

INTERNSHIP REPORT
On
Digital Marketing Process of The Bangladesh Tourism Board

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**DAFFODIL INTERNATIONAL UNIVERSITY
DHAKA, BANGLADESH**

LETTER OF TRANSMITTAL

18th February 2025

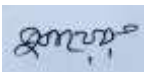
To,
Mr. Siddiqur Rahman
Assistant Professor & Head
Department of Tourism and Hospitality Management
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Subject: Submission of the Internship Report.

Dear Sir,

I am pleased to submit my internship report on "Digital Marketing Process of the Bangladesh Tourism Board" as a part of my Bachelor of Tourism and Hospitality Management (BTHM) degree. It was a privilege to work under your supervision throughout this period. I gained valuable experience as a trainee in the Bangladesh Tourism Board for six months. This report highlights the key activities and functions of the Digital Marketing Process of The Bangladesh Tourism Board. 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,



.....
Jubaier Rahman
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CERTIFICATE OF THE SUPERVISOR

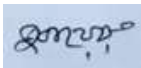
This is to certify that the internship report titled " Digital Marketing Process of the Bangladesh Tourism Board" has been submitted as part of the requirements for the Bachelor of Tourism and Hospitality Management degree at Daffodil International University by Jubaier Rahman, ID: 203-43-139. The report was completed under my supervision and guidance and represents a legitimate piece of work carried out successfully under my supervision.



.....
Mr. Siddiqur Rahman
Assistant Professor & Head
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

ACKNOWLEDGEMENT

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 want to sincerely thank my teachers and supervisor, in the Department of Tourism and Hospitality Management at Daffodil International University, 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, for their assistance during my internship report on the “Digital Marketing Process of the Bangladesh 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.



Jubaier Rahman

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EXECUTIVE SUMMARY

The Bangladesh Tourism Board (BTB) plays a pivotal role in promoting Bangladesh as a global destination through its structured Digital Marketing Process. This report critically examines BTB's strategies, focusing on Research and Market Analysis, Strategic Planning, Content Creation, Performance Monitoring, and Continuous Optimization. The study evaluates BTB's strengths, challenges, and opportunities to enhance its digital marketing impact.

BTB has successfully utilized platforms like Facebook, Instagram, and YouTube to engage audiences through high-quality visuals and storytelling. However, LinkedIn and Twitter remain underutilized, limiting outreach to business travelers and international stakeholders. The official website is a central hub for travel information but faces usability issues such as slow loading speeds, lack of multilingual support, and minimal interactive features. SEO efforts show progress, but gaps in off-page optimization and voice search compatibility hinder visibility in search rankings. Additionally, email marketing campaigns lack personalization, reducing engagement and conversion rates.

To address these gaps, the report recommends platform-specific content strategies, website enhancements for global accessibility, AI-driven personalization, and immersive technologies like virtual tours. Strengthening influencer partnerships, improving social media engagement, and leveraging data analytics for performance monitoring are also critical for increasing BTB's digital reach.

By implementing these strategic improvements, BTB can strengthen its digital presence, attract a broader audience, and position Bangladesh as a competitive tourism destination on the global stage. The findings suggest that with a data-driven and adaptive marketing approach, BTB can significantly enhance engagement with international tourists and drive sustainable growth in the country's tourism sector.

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CHAPTER 1

INTRODUCTION

1.1 Overview

The Bangladesh Tourism Board (BTB), established as the National Tourism Organization of Bangladesh, plays a pivotal role in promoting the country's rich cultural heritage and diverse natural attractions to both domestic and international audiences. With the growing importance of digital platforms in global tourism marketing, the BTB has embraced digital marketing strategies to position Bangladesh as a prominent travel destination.

Since its inception, BTB has focused on creating a robust online presence to attract and engage foreign tourists, who form the primary target audience. This has been achieved through various digital channels, including social media platforms (Facebook, Twitter, Instagram, YouTube, and LinkedIn) under the brand name 'Tourism Bangladesh,' the official website (www.beautifulbangladesh.gov.bd), search engine optimization (SEO) strategies, and newsletters. The organization's digital marketing initiatives aim to showcase the unique attractions of Bangladesh, such as the Sundarbans mangrove forest, Cox's Bazar—the world's longest natural sea beach—and the country's rich historical landmarks. By leveraging digital platforms, the BTB strives to enhance the visibility of Bangladesh on the global stage, making it a competitive player in the tourism industry.

This internship report focuses on analyzing BTB's digital marketing process, identifying key challenges, and proposing actionable recommendations for improvement. Through this study, an in-depth understanding of BTB's strategies and their effectiveness in attracting foreign tourists will be developed, offering valuable insights for further advancement in their digital marketing endeavors.

1.2 Background of the study

The rapid evolution of technology and the increasing reliance on digital platforms have transformed the tourism industry worldwide. In this dynamic landscape, the Bangladesh Tourism Board has recognized the significance of digital marketing as an essential tool to reach a global audience. This study stems from the growing need to understand and enhance the digital marketing strategies employed by BTB to ensure their alignment with international standards and the expectations of foreign tourists.

The background of this study is rooted in the challenges faced by BTB in effectively leveraging digital tools to promote Bangladesh's tourism potential. While the organization has made strides in adopting social media platforms, SEO practices, and website management, there remain gaps in strategy execution, audience engagement, and content relevance. Identifying and addressing these challenges is crucial to maximizing the impact of their digital marketing efforts.

Additionally, this study seeks to bridge the gap between BTB's current practices and best practices in global digital tourism marketing. By conducting a detailed analysis, the study aims to uncover actionable insights that can enhance BTB's capacity to attract and retain foreign tourists, thereby contributing to the growth of Bangladesh's tourism sector. This report serves as a step toward achieving these objectives by exploring the organization's existing processes and providing recommendations for improvement.

1.3 Scope of the Study:

The scope of this study is confined to the digital marketing activities of the Bangladesh Tourism Board, with a particular focus on their efforts to attract foreign tourists. The study examines the current strategies employed by BTB, including the use of social media platforms, the official website, SEO techniques, and newsletters under the brand name “Tourism Bangladesh.” By concentrating on these areas, the study aims to evaluate the effectiveness of these methods in engaging the target audience and promoting Bangladesh as a premier travel destination.

This research is limited to analyzing the digital marketing processes of BTB during the internship period and does not delve into other aspects of the organization’s operations. The findings and recommendations will be based on the data collected through primary and secondary sources, focusing solely on the organization’s digital marketing activities. Additionally, the study provides insights into the challenges faced by BTB in its digital marketing initiatives and explores opportunities for improvement. The ultimate goal is to propose actionable strategies that can help BTB enhance its digital presence and better align its marketing efforts with the expectations of foreign tourists.

1.4 Objective of the Study:

The study aims to conduct a comprehensive assessment of the Bangladesh Tourism Board's digital marketing process, including its strategies, effectiveness, areas for improvement, and recommendations for enhancement.

Specific Objectives

1. To explain The Bangladesh Tourism Board's current digital marketing process.
2. To identify the problems, relates to the digital marketing process of The Bangladesh Tourism Board.
3. To provide some recommendations based on problems.

1.5 Methodology:

Type of Study

This research is qualitative and descriptive, focusing on analyzing the digital marketing process of the Bangladesh Tourism Board (BTB). Using qualitative methods such as content analysis and secondary research, the study identifies key challenges and provides recommendations to enhance BTB's digital marketing effectiveness.

Source of Data:

Secondary Data:

- Official digital platforms of BTB, including their documentation, SOP, office memo, manuals, website, social media accounts, and e-newsletters, were reviewed to analyze their content and engagement strategies.
- Industry reports and academic literature on digital marketing and tourism were consulted to benchmark BTB's practices against global standards.

Tools for Data Analysis

- Qualitative analysis was employed to evaluate the effectiveness of BTB's digital marketing strategies based on observations and secondary data.
- Content analysis was used to assess the quality and engagement level of BTB's online content, including social media posts and website performance.
- The number of followers or subscribers on BTB's social media platforms (Facebook, Twitter, Instagram, YouTube, and LinkedIn) was analyzed to gauge audience reach and engagement levels.

1.6 Limitations 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

BANGLADESH TOURISM BOARD (BTB)

2.1 About Bangladesh Tourism Board

The Bangladesh Tourism Board (BTB) is the primary government agency responsible for promoting and developing Bangladesh's tourism industry on both national and international fronts. Established with the vision of positioning Bangladesh as a globally recognized travel destination, BTB plays a pivotal role in driving sustainable tourism growth by implementing strategic policies, digital marketing initiatives, and infrastructural development programs.

BTB collaborates extensively with various stakeholders, including government bodies, private enterprises, travel agencies, and international organizations, to enhance the tourism experience and increase the country's global visibility. By leveraging digital platforms, strategic branding campaigns, and participation in global travel fairs, the organization ensures that Bangladesh's diverse attractions—ranging from lush green landscapes and vibrant cultural festivals to UNESCO heritage sites—are effectively marketed to a worldwide audience.

Additionally, BTB's functions extend beyond promotion and marketing to include policy formulation, regulatory oversight, and the creation of tourism-friendly infrastructure. Through partnerships with local communities, BTB fosters responsible tourism practices that contribute to economic development while preserving the country's natural and cultural heritage. The board's initiatives align with national and international tourism standards, ensuring that Bangladesh remains an attractive, safe, and sustainable destination for travelers from all over the world.

2.2 Mission Statement

BTB's mission is to position Bangladesh as a premier global travel destination by implementing sustainable tourism practices, adopting advanced technological tools, and fostering partnerships with global stakeholders. The organization strives to create a comprehensive tourism framework that not only attracts international visitors but also ensures long-term benefits for local communities and the environment.

By integrating eco-friendly initiatives, digital transformation, and innovative marketing strategies, BTB aims to create a tourism model that aligns with global standards. The organization prioritizes infrastructure development, skill enhancement programs, and strategic collaborations to strengthen Bangladesh's tourism sector.

Moreover, BTB is committed to cultural preservation and responsible tourism, ensuring that its initiatives respect and celebrate Bangladesh's rich history, traditions, and diverse natural landscapes. Through continuous research, stakeholder engagement, and international cooperation, BTB seeks to enhance visitor experiences, promote economic development, and solidify Bangladesh's reputation as a vibrant and welcoming destination for travelers from all over the world.

2.3 Vision Statement

BTB envisions Bangladesh as a global leader in sustainable tourism by integrating economic development, cultural heritage preservation, and environmental conservation into a cohesive and forward-thinking strategy. The organization aims to enhance the tourism sector's contribution to the national economy while ensuring that growth aligns with long-term sustainability principles.

By promoting eco-tourism, investing in world-class infrastructure, and leveraging innovative digital solutions, BTB seeks to create an inclusive and resilient tourism industry. The vision focuses on making Bangladesh a preferred travel destination by improving accessibility, diversifying tourism offerings, and strengthening collaborations with international stakeholders.

Through continuous engagement with local communities, BTB aspires to empower grassroots tourism initiatives that benefit the economy while maintaining the authenticity of cultural and historical experiences. The organization is committed to positioning Bangladesh as an environmentally responsible, culturally rich, and economically vibrant hub for global travelers.

2.4 Company Overview

Operating under the Ministry of Civil Aviation and Tourism, the Bangladesh Tourism Board (BTB) is responsible for strategic planning, policy development, and execution of initiatives aimed at enhancing the tourism sector. The organization plays a vital role in fostering a competitive and sustainable tourism industry by leveraging government support, engaging with private stakeholders, and implementing forward-thinking policies.

BTB's primary objectives include the formulation of national tourism policies, international destination marketing, and infrastructure development to support tourism activities. By integrating digital marketing techniques and establishing partnerships with global and local tourism operators, the board works to increase Bangladesh's global visibility and competitiveness in the travel industry.

In addition to attracting international visitors, BTB is committed to improving the domestic tourism experience through investment in infrastructure, service quality enhancement, and community-based tourism initiatives. The board actively collaborates with regional and international tourism bodies to align Bangladesh's tourism standards with global best practices, ensuring a positive and sustainable growth trajectory.

By promoting cultural heritage, natural wonders, and adventure tourism, BTB aims to boost economic development while preserving the unique identity and traditions of the country. Its strategic vision aligns with long-term national objectives, contributing to employment generation, rural development, and the overall enhancement of Bangladesh's global reputation as a vibrant and welcoming tourist destination.

2.5 Key Milestones

- **2009:** Establishment of the Bangladesh Tourism Board under the Bangladesh Tourism Act, marking a significant step in institutionalizing tourism management.
- **2011:** Launch of the "Beautiful Bangladesh" campaign during the ICC Cricket World Cup, elevating the country's global tourism appeal.
- **2015:** Launch of the "Visit Bangladesh" campaign, which aimed to increase international tourist arrivals by enhancing Bangladesh's global visibility.
- **2017:** Collaboration with international travel agencies and influencers to promote Bangladesh as an emerging travel destination.
- **2018:** Implementation of search engine optimization (SEO) strategies to boost the online presence of Bangladeshi tourism-related content.
- **2019:** Establishment of partnerships with airlines and hospitality chains to enhance inbound tourism services.
- **2020:** Introduction of social media marketing campaigns across major platforms, including Facebook, Instagram, and Twitter, expanding BTB's reach.
- **2021:** Introduction of domestic tourism initiatives to mitigate the impact of the COVID-19 pandemic on the sector.
- **2022:** Expansion of digital content through virtual tours and interactive media, adapting to post-pandemic travel trends and ensuring continued engagement with potential travelers.
- **2023:** Launch of a nationwide sustainable tourism framework to align with global environmental conservation efforts and enhance eco-tourism initiatives.

2.6 Organizational Structure

BTB follows a hierarchical yet cooperative organizational structure that fosters efficiency in management and strategic implementation of tourism policies. The leadership at BTB ensures smooth operations by aligning activities with national tourism goals and facilitating coordination between various stakeholders.

At the top of the hierarchy, the **Chief Executive Officer (CEO)** holds executive responsibility for overseeing all BTB operations, ensuring that strategic initiatives support the overarching national tourism objectives. The CEO works closely with the **Board of Directors**, which consists of representatives from the Ministry of Civil Aviation and Tourism, private sector leaders, and other key stakeholders who provide governance, strategic oversight, and advisory input.

The organization is structured into several specialized departments, each with clearly defined roles:

1. **Marketing and Promotion Department:** Focuses on increasing global awareness of Bangladesh as a tourist destination. This department is responsible for executing marketing campaigns, managing social media platforms, and participating in international travel exhibitions to enhance the country's tourism brand image.
2. **Policy and Planning Department:** Develops tourism-related regulations, including quality control measures, licensing policies, and environmental sustainability guidelines. This department ensures that all tourism activities align with legal frameworks and international best practices.

3. **Infrastructure Development Department:** Works on expanding and improving tourism-related infrastructure such as hotels, transport systems, tourist centers, and eco-tourism facilities. This department ensures that both urban and rural tourist destinations receive adequate infrastructural support to attract visitors.
4. **Community Engagement and Capacity Building Department:** Engages with local communities to incorporate them into the tourism ecosystem. This department facilitates training programs for local entrepreneurs, hospitality workers, and tour operators, fostering sustainable tourism development and ensuring that local businesses benefit from the industry's growth.
5. **Research and Development Department:** Conducts studies on tourism trends, visitor demographics, and economic impacts to inform BTB's strategic initiatives. This department also evaluates sustainability practices and explores innovative approaches to improving the tourism sector.

2.7 Products and Services

To improve the travel experience for both domestic and foreign tourists, the Bangladesh Tourism Board (BTB) provides a wide range of goods and services. Its services are thoughtfully crafted to highlight Bangladesh's natural, historical, and cultural treasures while encouraging the growth of sustainable tourism. Tourism Campaigns and Branding

1. "Beautiful Bangladesh" Campaign: One of BTB's main branding campaigns, it was introduced during the 2011 ICC Cricket World Cup and showcased the country's rich history and scenic surroundings.
2. Digital Marketing: To reach a worldwide audience, the Board regularly works with influencers, digital media, and online travel platforms.
3. Collaborative Events: Taking part in international travel shows and fairs to advertise Bangladesh as a vacation spot.

Infrastructure Development

1. The development of parks, rest areas, and eco-resorts in well-known locations.
2. The establishment of transportation networks to provide accessibility to far-flung tourist destinations such as the Sundarbans and the Chittagong Hill Tracts.
3. The preservation and upkeep of archeological zones, temples, and historical sites.
4. Training and Capacity Building
5. Tour operators' workshops: expanding their understanding of regional and global travel trends.
6. Hospitality Training: Aimed to travel agencies, transportation companies, and hotel employees.
7. Community Engagement Programs: Giving local communities close to tourist destinations the tools they need to practice sustainable tourism.
8. Policy and Research Services
9. Studying visitor demographics and preferences to design targeted promotions.
10. Assessing the environmental impact of tourism activities.

2.8 Financial Performance

The growth trajectory of the Bangladesh Tourism Board and its role in increasing the tourist sector's contribution to the national economy is reflected in its financial performance. Being a government-backed organization, the Ministry of Civil Aviation and Tourism provides a sizable amount of BTB's funding.

Revenue Generation

- **Direct Revenue:** Obtained through tourism-related activities, such as guided tours and park and cultural site admission fees.
- **Indirect Revenue:** Higher tax receipts from airlines, travel agencies, and the hospitality sector.
- **Foreign Exchange Earnings:** Foreign currency inflows have been greatly increased by the increase in foreign visitor arrivals.
- **Investment Allocation**
- **Marketing and Promotion:** Media campaigns, international travel fairs, and digital marketing all receive a substantial budget.
- **Infrastructure Development:** Putting money into lodging, transit, and roads in places that are harder for tourists to get to.
- **Skill Development:** Providing funds for educational initiatives that enhance the caliber of services provided.

Economic Impact

The tourism industry boosts local business profits, creates jobs, and enhances the general standard of living in tourist-dependent towns, all of which contribute to GDP growth. More tourists have visited in recent years as a result of the Board's initiatives, especially from Western Europe, China, and India.

Challenges in Financial Sustainability

Despite its progress, BTB faces challenges in achieving financial sustainability due to:

- **Dependence on Government Funding:** Limited private sector investments.
- **High Maintenance Costs:** The upkeep of natural and cultural sites is resource-intensive.
- **Pandemic Impact:** COVID-19 significantly affected revenues from international tourists.

CHAPTER 3

LITERATURE REVIEW

3.1 Digital Marketing in Tourism

The integration of digital marketing into the tourism industry has revolutionized how destinations engage with their target audiences. Tourism boards worldwide leverage digital tools to enhance visibility, increase engagement, and attract tourists (Chaffey, 2020). The primary digital marketing strategies used by national tourism organizations include social media marketing, search engine optimization (SEO), content marketing, and email campaigns (Kotler et al., 2019). These strategies enable tourism boards to create personalized experiences that appeal to diverse demographics, thereby improving their global reach and competitiveness.

Studies indicate that destinations that effectively integrate digital marketing experience a higher volume of tourist arrivals and economic benefits (Gretzel et al., 2019). Additionally, cost-effectiveness and adaptability make digital platforms indispensable for promoting both well-established and emerging destinations (Leung et al., 2013). The Bangladesh Tourism Board (BTB), as the primary national tourism organization, is increasingly relying on digital strategies to market Bangladesh as a competitive tourist destination.

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- Chaffey, D. (2020). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson Education.
- Kotler, P., Bowen, J. T., & Baloglu, S. (2019). *Marketing for Hospitality and Tourism* (8th ed.). Pearson.
- Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2019). Smart tourism: Foundations and developments. *Electronic Markets*, 29(1), 1-10.
- Leung, D., Law, R., van Hoof, H., & Buhalis, D. (2013). Social media in tourism and hospitality: A literature review. *Journal of Travel & Tourism Marketing*, 30(1-2), 3-22.

3.2 Social Media as a Promotional Tool

Social media platforms have become essential tools for destination marketing. Platforms like Facebook, Instagram, Twitter, YouTube, and LinkedIn allow tourism boards to interact directly with their audience, build brand loyalty, and generate highly engaging visual content (Hays et al., 2013). Successful tourism campaigns often incorporate user-generated content (UGC), influencer collaborations, interactive posts, and promotional videos, which significantly boost engagement levels (Xiang & Gretzel, 2010).

For Bangladesh Tourism Board (BTB), social media marketing plays a crucial role in promoting Bangladesh's natural landscapes, cultural heritage, and travel experiences. Studies suggest that destinations leveraging visually immersive and authentic social media strategies witness increased interest among international travelers (Kaplan & Haenlein, 2010). Furthermore, interactive features such as polls, live Q&A sessions, and virtual tours help tourism organizations increase engagement rates and improve public perception of their brand.

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- Hays, S., Page, S. J., & Buhalis, D. (2013). Social media as a destination marketing tool: Its use by national tourism organizations. *Current Issues in Tourism*, 16(3), 211-239.
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179-188.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.

3.3 Community Engagement and Capacity Building

Sustainable tourism development relies on community engagement and capacity-building initiatives. Tourism boards across the world integrate local communities into tourism activities by providing training, skill development programs, and economic opportunities (Goodwin, 2017).

For Bangladesh Tourism Board (BTB), community engagement is a core focus area in promoting sustainable tourism. BTB organizes training workshops for local businesses, tour guides, and hospitality workers to ensure service quality and industry professionalism. Studies suggest that destinations emphasizing local participation and cultural heritage preservation foster authentic tourism experiences while generating economic benefits for rural communities (UNWTO, 2020).

References:

- Goodwin, H. (2017). *Responsible Tourism: Using Tourism for Sustainable Development*. Goodfellow Publishers Ltd.
- United Nations World Tourism Organization (UNWTO). (2020). *Tourism for Inclusive Growth: Sustainable Development Goals in Action*. Retrieved from www.unwto.org

3.4 Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is fundamental for enhancing the discoverability of tourism-related websites. High-ranking search results significantly increase a destination's visibility and organic traffic (Evans, 2019). Tourism boards investing in SEO strategies—such as keyword optimization, backlink building, and metadata enhancements—report increased visitor traffic and improved engagement (Buhalis & Law, 2008).

For BTB, SEO optimization of its official website (www.beautifulbangladesh.gov.bd) is critical to attracting international tourists. Effective on-page and off-page SEO, as well as the integration of AI-powered chatbots, voice search optimization, and mobile-friendly design, can significantly enhance Bangladesh's global tourism positioning.

References:

- Evans, D. (2019). Social Media Marketing: Strategies for Engagement and Success. Pearson.
- Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the internet—the state of eTourism research. *Tourism Management*, 29(4), 609-623.

3.5 Challenges in Digital Marketing for Tourism

Despite its benefits, digital marketing in tourism faces multiple challenges, particularly in developing countries (Buhalis & Law, 2008). Common issues include budget constraints, lack of technical expertise, digital infrastructure gaps, and cultural barriers (Sigala, 2017).

For BTB, limited financial resources and technological adoption challenges hinder the full potential of its digital marketing efforts. Additionally, low awareness among local businesses about digital strategies affects destination branding. Addressing these challenges requires investment in digital infrastructure, staff training, and collaboration with global tourism influencers.

References:

- Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the internet—the state of eTourism research. *Tourism Management*, 29(4), 609-623.
- Sigala, M. (2017). Social Media and Crisis Communication in Tourism. *Journal of Hospitality and Tourism Management*, 31, 1-4.

3.6 Relevance to Bangladesh Tourism Board

The insights from existing literature provide a strong foundation for Bangladesh Tourism Board's (BTB) digital marketing strategy. By aligning BTB's approach with global best practices, the organization can enhance its international appeal, strengthen stakeholder engagement, and overcome operational challenges.

Key takeaways for BTB include:

- Leveraging social media marketing and influencer partnerships to enhance brand engagement.
- Strengthening SEO strategies to increase website traffic and visibility.
- Expanding community-based tourism initiatives to promote sustainable tourism.
- Addressing budget and infrastructure challenges to modernize digital marketing operations.

References:

- Bangladesh Tourism Board (BTB). (2023). Official Website: Digital Strategy & Promotions. Retrieved from www.tourismboard.gov.bd

CHAPTER 4

ANALYSES

4.0 Digital Marketing Process of The Bangladesh Tourism Board

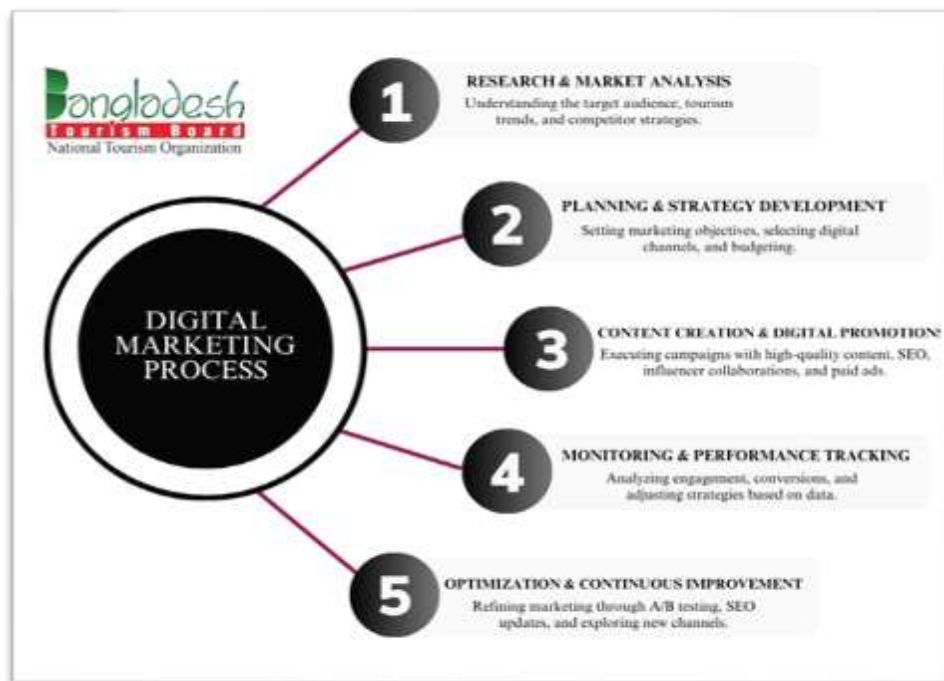


Figure No: 01
Name: Digital Marketing Process of The Bangladesh Tourism Board

The Bangladesh Tourism Board (BTB) follows a well-structured and multi-faceted digital marketing approach designed to maximize its outreach, engagement, and brand recognition among both domestic and international tourists. Through a combination of data-driven marketing strategies, innovative content creation, and a diversified multi-channel promotional framework, BTB continuously works to position Bangladesh as a premier travel destination.

BTB's digital marketing process consists of five interconnected and evolving steps: comprehensive research and market analysis, strategic planning and development, high-quality content creation and targeted digital promotions, robust performance monitoring and tracking, and continuous optimization to enhance effectiveness and sustainability. This systematic approach enables BTB to align its marketing initiatives with emerging trends, technological advancements, and traveler preferences, ensuring a dynamic and competitive presence in the global tourism landscape.

4.1 Research & Market Analysis

BTB begins its digital marketing process with an extensive and detailed research phase to gather critical insights into audience behavior, prevailing tourism trends, and the competitive landscape. This stage involves analyzing demographic data, online engagement patterns, and traveler preferences to ensure a well-informed marketing approach. By leveraging market intelligence, social media analytics, and global travel trends, BTB crafts data-backed strategies that align with evolving consumer expectations and industry developments, ultimately driving targeted and impactful promotional campaigns.

4.1.1 Understanding the Target Audience

BTB's marketing strategy relies on understanding its audience to create targeted and engaging campaigns. By leveraging social media analytics and demographic insights, BTB effectively tailors its marketing efforts to different traveler segments.

i. Primary Audience Segments:

- Adventure seekers, culture enthusiasts, and eco-tourists form the core of BTB's audience.
- Younger travelers, particularly Millennials and Gen Z, show high engagement on visual-based platforms such as Facebook, Instagram and YouTube.
- Business professionals and corporate travelers are a growing segment with potential for engagement through LinkedIn and Twitter.

ii. Social Media Audience Distribution:

Platform	Followers	Percentage of Total Audience	Engagement Level
Facebook	325,000	54%	High
Instagram	204,000	34%	High
YouTube	61,000	10%	Moderate
Twitter	6,000	1%	Low
LinkedIn	2,000	<1%	Low

Table: BTB's Social Media Audience Insights

- Facebook accounts for 54% of BTB's total audience, making it the dominant platform for engagement.
- Instagram holds a 34% share, reflecting the increasing preference for visually immersive travel content.
- YouTube constitutes 10% of the audience, offering opportunities for long-form storytelling and destination videos.
- Twitter (1%) and LinkedIn (<1%) remain underutilized but provide opportunities to engage industry professionals and real-time travel audiences.

iii. Engagement Trends:

- Facebook and Instagram posts generate the highest interaction rates, with viral posts exceeding 5,000 likes and multiple shares.
- Instagram Reels and Stories showcasing cultural festivals and local cuisine receive significant engagement from younger travelers.
- YouTube videos such as "10 Reasons to Visit Bangladesh" attract steady engagement, with views ranging between 1,000 and 5,000.

By analyzing audience behavior and engagement metrics across different platforms, BTB continuously refines its digital marketing strategy to optimize content reach and effectiveness.

4.1.2 Analyzing Tourism Trends

BTB continuously tracks and evaluates global tourism trends to ensure that its marketing strategies align with evolving traveler preferences and industry advancements. By monitoring digital engagement patterns, consumer behaviors, and technological innovations, BTB refines its promotional efforts to attract a broader and more diverse audience.

i. Growth of Sustainable Tourism:

- There is an increasing demand for eco-friendly travel experiences, prompting BTB to highlight Bangladesh's natural reserves, national parks, and sustainable tourism initiatives.
- Content focused on eco-tourism, wildlife conservation, and responsible travel gains significant traction on social media and website searches.

ii. Rise of Digital Travel Influencers & User-Generated Content:

- Travel influencers play a crucial role in shaping consumer decisions, with social media engagement driving significant interest in lesser-known destinations.
- BTB collaborates with content creators and encourages user-generated content through branded hashtags and online travel communities.

iii. Impact of Artificial Intelligence & Automation in Tourism Marketing:

- AI-driven travel recommendations, automated customer support, and chatbot assistance are transforming how travelers discover new destinations.
- BTB explores AI-powered tools for personalized itinerary suggestions and enhanced digital customer service.

iv. Expansion of Virtual & Augmented Reality in Travel Marketing:

- Virtual reality (VR) and augmented reality (AR) experiences are becoming a significant factor in travel planning.
- BTB plans to develop 360-degree virtual tours and immersive travel previews to offer tourists a glimpse of their destinations before booking.

v. Personalization & Data-Driven Marketing:

- Advanced data analytics allow BTB to create highly personalized campaigns tailored to specific traveler interests.
- Targeted advertisements and email marketing campaigns provide customized travel recommendations based on user engagement patterns.

4.1.3 Competitive Market Assessment

BTB actively evaluates and benchmarks its digital marketing strategies against top-performing tourism boards in the region and globally. By studying the approaches used by successful tourism boards such as India, Thailand, and Malaysia, BTB continuously refines its strategies to remain competitive and enhance its market positioning.

i. Competitor Digital Marketing Strategies:

- India's tourism board heavily invests in immersive travel storytelling through high-quality video documentaries and interactive digital experiences.
- Thailand's tourism campaigns leverage social media influencers and travel bloggers to engage a global audience, creating authentic and relatable content.
- Malaysia's tourism board utilizes AI-driven personalized advertising campaigns, ensuring tailored marketing messages based on user behavior and interests.

ii. Key Digital Marketing Trends from Competitor Tourism Boards:

- **Immersive Travel Storytelling:** Competitor boards employ compelling visual narratives to promote destinations, making use of 360-degree videos, augmented reality (AR), and virtual reality (VR) experiences.
- **Influencer Marketing & User-Generated Content:** Leading tourism boards collaborate with international influencers and encourage user-generated content to boost authenticity and organic reach.
- **Personalization & AI Integration:** Competitor tourism boards deploy AI-powered travel planning tools that provide personalized recommendations based on browsing behavior and previous travel history.
- **Multi-Language Content Expansion:** Successful tourism boards cater to international markets by providing multilingual content across websites, social media, and digital campaigns to maximize accessibility and engagement.

iii. Adapting Best Practices for BTB:

- BTB is working toward strengthening its influencer partnerships by collaborating with regional and international travel bloggers.
- The integration of AI-driven personalization in digital campaigns is being explored to enhance customer engagement.
- Enhancing interactive digital experiences, such as virtual tours and augmented reality applications, is a potential growth area for BTB's future marketing strategies.
- Expanding content to include multiple languages can increase Bangladesh's tourism appeal to a broader international audience.

4.2 Planning & Strategic Development

Based on insights from in-depth research and analysis, BTB formulates a structured and evolving digital marketing strategy to meet its objectives and cater to diverse traveler segments. This strategy is designed to maximize audience engagement, strengthen Bangladesh's global tourism brand, and ensure consistent growth in visitor interest.

i. Defining Core Marketing Objectives

- Enhancing inbound tourism by promoting Bangladesh's natural landscapes, cultural heritage, and adventure experiences to a global audience.
- Establishing a strong digital presence across multiple platforms to increase engagement and brand recall.
- Positioning Bangladesh as a competitive, sustainable, and culturally rich travel destination through compelling marketing narratives.
- Developing customized marketing approaches to attract various traveler demographics, including budget travelers, luxury tourists, and eco-conscious explorers.
- Strengthening collaborative relationships with international travel agencies, influencers, and tourism boards to expand market reach.

ii. Integrated Multi-Channel Digital Strategy

- **Social Media Platforms:** Facebook and Instagram remain the central channels due to their visual appeal and high engagement levels. LinkedIn and Twitter are being explored to attract corporate travelers, tourism investors, and business professionals.
- **YouTube & Video Marketing:** Creating immersive travel videos, virtual experiences, and influencer collaborations to capture the audience's attention and provide in-depth insights into Bangladesh's unique attractions.
- **E-Newsletter & Email Marketing:** Delivering personalized recommendations, travel guides, seasonal promotions, and exclusive offers to a targeted audience based on user engagement data.
- **Website & SEO Strategy:** Optimizing the official tourism website with high-ranking keywords, interactive content, multilingual options, and seamless navigation to improve visitor experience and search visibility.
- **Mobile-Friendly & AI-Driven Marketing:** Implementing AI-powered chatbots for real-time customer assistance and launching mobile-optimized campaigns to cater to travelers who primarily use smartphones for trip planning.

iii. Optimized Budget Allocation & Resource Management

- **Content Creation & Digital Advertising:** Investing in high-quality visuals, video production, influencer collaborations, and paid advertisements to increase reach and engagement.
- **SEO & Data Analytics:** Allocating resources for advanced search engine optimization (SEO) strategies, data-driven marketing insights, and continuous performance evaluation.

- **Technology & Automation:** Exploring AI-driven automation tools, chatbots, and predictive analytics to enhance personalized marketing efforts and streamline customer interactions.
- **Partnerships & Sponsorships:** Collaborating with international tourism agencies, airlines, hospitality brands, and travel content creators to boost promotional impact and attract a wider audience.

4.3 Content Creation & Digital Promotions

Content marketing serves as a fundamental pillar of BTB's digital strategy, playing a critical role in shaping the perception of Bangladesh as a premier travel destination. By producing diverse, high-quality content tailored for different platforms and audience segments, BTB ensures that its marketing efforts are engaging, informative, and capable of driving inbound tourism.

4.3.1 High-Quality Visual & Multimedia Content

i. Photography & Videography:

- BTB invests in high-resolution photography and professional videography to showcase the country's breathtaking landscapes, cultural heritage, and adventure tourism options.
- Drone footage of destinations such as Cox's Bazar, the Sundarbans, and the tea gardens of Sylhet highlights Bangladesh's natural beauty.

ii. Short-Form & Long-Form Video Content:

- Engaging Instagram Reels, TikTok clips, and YouTube Shorts provide quick, visually appealing travel insights for younger audiences.
- In-depth documentary-style travel videos on YouTube, such as "10 Reasons to Visit Bangladesh," offer immersive storytelling experiences.

iii. 3D Virtual Tours & Augmented Reality (AR):

- BTB is developing 360-degree virtual tours for major attractions, allowing potential tourists to experience destinations digitally before booking their trips.
- AR filters on social media platforms enable users to engage interactively with different locations and cultural landmarks.

4.3.2 Festival & Cultural Promotions

i. Showcasing Major Cultural Events:

- Seasonal campaigns feature events such as Pahela Baishakh, Durga Puja, and Eid celebrations to highlight Bangladesh's rich cultural diversity.
- Behind-the-scenes content and live-streamed events on Facebook and Instagram enhance audience engagement.

ii. Culinary Tourism & Local Experiences:

- Social media content emphasizes traditional Bangladeshi cuisine, local markets, and street food culture.
- Interactive campaigns such as “Taste of Bangladesh” encourage user participation by sharing their food experiences.

4.3.3 Influencer Marketing & User-Generated Content

i. Collaboration with Global & Local Influencers:

- BTB partners with international travel influencers and bloggers to promote Bangladesh to a global audience.
- Local content creators share authentic travel experiences, increasing credibility and relatability.

ii. Encouraging User-Generated Content (UGC):

- BTB actively promotes hashtags like #BeautifulBangladesh to encourage travelers to share their experiences.
- Reposting high-quality user content on official social media pages strengthens community engagement and word-of-mouth marketing.

4.3.4 Personalized & Data-Driven Digital Promotions

i. Targeted Advertising:

- Facebook and Instagram Ads are customized based on user preferences, location, and past interactions.
- Google Display Ads drive traffic to BTB’s website through strategic retargeting campaigns.

ii. Email Marketing & E-Newsletters:

- Personalized travel recommendations, seasonal promotions, and exclusive discounts are sent to subscribers.
- Data-driven insights help segment audiences for more tailored marketing approaches.

4.4 Performance Monitoring & Tracking

BTB employs a comprehensive, data-driven approach to monitor its digital marketing performance, ensuring that all efforts align with its strategic goals. This process involves tracking key performance indicators (KPIs) related to social media engagement, website analytics, search engine optimization (SEO) effectiveness, and email marketing efficiency. By leveraging real-time data, BTB can continuously refine its marketing strategies, identify new opportunities for audience expansion, and enhance its ability to engage potential travelers more effectively.

Performance tracking plays a crucial role in optimizing content distribution, improving conversion rates, and ensuring that Bangladesh remains a highly visible and attractive travel destination in the competitive global tourism industry.

4.4.1 Comprehensive Social Media Engagement & Analytics

- **Facebook:** Posts average 100–500 likes, with viral posts exceeding 5,000 likes and significant shares.
- **Instagram:** Reels and Stories focusing on cultural events or traditional cuisine receive over 500 views.
- **YouTube:** Videos attract steady engagement, with views ranging between 1000 and 5000, supported by positive user comments.
- **Twitter & LinkedIn:** Though accounting for a smaller audience, engagement metrics on these platforms are tracked to improve industry networking and business tourism outreach.

4.4.2 Website Performance

BTB's website, www.beautifulbangladesh.gov.bd, serves as the central repository for tourism-related information. The website offers detailed destination guides, itineraries, travel tips, and cultural insights aimed at assisting travelers in planning their visits.

i. Usability and Design

The website features visually appealing banner images of major attractions, such as Bandarban, Cox's Bazar, the Sundarbans, and tea gardens in Sylhet. It is structured into key sections:

- **Destination Highlights:** Comprehensive guides on popular tourist destinations, offering information on activities, accommodation options, and nearby attractions.
- **Cultural Insights:** Articles showcasing Bangladeshi festivals, traditional cuisine, and historical landmarks, providing a deeper understanding of the country's heritage.
- **Travel Planning:** Practical tips on visa requirements, transportation options, and safety measures, ensuring a seamless travel experience for visitors.

However, user feedback highlights significant areas for improvement:

- **Slow Load Times:** The website takes over 4 seconds to load, which exceeds the recommended 2–3 seconds and may deter users from continuing their browsing experience.
- **Mobile Responsiveness:** Certain menus and features are not optimized for mobile devices, despite mobile usage being the primary medium for travel planning globally.
- **Language Options:** The absence of multilingual support limits the website’s accessibility for non-English-speaking audiences, reducing its appeal among international tourists.

ii. Traffic Insights

Analyzing traffic sources reveals the following distribution:

- **Organic Search:** 60% of visitors find the website via search engines, highlighting the importance of maintaining a robust SEO strategy.
- **Direct Traffic:** 34% comes from users entering the URL directly, which indicates limited brand recall and awareness among potential visitors.
- **Referral Links:** 4% is generated from third-party websites, such as travel blogs or partner sites, demonstrating room for improvement in collaborative partnerships.
- **Paid Traffic:** 2% originate from paid traffic.



Figure No: 02
Name: BTB website Traffic Insights

Observation: While the high percentage of organic search & direct traffic underscores the effectiveness of BTB’s SEO efforts, the low percentage of referral links suggests a need to strengthen brand recall and collaboration with external travel platforms sites.

4.4.3 Search Engine Optimization (SEO)

SEO is critical to driving traffic to BTB's website as it determines the site's visibility in search engine results. A well-executed SEO strategy not only enhances the website's ranking on search engines like Google but also significantly increases the volume of organic visitors. This approach ensures that potential tourists can easily discover BTB's offerings without relying heavily on costly paid advertisements. By optimizing content, keywords, and technical elements, BTB can establish a strong online presence, attract a wider audience, and reduce dependency on short-term advertising campaigns. The focus on SEO also contributes to long-term growth by consistently driving high-quality traffic to the website.

i. On-Page SEO

BTB integrates keywords such as "Bangladesh tourism," "best places to visit in Bangladesh," and "Cox's Bazar travel guide" throughout its web pages. These keywords align with popular search queries, increasing the likelihood of website discovery.

Other on-page SEO tactics include:

- **Meta Descriptions:** Each page is equipped with concise, descriptive summaries to improve search engine rankings and attract click-throughs.
- **Internal Links:** Articles are interlinked to encourage users to explore related content, improving website navigation and session duration.

ii. Off-Page SEO

BTB's off-page SEO efforts remain underdeveloped, limiting its ability to build credibility and domain authority. Opportunities include:

- **Backlinks:** Partnering with high-authority travel websites such as Lonely Planet and TripAdvisor to increase referral traffic and boost search rankings.
- **User Reviews:** Encouraging visitors to leave reviews on platforms like Google Reviews and TripAdvisor to enhance credibility and attract potential travelers.

iii. Technical SEO

BTB's website includes foundational technical SEO elements that are essential for improving search engine rankings and user experience. These include:

- **Secure HTTPS Protocol:** This ensures user data is protected, building trust among visitors and meeting modern web security standards. A secure website is also prioritized by search engines, contributing to better rankings.

- **XML Sitemap:** By providing a structured map of the website's content, the XML sitemap enables search engines to efficiently crawl and index all pages. This ensures that important content is discoverable and searchable.
- **Page Speed Optimization:** While some steps have been taken to enhance load speeds, the current performance still falls short of user expectations. Slow page speeds can lead to higher bounce rates and negatively impact both user experience and search rankings.

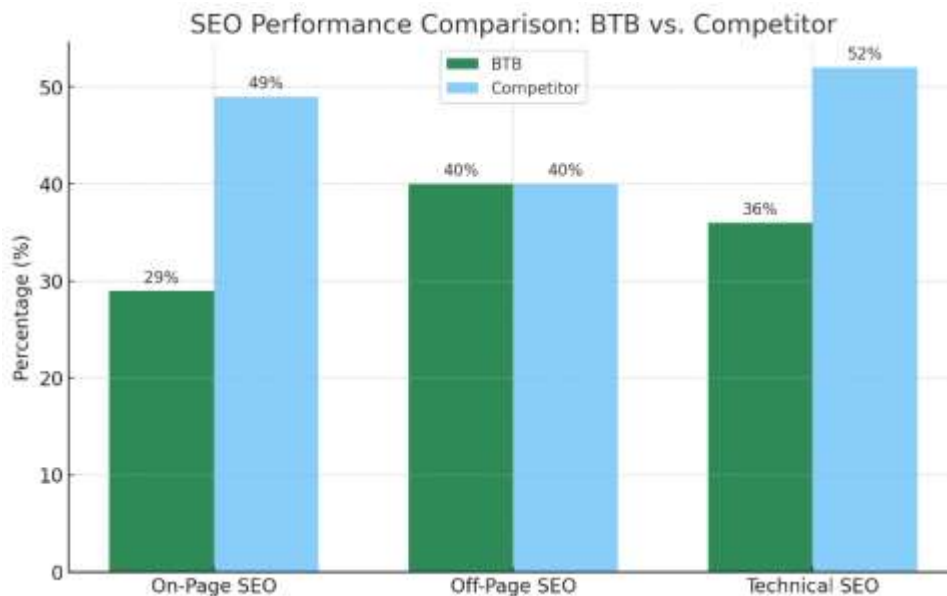


Figure No: 03
Name: SEO Performance Comparison: BTB vs Competitor

4.4.4 E-Newsletter Campaigns

BTB uses e-newsletters as a direct communication tool to engage with potential tourists, offering updates, promotions, and travel tips.

i. Content and Strategy

BTB's e-newsletters include:

1. **Exclusive Offers:** Discounts on guided tours and hotel packages encourage readers to plan trips.
2. **Destination Highlights:** Feature stories on attractions like Cox's Bazar and the Sundarbans captivate readers with inspiring travel ideas.
3. **Cultural Insights:** Articles on festivals, cuisine, and arts enrich the reader's understanding of Bangladesh's cultural vibrancy.

ii. Performance Metrics

BTB's e-newsletters demonstrate above-average performance in key metrics:

- **Open Rate:** At 30%, significantly surpassing the industry average of 22%.
- **Click-Through Rate (CTR):** 8%, double the industry average of 4%.
- **Conversion Rate:** 2% of recipients book trips via newsletter links.



Figure No: 04
Name: E-Newsletter Performance Comparison

Observation: Despite strong open and click-through rates, the modest conversion rate indicates a need for more compelling CTAs and personalized content.

4.5 Advanced Optimization & Continuous Improvement

BTB continuously enhances its digital marketing approach through data-driven refinements, emerging technology integration, and strategic adjustments. By leveraging performance insights, audience feedback, and competitive benchmarking, BTB ensures that its digital presence remains dynamic, engaging, and aligned with global tourism trends. The process of optimization involves iterative improvements in advertising, content strategy, audience targeting, and technological advancements to maximize impact and sustain long-term growth.

4.5.1 Comprehensive A/B Testing for Performance Enhancement

i. Content & Messaging Optimization:

- BTB conducts A/B testing on website content, social media posts, and paid advertisements to determine the most effective messaging styles, visuals, and engagement strategies.
- Headlines, call-to-actions (CTAs), and storytelling approaches are adjusted based on audience response and engagement metrics.

ii. Ad Placement & Targeting Refinements:

- BTB experiments with different digital advertising placements on Google Ads, Facebook Ads, and Instagram to identify high-performing channels and demographics.
- Audience segmentation ensures ads reach the most relevant travelers, increasing conversion rates and maximizing return on investment (ROI).

iii. Timing & Frequency Adjustments:

- Post scheduling and frequency are analyzed using engagement heatmaps to determine optimal posting times for maximum visibility and interaction.

4.5.2 Advanced SEO & Content Optimization Strategies

i. Keyword Research & Search Trends Adaptation:

- BTB frequently updates its keyword strategies based on emerging search trends, ensuring high visibility in search engine rankings.
- Key search phrases such as "top destinations in Bangladesh" and "eco-tourism in Bangladesh" are consistently monitored and integrated into content for improved organic reach.

ii. Backlink Expansion & Domain Authority Growth:

- BTB actively collaborates with high-authority travel websites like Lonely Planet and TripAdvisor to build a strong backlink network that enhances website credibility and search ranking.
- Increased guest blogging and media partnerships contribute to domain authority growth and higher search visibility.

iii. Multilingual Content Strategy:

- To attract international tourists, BTB is expanding content availability in multiple languages, improving accessibility and engagement with non-English-speaking travelers.
- Website translation, localized video subtitles, and multi-language ad campaigns improve audience reach and user experience.

4.5.3 Expansion of Digital Engagement Channels & Emerging Technologies

i. AI & Chatbot Integration:

- AI-driven chatbots enhance customer engagement by providing real-time travel recommendations, answering FAQs, and assisting visitors with itinerary planning.
- Predictive AI analytics personalize marketing campaigns based on user preferences and past interactions, increasing engagement and satisfaction.

ii. Interactive & Immersive Content Formats:

- BTB is expanding the use of virtual reality (VR) and augmented reality (AR) to offer immersive destination previews and interactive digital tours.
- 360-degree video content allows travelers to explore sites virtually, increasing interest and bookings.

iii. Influencer-Driven Marketing Expansion:

- BTB strengthens partnerships with travel influencers across diverse social media platforms, leveraging their audiences to amplify Bangladesh's tourism appeal.
- Collaborations with micro-influencers provide authentic, niche-specific storytelling that resonates with targeted traveler demographics.

iv. Emerging Social Media Platforms:

- BTB is exploring engagement opportunities on platforms such as TikTok, Snapchat, and Clubhouse to connect with younger travelers and experiential tourists.
- Short-form video content and live discussions enhance real-time audience interactions and storytelling.

By continuously optimizing its digital marketing strategy, BTB ensures long-term success, sustained audience engagement, and stronger positioning in the competitive global tourism landscape. Through strategic refinements, technology adoption, and data-driven decision-making, BTB remains adaptable and future-focused in its marketing approach.

CHAPTER 5
FINDINGS, PROBLEMS, RECOMMENDATIONS & CONCLUSION

5.1 Major Findings

The analysis of the five-step digital marketing process of the Bangladesh Tourism Board (BTB) reveals key insights into its structured approach, strategic effectiveness, and areas for improvement. The major findings of the study are as follows:

5.1.1 BTB Follows a Well-Structured Digital Marketing Process

BTB's five-step digital marketing process consists of:

1. Comprehensive Research & Market Analysis
2. Strategic Planning & Development
3. High-Quality Content Creation & Targeted Digital Promotions
4. Robust Performance Monitoring & Tracking
5. Continuous Optimization & Refinement

This systematic and data-driven approach ensures BTB aligns its marketing initiatives with global trends, technological advancements, and traveler preferences to enhance engagement and visibility.

5.1.2 Comprehensive Research & Market Analysis Strengthens Digital Strategy

- BTB effectively utilizes market research, social media analytics, and competitor analysis to shape its digital marketing strategy.
- Data-driven insights help identify target audience preferences and optimize campaigns for maximum engagement.
- However, competitor benchmarking remains limited, reducing BTB's ability to adopt best practices from leading tourism boards.

5.1.3 Social Media Engagement Is Strong but Platform Utilization Varies

- Facebook and Instagram drive the highest engagement rates, contributing 54% and 34% of audience interactions, respectively.
- YouTube content receives moderate engagement (10%), while Twitter (1%) and LinkedIn (<1%) remain underutilized, limiting corporate and business travel outreach.
- Engagement trends indicate that visual storytelling, short-form videos, and user-generated content (UGC) resonate best with younger travelers.

5.1.4 Digital Tourism Trends Influence Marketing Strategies

- Eco-tourism is a growing trend, and BTB has begun emphasizing sustainable tourism initiatives.
- AI-driven chatbots and automation tools are emerging in tourism marketing, but BTB's implementation remains at an early stage.
- Virtual reality (VR) and augmented reality (AR) are transforming travel experiences, and BTB is exploring 360-degree virtual tours for enhanced engagement.

5.1.5 Strategic Planning Lacks Strong Cross-Platform Integration

- BTB's multi-channel marketing approach (social media, SEO, website, and email marketing) is well-structured but lacks seamless synchronization.
- A stronger cross-platform strategy would ensure consistent branding and messaging across all digital touchpoints.

5.1.6 Content Creation & Digital Promotions Are Effective but Need More Diversification

- High-quality visual and video content is a major strength, with engaging travel photography, short-form videos, and influencer partnerships driving interest.
- Festival and cultural promotions successfully highlight Bangladesh's heritage, but content expansion into niche areas like adventure tourism and culinary travel is limited.
- Influencer collaborations and user-generated content (UGC) campaigns contribute positively to audience engagement, but global influencer partnerships need expansion.

5.1.7 Website Performance Issues Reduce Digital Reach & Accessibility

- Slow website load times (>4 seconds) negatively impact user retention.
- Lack of multilingual support limits accessibility for international tourists.
- Mobile responsiveness issues hinder usability, despite mobile devices being a primary tool for travel research.

5.1.8 SEO Implementation Needs Strengthening for Higher Visibility

- While on-page SEO efforts (keyword optimization, metadata, internal linking) are present, BTB's off-page SEO (backlink strategy, guest blogging) remains weak.
- Voice search optimization and AI-powered SEO techniques have not been fully integrated, reducing BTB's competitiveness in organic search rankings.

5.1.9 E-Newsletter Campaigns Show Strong Engagement but Need Personalization

- BTB's email campaigns have a high open-rate (30%) and above-average click-through rate (8%), but conversion rates (2%) remain low.
- Lack of personalization and targeted segmentation reduces email marketing effectiveness.

5.1.10 Performance Monitoring & Tracking Are Data-Driven but Need Real-Time Optimization

- BTB tracks key performance indicators (KPIs) across social media, website traffic, and SEO effectiveness.
- However, real-time analytics and AI-driven insights are underutilized, limiting the ability to make dynamic adjustments in marketing campaigns.

5.1.11 Continuous Optimization Strategies Show Progress but Need AI & Automation Integration

- A/B testing and performance tracking contribute to improving campaign effectiveness.
- AI-driven automation for real-time ad targeting, chatbot-assisted customer engagement, and predictive marketing analytics are not fully integrated into BTB's digital framework.

These findings highlight BTB's strengths in following a well-structured digital marketing process while also identifying key areas for improvement, particularly in SEO, website performance, cross-platform strategy, and automation.

5.2 Problems Related to The Digital Marketing Process of The Tourism Board

Despite BTB's substantial progress in its digital marketing initiatives, a range of challenges persist, limiting its ability to maximize audience engagement, expand reach, and drive optimal conversion rates. These issues span across different stages of its structured digital marketing framework, affecting the overall effectiveness and impact of its promotional efforts. Identifying and understanding these challenges within the five key steps of BTB's digital marketing process is crucial for refining strategies, enhancing adaptability, and securing long-term sustainability in the ever-evolving digital tourism landscape. Addressing these bottlenecks will enable BTB to unlock new opportunities for growth, strengthen its competitive positioning, and elevate Bangladesh's tourism sector on a global scale.

5.2.1 Challenges in Research & Market Analysis

Effective research and market analysis serve as the foundation for a successful digital marketing strategy. However, BTB faces several challenges in fully leveraging data, market insights, and competitive benchmarking. These limitations hinder the organization's ability to create highly targeted and adaptive marketing campaigns that align with evolving traveler preferences and digital trends.

- Limited Utilization of Data-Driven Insights
- Underdeveloped Competitor Benchmarking
- Insufficient Audience Segmentation & Personalization
- Limited Use of Emerging Market Intelligence Tools

5.2.2 Challenges in Planning & Strategic Development

Strategic planning plays a crucial role in the success of BTB's digital marketing initiatives. However, several roadblocks hinder the execution of an efficient and forward-thinking strategy. These challenges limit BTB's ability to remain competitive in the evolving digital landscape, optimize audience reach, and maximize tourism inflow.

i. Limited Focus on Emerging Platforms

- Slow Adaptation to New Digital Trends
- Underutilization of Professional Networking Platforms
- Lack of Podcast and Audio Marketing Strategy
- Lack of Multilingual Digital Content
- Cultural Adaptation of Marketing Content

ii. Budget Allocation Constraints & Resource Limitations

- Imbalanced Marketing Budget Distribution
- Limited Investment in AI & Automation Tools

iii. Inconsistent Digital Marketing Strategy Execution

- Lack of a Long-Term Digital Strategy Roadmap
- Slow Adaptation to Digital Innovations & Trends
- Limited Real-Time Performance Monitoring & Adjustments

5.2.3 Challenges in Content Creation & Digital Promotions

BTB's content creation and digital promotional strategies play a crucial role in engaging potential travelers and strengthening Bangladesh's image as a prime tourist destination. However, multiple challenges hinder its ability to create highly engaging, diverse, and interactive content that effectively reaches and influences global audiences. Addressing these limitations is critical for BTB to stay competitive in the digital tourism landscape.

i. Inconsistent Video Marketing Strategy & Content Distribution

- Limited Utilization of Short-Form Video Content
- Lack of Interactive & Live Video Sessions
- Underutilization of Storytelling Techniques

ii. Low Adoption of Influencer & Collaborative Marketing

- Limited Partnerships with Global & Niche Travel Influencers
- Absence of Performance Metrics for Influencer Campaigns
- Lack of Destination-Specific Influencer Programs

iii. Underutilization of User-Generated Content (UGC) & Community Engagement

- Limited Integration of User-Generated Stories & Reviews
- Lack of Incentives for User Participation
- Missed Opportunity for Social Media Community Building

5.2.4 Gaps in Performance Monitoring & Tracking

i. Website Performance Issues

BTB's website, beautifulbangladesh.gov.bd, serves as the primary platform for travel-related information. Despite its potential, the website faces several challenges that impact its functionality and user experience. As a central hub for showcasing the beauty and attractions of Bangladesh, it is crucial for the website to provide seamless navigation, fast load speeds, and accessibility for diverse global audiences. However, significant issues such as slow loading times, poor mobile optimization, and the absence of multilingual support are creating barriers for users. Addressing these issues systematically can greatly enhance user satisfaction, increase engagement, and solidify BTB's digital presence.

- Slow Load Speeds
- Poor Mobile Optimization
- Lack of Multilingual Support

ii. Challenges in Search Engine Optimization (SEO)

SEO plays a critical role in driving organic traffic to the BTB website, making it a cornerstone of any effective digital marketing strategy. Despite implementing some SEO practices, BTB faces significant gaps in its overall approach, which limits the website's visibility and effectiveness.

- Weak Backlink Profile
- Inefficient Keyword Targeting
- Technical SEO Issues

iii. Email Marketing Limitations

E-newsletters are a direct and valuable communication channel for BTB, allowing the organization to engage with potential tourists by sharing updates, promotions, and travel tips. However, several limitations hinder the effectiveness of these campaigns, requiring urgent attention to improve their performance.

- Limited Personalization
- Weak Call-to-Actions (CTAs)

5.2.5 Challenges in Optimization & Continuous Improvement

BTB's ability to sustain its digital marketing success relies heavily on continuous optimization and improvement. However, multiple obstacles hinder its ability to refine and enhance marketing strategies based on real-time data, technological advancements, and evolving consumer preferences. The absence of structured optimization efforts impacts campaign effectiveness, engagement levels, and long-term competitiveness in the digital tourism space.

i. Slow Adoption of AI & Automation

- Lack of AI-Powered Personalization
- Missed Opportunities in Predictive Analytics
- Underdeveloped Automated Email Marketing & Retargeting Strategies

ii. Page Speed & Mobile Optimization Issues

- Slow Website Load Times
- Mobile Responsiveness Challenges
- Absence of Voice Search & Smart Assistants Compatibility

iii. Lack of Consistent A/B Testing & Data-Driven Optimization

- Limited Experimentation with Digital Advertising Strategies
- Absence of Data-Backed Content Performance Analysis
- Infrequent Optimization of SEO & Keyword Strategies

iv. Limited Adaptability to Emerging Technologies & Digital Trends

- Slow Integration of Augmented & Virtual Reality (AR/VR)
- Underutilization of AI-Powered Translation Tools

5.3 Recommendations based on BTB's Digital Marketing problems

To overcome the challenges identified in BTB's digital marketing framework, the following targeted recommendations are proposed. These recommendations directly address the problems associated with each step of BTB's five-step digital marketing process and aim to enhance research accuracy, strategic planning, content effectiveness, performance tracking, and continuous optimization.

5.3.1 Addressing Challenges in Research & Market Analysis

To improve BTB's ability to collect and analyze market data effectively, the following steps should be taken:

i. Expand Data-Driven Insights with Advanced Analytics Tools

- Integrate Google Analytics 4, SEMrush, and Brandwatch to collect real-time user engagement data, travel trends, and competitor insights.
- Utilize AI-powered analytics for deeper audience segmentation.

ii. Enhance Competitor Benchmarking & Industry Comparison

- Conduct structured quarterly benchmarking reports against top-performing tourism boards (e.g., India, Thailand, Malaysia).
- Use data visualization dashboards to track digital performance metrics against competitors.

iii. Refine Audience Segmentation & Personalization Strategies

- Implement AI-driven customer profiling to categorize travelers based on preferences, travel habits, and spending behavior.
- Develop tailored campaigns for adventure tourists, cultural travelers, and business professionals.

iv. Adopt Advanced Market Intelligence & Social Listening Tools

- Utilize Brandwatch, Sprinklr, and Ahrefs to monitor real-time trends in travel discussions, user-generated content, and industry shifts.

5.3.2 Improving Planning & Strategic Development

To refine BTB's long-term digital marketing strategy, the following measures should be implemented:

i. Diversify Digital Platform Engagement

- Increase marketing presence on LinkedIn and Twitter to target business travelers and tourism investors.
- Introduce podcast and audio marketing initiatives to reach international audiences through storytelling.

ii. Expand Multilingual & Culturally Adaptive Content

- Translate website content, promotional videos, and e-newsletters into multiple languages (e.g., English, Chinese, Arabic, French) to attract global travelers.
- Adapt marketing materials to cultural preferences of different international markets.

iii. Optimize Budget Allocation for AI & Automation

- Shift investment towards AI-driven personalization, automated customer service, and predictive analytics for smarter digital campaigns.
- Allocate resources for chatbot-powered travel assistance to enhance customer interactions.

iv. Develop a Long-Term Digital Marketing Roadmap

- AI integration for targeted marketing.
- Influencer partnerships for social credibility.
- SEO optimization and emerging platform expansion.

v. Enhance Real-Time Campaign Monitoring & Adjustments

- Implement AI-powered real-time tracking systems to monitor campaign success and make instant adjustments.

5.3.3 Strengthening Content Creation & Digital Promotions

To improve BTB's content engagement and promotional effectiveness, the following recommendations are proposed:

i. Develop a Consistent Video Marketing Strategy

- Expand the use of short-form videos (YouTube Shorts, Instagram Reels, Facebook Stories) to attract younger audiences.
- Launch interactive and live-streamed events showcasing Bangladesh's festivals, local cuisine, and adventure tourism.
- Adopt storytelling-driven content to highlight traveler testimonials and unique cultural experiences.

ii. Strengthen Influencer & Collaborative Marketing Efforts

- Establish structured influencer partnerships with regional and international travel bloggers to increase brand credibility.
- Implement performance metrics for influencer campaigns to measure impact on engagement and conversions.

iii. Maximize User-Generated Content (UGC) for Authenticity

- Introduce hashtag challenges and social media contests (e.g., #BeautifulBangladesh) to encourage user participation.
- Feature traveler stories, photos, and reviews in BTB's social media and website promotions.

5.3.4 Optimizing Performance Monitoring & Tracking

i. Website Performance Optimization

a. Improve Website Speed & Mobile Usability

- Optimize images and implement Google AMP (Accelerated Mobile Pages) for faster load times.
- Enhance mobile responsiveness to provide a seamless user experience across all devices.

b. Introduce Multilingual Website Support

- Translate website content into key international languages to improve accessibility for global audiences.

ii. SEO Improvement Strategies

a. Enhance Backlink Strategy & Domain Authority

- Establish partnerships with high-authority travel websites (TripAdvisor, Lonely Planet, National Geographic).
- Conduct guest blogging and content syndication to boost search visibility.

b. Refine Keyword Targeting with AI Tools

- Utilize AI-powered SEO platforms for dynamic keyword analysis and ranking optimization.

iii. Enhancing Email Marketing & E-Newsletter Performance

a. Implement Advanced Personalization Techniques

- Use AI-driven behavioral tracking to send personalized emails based on traveler preferences.

b. Strengthen Call-to-Action (CTA) Effectiveness

- Improve email CTAs with limited-time offers, travel packages, and interactive engagement prompts.

c. Automate Retargeting Emails

- Implement AI-powered email retargeting to re-engage users who abandoned travel inquiries or bookings.

5.3.5 Driving Continuous Optimization & Future-Proofing BTB's Digital Presence

To ensure long-term adaptability and sustainability, BTB must enhance AI, automation, and emerging technology adoption:

i. AI & Automation Integration

a. Leverage AI-Powered Personalization

- Deploy machine learning-based content recommendations to provide customized itineraries and travel suggestions.

b. Enhance Chatbot Capabilities for Instant Engagement

- Expand chatbot support to provide real-time itinerary assistance and customer support.

c. Expand Predictive Analytics for Smarter Decision-Making

- Utilize predictive models to analyze tourism trends, peak season demands, and traveler behavior shifts.

ii. Voice Search & Smart Assistants Optimization

a. Enhance Website for Voice Search Compatibility

- Optimize content for Google Assistant, Alexa, and Siri voice searches to align with growing voice-based queries.

iii. Leveraging Augmented Reality (AR) & Virtual Reality (VR)

a. Develop 360-Degree Virtual Tours of Bangladesh's Tourist Attractions

- Introduce immersive AR/VR experiences showcasing destinations like Sundarbans, Cox's Bazar, and Sreemangal Tea Gardens.

iv. Exploring Emerging Digital Platforms for Growth

a. Expand Social Media Presence to Newer Platforms

- Explore TikTok, Snapchat, and Clubhouse to engage younger audiences and experiential travelers.

b. Launch AI-Powered Interactive Travel Planning Tools

- Develop an AI-driven itinerary planner that tailors travel suggestions based on user preferences and interests.

5.4 Conclusion:

The Bangladesh Tourism Board (BTB) has made significant strides in leveraging digital marketing strategies to position Bangladesh as an attractive travel destination. Through a structured five-step approach—research and market analysis, strategic planning, content creation, performance monitoring, and continuous optimization—BTB has established a solid foundation for digital tourism promotion. The organization has effectively utilized social media platforms, high-quality multimedia content, influencer collaborations, and AI-driven insights to enhance engagement and outreach. However, several challenges persist that limit its ability to maximize impact and compete effectively in the global tourism industry.

The findings from this report indicate that while BTB has successfully integrated digital marketing strategies, there are notable gaps in platform diversification, website performance, SEO optimization, and emerging technology adoption. The underutilization of platforms like TikTok, LinkedIn, and Twitter, combined with the absence of structured influencer programs and geo-targeted advertising, has hindered BTB's potential to reach wider audiences. Additionally, website inefficiencies such as slow loading times, lack of multilingual support, and weak backlinking strategies have limited its ability to attract and retain international visitors.

To address these challenges, this report provides a comprehensive set of recommendations aimed at enhancing BTB's digital marketing effectiveness. Key recommendations include expanding presence on emerging digital platforms, strengthening market research through AI-powered analytics, optimizing website performance and SEO, implementing structured influencer and collaborative marketing initiatives, and integrating advanced technologies such as AI-driven chatbots, virtual reality (VR), and augmented reality (AR). Moreover, increasing interactive engagement through community-building initiatives, user-generated content campaigns, and real-time digital events will foster a more immersive and engaging experience for potential tourists.

By implementing these strategic improvements, BTB can significantly enhance its digital tourism marketing, improve brand visibility, and increase global traveler interest in Bangladesh. The adoption of a data-driven and innovative approach will not only strengthen BTB's competitiveness but also contribute to the sustainable growth of the country's tourism sector. Moving forward, continuous adaptation to evolving digital trends, traveler preferences, and technological advancements will be crucial for ensuring that Bangladesh remains a prominent and desirable travel destination on the world stage.

CHAPTER 6

APPENDICES

6.1 Appendix 1: Social Media Platform Analysis

Table 1: BTB's Social Media Audience Insights

Platform	Followers	Percentage of Total Audience	Engagement Level
Facebook	325,000	54%	High
Instagram	204,000	34%	High
YouTube	61,000	10%	Moderate
Twitter	6,000	1%	Low
LinkedIn	2,000	<1%	Low

6.2 Appendix 2: Visuals Supporting:

- **Figure 01: Digital Marketing Process of The Bangladesh Tourism Board**
- **Figure 02: BTB website Traffic Insights**
- **Figure 03: SEO Performance Comparison: BTB vs Competitor**
- **Figure 04: E-Newsletter Performance Comparison**

CHAPTER 7

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