for high-value employment and career growth.

iii. High Cost of Tourism Development

Transforming Chandpur into a competitive tourist destination requires substantial investment, but BTB faces financial constraints that hinder progress. The primary barriers include:

- **Limited Government Budget Allocation** – The tourism sector often receives inadequate funding from government agencies, resulting in delayed or incomplete infrastructure projects such as roads, accommodations, and public amenities crucial for attracting visitors.
- **Uncertainty in Private Sector Investment** – Private investors are hesitant to invest in Chandpur's tourism industry due to concerns over market demand, return on investment, and long-term profitability. This lack of investment slows down the development of high-quality tourism facilities and services.
- **High Marketing and Promotion Costs** – Effective tourism promotion requires substantial financial resources for branding, advertising campaigns, and digital marketing strategies. Limited funding for promotional efforts reduces Chandpur's visibility as a tourist destination.

- **Expensive Infrastructure and Maintenance Costs** – Developing and maintaining sustainable tourism infrastructure, such as eco-lodges, transportation systems, and waste management facilities, require continuous financial support. The high costs associated with these projects pose a significant challenge for tourism development.
- **Lack of Access to International Funding and Grants** – Many international organizations and development funds support sustainable tourism, but Chandpur lacks the necessary frameworks and strategic partnerships to secure financial assistance for large-scale tourism projects.

4.5.4 Administrative and Policy Challenges

i. Bureaucratic Delays and Inefficiencies

BTB faces numerous bureaucratic hurdles that slow down tourism development in Chandpur, leading to inefficiencies in project execution, policy implementation, and regulatory approvals. The primary challenges include:

- **Lengthy and Complex Approval Processes** – Securing necessary permits and approvals for tourism infrastructure projects involves multiple layers of bureaucracy, excessive paperwork, and slow decision-making, often causing significant project delays and cost overruns.
- **Fragmented and Inconsistent Regulations** – Different government agencies responsible for tourism development operate under separate regulatory frameworks, leading to policy inconsistencies, jurisdictional overlaps, and confusion regarding compliance requirements.
- **Challenges in Land Acquisition and Zoning** – The process of acquiring land for tourism development, including resorts, parks, and facilities, is often delayed by unclear land-use policies, legal disputes, and resistance from local communities, further hindering progress.
- **Limited Inter-Agency Coordination and Accountability** – The lack of a centralized governing body to oversee tourism-related approvals results in delays, miscommunication, and duplication of efforts across multiple agencies, making it difficult to implement cohesive tourism policies efficiently.
- **Cumbersome Taxation and Licensing Procedures** – Business owners and investors in the tourism sector often face excessive taxation, unclear licensing regulations, and slow bureaucratic processes that discourage investment and growth in the industry.

ii. Inadequate Law Enforcement and Safety Concerns

Ensuring a safe and secure environment for tourists is crucial for sustainable tourism growth, yet Chandpur faces several safety and security challenges, including:

- **Limited Law Enforcement Resources** – There is an inadequate presence of security personnel in high-tourism areas, leading to increased risks of crimes such as theft, fraud, and harassment. Insufficient training and lack of specialized tourism security units further exacerbate the issue.

- **Lack of Integrated Surveillance and Security Measures** – The absence of a comprehensive surveillance system, including CCTV monitoring and emergency response units, reduces the ability to prevent and respond to security threats in real time.
- **Weak Transport and Travel Safety Regulations** – Poorly regulated road and river transport infrastructure, outdated safety protocols, and a lack of proper maintenance contribute to frequent accidents and unreliable transit options, discouraging tourists from visiting the region.
- **Limited Health and Medical Emergency Services** – There is a shortage of accessible healthcare facilities, first aid stations, and emergency medical response teams in tourist areas, leaving visitors vulnerable in case of accidents or health crises.
- **Unregulated Tour Operations and Adventure Activities** – The absence of strict licensing and certification requirements for tour operators, guides, and adventure tourism providers increases the risks of accidents, misleading information, and unethical tourism practices.
- **Inadequate Disaster Preparedness and Crisis Management** – Chandpur lacks a structured disaster management system for handling emergencies such as floods, cyclones, or fire hazards at tourist sites, putting both visitors and local businesses at risk.

4.5.5 Promotional and Marketing Challenges

i. Low International Awareness of Chandpur as a Destination

Despite its potential, Chandpur remains relatively unknown in the global tourism market due to several factors:

- **Limited Representation in Global Tourism Networks** – Chandpur has minimal exposure in international tourism fairs, expos, and trade shows, reducing opportunities to promote the destination to global travelers and investors.
- **Weak Collaboration with International Travel Agencies and Tour Operators** – The region lacks strategic partnerships with global travel companies, making it difficult for tour operators to package and market Chandpur as a viable tourist destination.
- **Insufficient Digital and Multilingual Marketing Strategies** – Chandpur's promotional materials are predominantly in local languages, limiting accessibility for international tourists. Additionally, there is a lack of digital marketing efforts such as search engine optimization (SEO), social media engagement, and influencer collaborations to reach broader audiences.
- **Underdeveloped Brand Identity and Destination Image** – Chandpur does not have a strong, well-defined tourism brand that differentiates it from other destinations. A lack of cohesive branding efforts hinders the ability to position Chandpur as a must-visit location for both domestic and international tourists.
- **Limited Engagement with Travel Media and Influencers** – There is minimal outreach to international travel writers, bloggers, and influencers who can showcase Chandpur's attractions to a global audience.
- **Ineffective Use of Tourism Data and Market Research** – A lack of data-driven marketing strategies prevents targeted promotions that align with international traveler preferences, trends, and demographics.

ii. Ineffective Digital Marketing Strategies

While BTB has launched digital campaigns, several challenges persist in effectively leveraging online platforms for tourism promotion. The primary obstacles include:

- **Inconsistent and Outdated Digital Presence** – Tourism websites and social media platforms lack frequent updates, reducing engagement and making information unreliable for potential visitors.
- **Limited High-Quality Multimedia Content** – The absence of engaging travel vlogs, immersive virtual tours, professional photography, and interactive digital storytelling makes it difficult to capture the attention of international audiences.
- **Weak Search Engine Optimization (SEO) Strategies** – Ineffective keyword targeting and poor SEO practices prevent Chandpur from ranking well in online travel searches, reducing its visibility to international tourists.
- **Inefficient Use of Social Media and Online Advertising** – There is a lack of targeted social media campaigns, influencer partnerships, and paid promotions to effectively reach key tourism markets.
- **Limited Mobile Optimization and Digital Accessibility** – Many potential tourists rely on mobile-friendly platforms, yet Chandpur's online resources may not be fully optimized for mobile users or accessible to diverse international audiences.
- **Lack of Data-Driven Digital Marketing Strategies** – Without proper analytics and market segmentation, digital marketing campaigns are not effectively tailored to the preferences of different traveler demographics.

iii. Weak Branding and Destination Image

- **Lack of a Distinct and Cohesive Branding Strategy** – Chandpur lacks a unified tourism identity that differentiates it from other river-based destinations. There is no strong messaging that highlights its unique cultural, historical, or ecological attractions in a compelling way.
- **Minimal Engagement with Travel Influencers and Media Outlets** – Partnerships with travel bloggers, influencers, and international tourism publications are limited, reducing global exposure and opportunities to create an aspirational image of Chandpur.
- **Absence of a Signature Landmark or Iconic Attraction** – Unlike other major destinations that are recognized for their unique landmarks, Chandpur does not have a well-known symbol, event, or attraction that serves as a focal point for tourism marketing.
- **Limited Storytelling and Emotional Connection in Marketing** – Current promotional efforts do not effectively convey the cultural richness, heritage, and experiences that make Chandpur special. Tourism branding lacks compelling narratives that resonate with travelers.
- **Weak Integration of Sustainability and Eco-Tourism in Branding** – In an era where responsible tourism is gaining traction, Chandpur has not positioned itself as a leading eco-friendly destination, missing an opportunity to appeal to environmentally conscious travelers.
- **Inconsistent Representation Across Marketing Channels** – There is a lack of uniformity in branding across tourism websites, social media, promotional videos, and brochures, resulting in a fragmented and less impactful marketing presence.

4.6 Enhancing BTB's Role in Sustainable Tourism Development for Chandpur

To further develop Chandpur as a sustainable tourism destination, BTB must focus on key areas that can improve environmental conservation, community engagement, economic benefits, and long-term tourism growth. This section identifies strategic measures to enhance BTB's impact in sustainable tourism.

4.6.1 Strengthening Environmental Sustainability Initiatives

i. Implementing Stricter Eco-Tourism Guidelines

- Enforce regulations to limit tourist access to ecologically sensitive areas and prevent environmental degradation.
- Develop a framework for responsible tourism practices, including designated eco-tourism zones and conservation fees.
- Promote sustainable tourism certifications for hotels, resorts, and tour operators that follow eco-friendly practices.

ii. Developing Eco-Friendly Tourism Infrastructure

- Expand the use of renewable energy sources in tourism facilities, including solar and wind power.
- Encourage the construction of green buildings using sustainable materials and energy-efficient designs.
- Improve public transportation options for tourists, such as electric buses, bicycles, and walking trails, to minimize carbon emissions.

iii. Establishing Comprehensive Waste Management Systems

- Implement waste sorting and recycling stations in major tourist areas to reduce pollution.
- Encourage local businesses and hotels to adopt sustainable waste management policies, including composting and reducing plastic usage.
- Organize community awareness programs on responsible waste disposal and environmental conservation.

iv. Reducing the Carbon Footprint of Tourism Activities

- Promote low-carbon transportation options, including electric boats and hybrid vehicles for sightseeing tours.
- Encourage the use of biodegradable packaging and sustainable food sourcing in tourism-related businesses.
- Implement carbon offset programs where tourists can contribute to reforestation or renewable energy projects to balance their travel impact.

4.6.2 Expanding Community Involvement and Capacity Building

i. Enhancing Skill Development and Training

- Develop extensive training programs for local communities to enhance skills in tourism management, hospitality, and guiding services.
- Partner with educational institutions and NGOs to provide certification programs in eco-tourism and hospitality management.
- Offer language training to help locals communicate effectively with international tourists.

ii. Providing Financial Support and Incentives

- Establish micro-financing options and low-interest loans for local entrepreneurs to start eco-tourism businesses.
- Provide grants and subsidies for community-led tourism projects that focus on sustainability.
- Encourage partnerships with private investors to create funding opportunities for locally owned tourism initiatives.

iii. Strengthening Collaboration with Community Organizations

- Foster stronger collaboration between BTB and community organizations to ensure locals benefit directly from tourism revenue.
- Set up community-led tourism boards that involve local stakeholders in decision-making processes.
- Implement revenue-sharing models where a percentage of tourism profits are reinvested into community development projects.

iv. Promoting Cultural Exchange and Heritage Conservation

- Establish cultural exchange programs that promote traditional arts, crafts, and food as part of the tourism experience.
- Organize heritage tourism programs that showcase local customs, storytelling, and historical sites.
- Support artisans and cultural practitioners by providing platforms for them to market their products and services to tourists.

4.6.3 Improving Policy and Investment Frameworks

i. Enhancing Government Budget Allocation

- Advocate for increased government budget allocation to support sustainable tourism infrastructure.
- Develop financial models to ensure long-term funding for eco-tourism projects.
- Encourage transparency in tourism budget spending to maximize impact and accountability.

ii. Encouraging Private Sector Investment

- Create investment-friendly policies that encourage private-sector participation in eco-friendly tourism projects.
- Offer tax incentives, subsidies, and grants to attract investors in sustainable tourism initiatives.
- Establish public-private partnerships (PPPs) to develop eco-resorts, nature trails, and heritage conservation programs.

iii. Streamlining Bureaucratic Procedures

- Simplify licensing and permit approval processes for sustainable tourism projects.
- Reduce red tape by integrating digital platforms for faster application processing.
- Introduce single-window clearance systems to minimize administrative delays.

iv. Developing a Comprehensive Tourism Master Plan

- Align tourism policies with environmental conservation and socio-economic growth objectives.
- Develop zoning regulations to protect sensitive ecological areas from overdevelopment.
- Ensure long-term sustainability through adaptive policy-making and stakeholder engagement.

4.6.4 Strengthening Law Enforcement and Tourist Safety

i. Establishing a Dedicated Tourist Police Force

- Deploy a dedicated tourist police force to ensure safety and security in key tourist areas.
- Train law enforcement officers in handling tourism-related issues and cultural sensitivity.
- Improve coordination between local authorities and tourism stakeholders to enhance security measures.

ii. Improving Enforcement of Environmental and Zoning Laws

- Strengthen laws preventing unauthorized construction in tourism zones and ecologically sensitive areas.
- Increase fines and penalties for businesses and individuals violating environmental policies.
- Implement stricter guidelines for waste disposal and pollution control in tourism-heavy areas.

iii. Enhancing Transport Safety and Emergency Preparedness

- Enforce strict boating regulations to ensure safe water transport for tourists.
- Improve emergency preparedness plans, including lifeguard stations and medical response teams.
- Establish disaster management protocols for tourism sites to handle natural calamities.

4.6.5 Advancing Marketing and Destination Branding Strategies

i. Strengthening Digital Marketing Strategies

- Enhance digital marketing strategies, including SEO optimization, social media engagement, and
- multilingual content creation.
- Develop high-quality promotional campaigns showcasing Chandpur as an eco-friendly and culturally rich destination.
- Leverage influencer partnerships and travel bloggers to expand Chandpur's global visibility.

ii. Expanding International Tourism Promotion

- Partner with international travel agencies and tourism boards to increase global reach.
- Organize tourism fairs and cultural festivals to attract both domestic and international visitors.
- Develop interactive virtual experiences to showcase Chandpur's attractions to a global audience.

iii. Enhancing Destination Identity and Branding

- Create a strong, unique brand identity for Chandpur as a sustainable tourism hub.
- Develop iconic landmarks or signature experiences to differentiate Chandpur from other destinations.
- Foster collaborations with local artists and cultural ambassadors to highlight the region's heritage.

CHAPTER 5

FINDINGS, RECOMMENDATIONS AND CONCLUSION

5.1 Major Findings

The analysis of the initiatives the Bangladesh Tourism Board (BTB) took to promote Chandpur as a tourist destination has revealed significant insights into the strengths, challenges, and opportunities associated with tourism development in the region.

5.1.1 Branding and Marketing Strategies

- BTB promotes Chandpur as the “Ilish Capital” using SEO, social media, influencer campaigns, travel fair participation, and travel agency collaborations, though global recognition remains limited.

5.1.2 Infrastructure Development and Key Enhancements

i. Transportation & Connectivity

- BTB is improving roads, rail services, and river transport; exploring air travel; and expanding local mobility options like shuttles, taxis, and rentals.

ii. Tourist Facilities

- The development includes new accommodations, visitor centers, riverside parks, water sports, hilsa-themed dining spots, and upgraded public amenities.

5.1.3 Promotion of Cultural and Heritage Tourism

- Efforts focus on restoring heritage sites, creating guided trails and virtual tours, integrating artisans in tourism, enhancing infrastructure, hosting cultural events, and involving communities in performances.

5.1.4 Sustainable and Eco-Tourism Initiatives

- BTB supports eco-friendly tourism, biodiversity protection, eco-parks, clean rivers, community-led conservation, and solar-powered infrastructure for sustainability.

5.1.5 Challenges Faced by BTB in Developing Chandpur as a Tourism Destination

- BTB faces challenges like poor road conditions, limited lodging, lack of basic amenities, environmental threats (e.g., pollution, flooding, overfishing), low community involvement, cultural erosion risks, and weak global marketing due to minimal digital outreach, media exposure, and tour operator partnerships.

5.2 Recommendations

The following recommendations are proposed to support the sustainable development of Chandpur as a competitive tourist destination. These are based on the analysis of BTB's current initiatives, observed strengths, and the challenges identified in the previous section.

5.1.1 Improve Branding and Marketing Strategies

- BTB should develop a unified international branding campaign for Chandpur, focusing on consistent messaging, SEO optimization, stronger social media presence, and collaborations with travel influencers and international agencies to increase global recognition.

5.1.2 Accelerate Infrastructure Development

- To enhance accessibility and visitor experience, BTB must prioritize upgrading roads, railways, and river transport while exploring air connectivity. Local mobility options and public amenities should be expanded and maintained regularly.

5.1.3 Enhance Cultural and Heritage Tourism

- BTB should deepen efforts in restoring heritage sites with more interactive elements like live performances and guided tours. Community artisans and cultural practitioners should be further engaged to preserve authenticity while boosting tourism appeal.

5.1.4 Strengthen Sustainable and Eco-Tourism Practices

- BTB must enforce eco-friendly tourism guidelines, protect biodiversity, and expand eco-park initiatives. Investment in renewable energy and community-led conservation programs will support long-term environmental sustainability.

5.1.5 Address Key Tourism Development Challenges

- BTB should implement a comprehensive action plan to tackle infrastructural gaps, environmental risks, and socio-cultural issues. This includes skills training for locals, better coordination with international travel platforms, and launching focused campaigns to raise global awareness.

5.3 Conclusion

Conclusion Chandpur holds immense potential as a unique tourism destination in Bangladesh, offering a blend of riverine beauty, cultural richness, and historical significance. The Bangladesh Tourism Board (BTB) has undertaken various initiatives to promote Chandpur as a prominent tourist attraction. However, despite these efforts, several challenges persist, including inadequate infrastructure, environmental concerns, socio-economic barriers, and marketing inefficiencies.

The findings of this study highlight that Chandpur's tourism sector requires comprehensive and strategic development in multiple areas. Improved branding and marketing strategies, enhanced transportation networks, increased accommodation facilities, and well-maintained public amenities are crucial to making Chandpur a more accessible and appealing destination. Additionally, investing in sustainable tourism practices, environmental conservation, and community engagement can further enhance the long-term viability of the tourism industry in the region.

To overcome existing challenges, it is essential to implement targeted recommendations. Strengthening infrastructure and connectivity, encouraging eco-tourism initiatives, expanding community involvement, improving administrative policies, and enhancing international marketing efforts are key strategies that can contribute to the sustainable growth of tourism in Chandpur.

Moreover, fostering public-private partnerships, securing investment in tourism-related businesses, and developing a cohesive branding strategy will help position Chandpur as a competitive tourist destination. Through effective governance, strategic planning, and community collaboration, Chandpur can unlock its full potential, attract both domestic and international visitors, and contribute significantly to the local economy while preserving its cultural and natural heritage.

By addressing these challenges and implementing the recommended strategies, Chandpur can transform into a thriving tourism hub, offering visitors an enriching and memorable experience while ensuring sustainable and responsible tourism development.

CHAPTER 6

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