

**Internship Report**  
on  
**A study on the tourist destinations in  
Rangpur district, Bangladesh**

**Submitted to**

Sharmin Sultana

Senior Lecturer,

Department of Tourism and Hospitality Management

Daffodil International University

**Submitted by**

Sadman Shoumik

ID: 163-43-249

Batch- 9<sup>th</sup> Batch

Department of Tourism and Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Date of Submission:

**Daffodil International University**



**Daffodil**  
*International*  
**University**

## LETTER OF TRANSMITTAL

To,

Ms. Sharmin Sultana

Department of Tourism and Hospitality Management,  
Faculty of Business and Entrepreneurship,  
Daffodil International University.

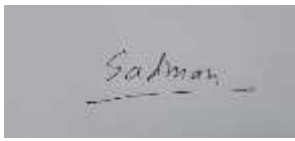
**Subject:** Submission of Internship report on A study on the tourist destinations in Rangpur district, Bangladesh.

Dear Madam,

I'm very glad to present my internship report entitled "A study on the tourist destinations in Rangpur district, Bangladesh." I have conducted my internship program in Rangpur district, under your close supervision.

I believe that the information and experience I assembled during the entry-level position period will be useful in my future expert life. I will be grateful to you if you accept the report. I will be available for defense on this report at any time. Your support in this regard will be highly appreciated. I always express gratitude to you.

Sincerely yours,



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Sadman Shoumik

ID: 163-43-249

Batch- 9th Batch

Department of Tourism and Hospitality Management

Faculty of Business and Entrepreneurship

## **SUMMARY**

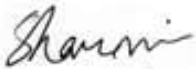
The report is based on the tourist spots in Rangpur district and to promote domestic tourism during and after covid-19. In chapter one, the introductory part is discussed which includes the background of the study, the scope of the study, and the most important part what are the main objectives of the study. Methods and limitations are also discussed in this chapter. An overview of different tourist places and a short description of different tourist spots in Bangladesh are discussed in chapter two. Tourist places of the study area are described in chapter three. It also includes a general description of Rangpur. About 27 spots are described in this part. Different plans to promote the destinations are discussed in chapter four. Different problems of Rangpur and some solutions as a recommendation to solve them are included in chapter five.

## CERTIFICATE OF APPROVAL

I am pleased to certify that the internship report on "**A study on the tourist destinations in Rangpur district, Bangladesh**" conducted by Sadman Shoumik, ID: 163-43-249, Department of Tourism and Hospitality Management has been approved for presentation and viva-voce. Sadman Shoumik worked under my supervision for this internship paper.

I am pleased to hereby certify that the data and discoveries introduced in the report are valid work and the student bears a good character and satisfying mind. It was a great pleasure working with him.

I wish him every success in life and expect a great future.



-----  
Sharmin Sultana

Lecturer,

Department of Tourism and Hospitality Management

Daffodil International University

## Preface

The internship, a part of the academic discipline, for the BTHM students has been designed to acquire practical knowledge. It is expected that the combination of information in theories and practices will empower us. Through this program, I have got the chance to gain knowledge about the Rangpur district.

It is a great honor for me to prepare the report on different destinations of the Rangpur district. I have chosen “A study on the tourist destinations in Rangpur district, Bangladesh” as the subject matter for my internship program due to my personal curiosity and interest in achieving some practical knowledge about this sector. Moreover, the spot plays a very important role in our tourism sector and economy.

Finally, It is my earnest and sincere hope that this report on “A STUDY ON THE TOURIST DESTINATIONS IN RANGPUR DISTRICT, BANGLADESH” would be found useful by the individuals. I tried to make this report effective, informative, and representative.

## **ACKNOWLEDGEMENT**

I would like to thank Sharmin Sultana, Lecturer, Department of Tourism and Hospitality Management, Daffodil International University for allowing us to take such a challenging project, which has enhanced my knowledge about “A study on the tourist destinations in Rangpur district, Bangladesh.” I’m equally thankful to the other teachers, research scholars, and library staff of this University for their selfless cooperation. Finally, I would like to express my sincere thanks to all my friends, well-wishers whom I contacted and met, for conducting this study. I must say all of them helped me so nicely that it not be expressed in words.

## **ABSTRACT**

Within many problems, this researcher has focused on highlighting different tourist spots of Rangpur district and make some strategies for promoting these tourist spots. It is because of the low proficiency pace of general individuals, they can't speak with the homegrown and unfamiliar tourists easily. For the internal problem and less marketing people doesn't feel great to come here. But the researcher gives some marketing strategies and some recommendations to cope up with these problems. Governmental and NGOs should work together for further betterment.

The objectives of this paper to provide an overview of the tourist destinations in Bangladesh, to highlight the potential destinations in Rangpur district, to develop some marketing strategies to promote the destination, to identify some problems of Rangpur in the case of promoting tourist spots in Rangpur district and provide some recommendations.

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# **Chapter 1**

A study on the tourist destinations in  
Rangpur district, Bangladesh

## **1.1. Introduction:**

Bangladesh is a country with restricted territory yet unlimited excellence. The variety of the climate and regular attractions have made Bangladesh a position of crude magnificence. Mangrove forests, Pleistocene hill tracts, swamp forests, sea-beach, waterfalls, coral islands, lakes, and a lot more, All in a country with 1,47,570 sqm territory. There is something else that is very enormous in number. It is the number of inhabitants in Bangladesh. Around 170 million individuals dwell here. Fulfilling this colossal measure of individuals with a restricted land is a seriously difficult task to be done, in any event, for the travel industry area.

Vromon Magazine is a magazine intended to help vacationers track down their ideal spots to fulfill their needs. It has been distributing articles on various places of interest without breaking a sweat in the disarray of travelers.

Rangpur is a district situated in the northern part of Bangladesh. It is well known for its natural beauty. We may know the number of tourists is increasing rapidly. Rangpur is a good option for tourists to go. There are plenty of tourist spots. This place is a combination of raw beauty and vast culture. The study deals with the description of different popular and unpopular tourist spots of Rangpur district.

## **1.2. Background:**

Rangpur is a district in northern Bangladesh. Under the Rangpur division (one of eight divisions) composed of eight districts of northern Bangladesh, the District of Rangpur is bordered on the north by Nilphamari District, on the south by Gaibandha District, on the east by Kurigram, and on the west by Dinajpur district. Rangpur town is the divisional headquarter.

The study is conducted on post covid-19 domestic tourism. Due to the shutdown on the travel industry area, individuals have seen immense ailing in amusement. After Coronavirus circumstance individuals will inclination to head out to new places. It is additionally a matter of worry that tourists need to roam around the country as the global travel industry is inaccessible because of the pandemic. So the study covers the spots of Rangpur district to be an ideal place for the tourist to roam around.

The foundation factors of the study are descriptions of the spots, transportation systems, to-do and not-to-do, available video links, recommendations, and comments. This would give a person or specifically a tourist a total overview of the destination.

### **1.3. Scope of the Study:**

The scope of the study covers the potential tourist spots in Rangpur district, the marketing strategies of the spots, possible problems found in the spots.

This would give a detailed explanation of the areas and help the tourists to visit this area. Moreover, it will help the authorities of the spots to manage more people come to the spots.

### **1.4. Destinations of the study:**

The specific destinations of the study “A study on the tourist destinations in Rangpur district, Bangladesh. are;

- 1) To provide an overview of the tourist destinations in Bangladesh.
- 2) To highlight the potential destinations in the Rangpur district.
- 3) To develop some marketing strategies to promote the destination.
- 4) To identify some problems of Rangpur in the case of promoting tourist spots in Rangpur district and provide some recommendations.

### **1.5. Methodology:**

Different sources of data were used to conduct the study. It can be categorized into two types.

1. Secondary data

#### ***1.5.1. Secondary data:***

1. District brand book.
2. Websites.
3. Data provided by Vromon.
4. Data from tourist police.

## **1.6. Limitations of the study:**

There are some limitations to completing this paper. They are as follows:

1. Lack of information about different places,
2. No information about some places such as Long rampart, Lal Bibi's Grave City Corporation, Memorial pillars and memorial sculptures, Mukta Bihanga and Shaheed Minar theme parks, Durjoy Bangla, etc.,
3. Lack of time,
4. Confidential matters about different spots,
5. Officials have a strong disinclination for giving information,
6. Restriction of giving information about giving marketing information of that places.

## **Chapter 2**

# **An overview on the tourist destinations in Bangladesh**

## 2.1. Overview on the tourist destinations of Bangladesh:

Bangladesh, with its superb characteristic all-encompassing magnificence and authentic spots, has a tremendous potential to be a destination for worldwide vacationers for earning foreign currencies. Diverse places of interest are found everywhere in the country. It is partitioned into all the regions. For instance, its south-eastern part is well known for mangrove forests, the sea, and seashores. The south-western part is renowned for mangrove backwoods. The north-eastern part is additionally renowned for lakes, slope parcels, and falls while the north-western part is generally old and plain. We can discover a lot of old structures there.



**Figure 1:** Different tourist spots of Bangladesh

The nation is partitioned into 8 divisions. Every division is renowned for its particular spot.

In the Dhaka division, there are around 422 potential spots. . Lalbagh fort, Ahsan Manjil, Dhaka University area, Jahangirnagar university area, National martyr monument, Shahid Minar, Ramna park, different historical mosques, and a lot other are a potential destination of Dhaka district. Mohera zamindar palace, Shalban Bihar, Bangabandhu safari park, Waribateshwar, Bhawal palace, Raj shwashaneshwari temple from Dhaka division to visit.



Chattagram is the most extravagant division for regular attractions. There are most likely 475 spots to visit in the Chattagram division. Patenga sea beach, Chandranath Hill, Mohamaya lake, Khoiyachora falls, Foy's Lake, Cox's Bazar sea beach, himchori, Teknaf, Saint Martin island, hill valleys of Rangamati-khagrachori and Bandarban, Moinamati Bihar of Comilla, and many different spots are must be visited in this division.

Rajshahi Division 225 potential places of interest whereas Khulna has 238 and Barishal has 114. Sylhet division has 128, Mymensingh has 82, Rangpur has 150 plausible spots to cover.

Historically, Bangladesh has earned its reputation for being at the crossroads of many cultures. The ruins of magnificent cities and monuments left behind in various parts of the country by the vanishing dynasties of rulers still bear testimony to the richness of its cultural heritage. Scattered throughout the country are countless ancient monuments and antiquities that have survived the ravishes of natural calamities. Today they offer the visitors a glimpse into the history of this country and its rich heritage. Following is a bird's eye view of the historical places to visit in the various districts of Bangladesh. Among the historical places: Lalbag Kella in Shonargaon, Mohasthangor in Bogra, Shatgombuj Masjid in Bagerhat, Mujubnagar in Meherpur, etc. are famous. These spots have become very popular with people. These places not only give us joy and refreshment but also remind history.

Among the places of natural beauty: the Sundarbans, the biggest sea beach of the world Cox's Bazar, tea gardens of Sylhet, a vast part of Chittagong Hill Tracks, etc. are mainly known. These places have become famous not only in our country but many people from all over the world also come to make a tour here.

Besides these, there are many other places. Kuthi Bari the house of Rabindranath Tagore, Sagordari the house Michel Modhusudon Dutt, Uttara Gonovobon in Nator, etc. are also very popular and famous sight in our country. Whenever we go there, they soothe our eyes and please us with their charming beauty. But there are some problems. The govt. should think over these problems. The main problem what the tourists face is security. Another problem is the lack of additional facilities such as accommodation.

## **Chapter 3**

# Highlights of the potential destinations in Rangpur district

### 3.1. To provide an overview of the tourist destinations in Rangpur:

Rangpur District area 2370.45 sq km, located in between 25°18' and 25°57' north latitudes and in between 88°56' and 89°32' east longitudes. It is bounded by Nilphamari and Lalmonirhat districts on the north, Gaibandha district on the south, Kurigram district on the east, and Dinajpur district on the west.

Rangpur was conquered by the army of Raja Man Singh, a commander of the Mughal emperor, Akbar, in 1575, but it was only until 1686 that it was fully integrated into the Mughal Empire. Place names such as Mughalbasa ('Mughal locality') and Mughalhat ('Mughal market') bear testimony to the Mughal association and past of Rangpur and its hinterland. Later on, Rangpur passed under the control of "Sarker" of Ghoraghat. During the period of the British East India Company, the Sannyasi Rebellion took place.

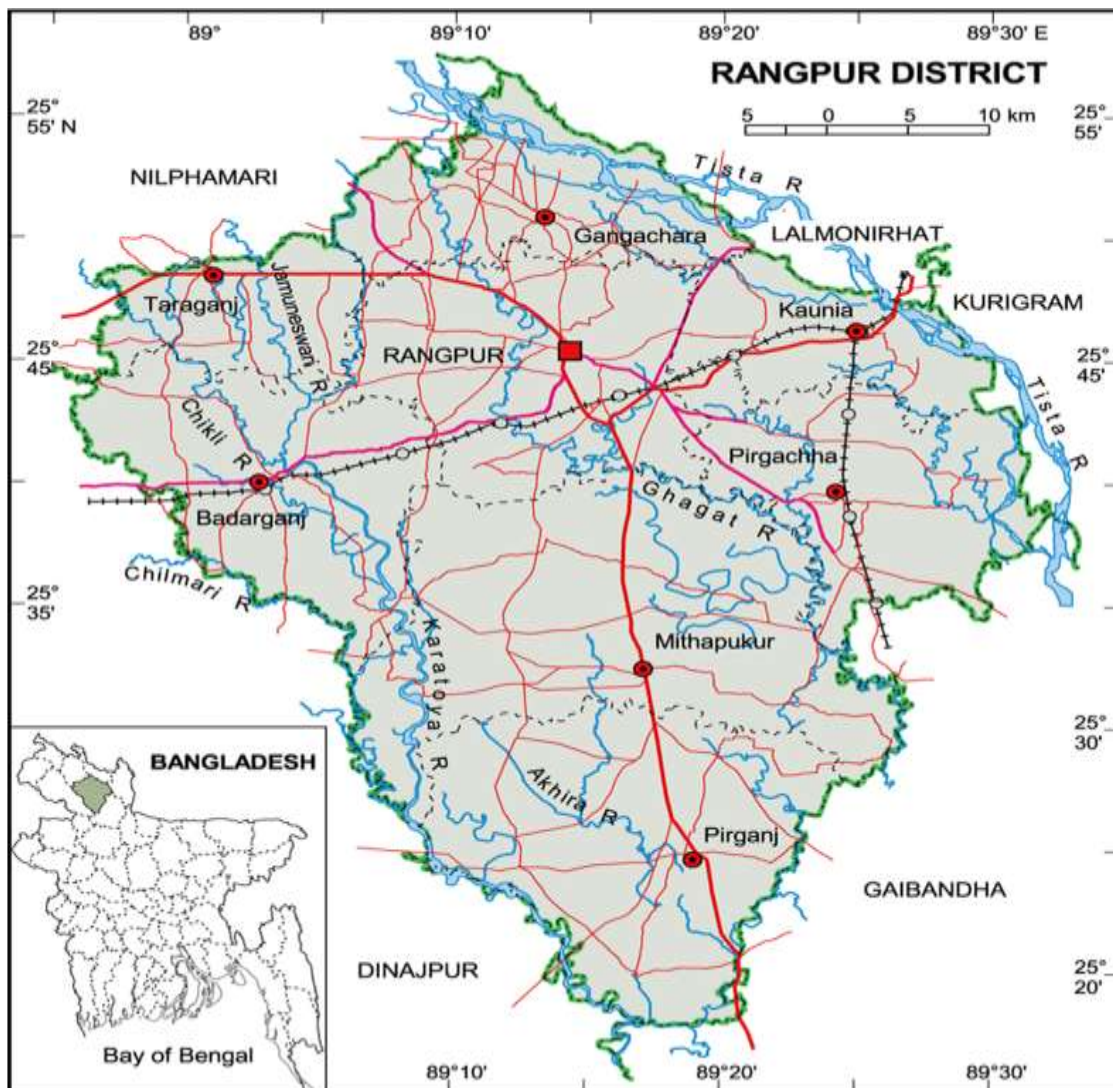


Figure 2: Image of Rangpur district

In the case of naming, it is popularly known that the name came from the former 'Rangpur' in time. It is known from history that the English started cultivating indigo in the subcontinent. Due to the fertile soil in this region, a lot of indigo was cultivated here. The locals knew that blue by the name of Rang. In the evolution of time, from that color to Rangpur and from that to today's Rangpur. Another popular idea is that the former name of Rangpur district is Rangpur.

The name Rangpur comes from the naming of Rangmahal by Bhagdatta, the son of Pragma Jyotiswar Nar. Another name of Rangpur district is Jangpur. Due to the prevalence of malaria, some people called this district Jampur. However, the Rangpur district has been the main base of resistance to the movement since the distant past. Therefore, the name Jangpur is considered as the original name of Rangpur. Jung means war, pur means city or town. People from the villages were often killed by the British or died of malaria. So ordinary people were afraid to come to the city. The battlefield of Rangpur district in the distant past can be said without a doubt. Rangpur was termed as Lal Rangpur because of the way in which the peasant movement developed in the district in the late thirties.

There are a lot of tourist spots such as:

- Vinajagat
- Chikli's bill
- Hati Bandha Mazar Sharif
- Keramatia Mosque and Shrine
- Rangpur Zoo
- Jharbishla (tomb of poet Hayat Mamud)
- Itakumari zamindar house
- Tajhat Zamindar House
- Mithapukur Mosque (Boro Mosque)
- Begum Rokeya Memorial Center
- Dewanbari Zamindar House
- Shashat Bangla
- Mithapukur three-row mosque
- Rangpur Carmichael College
- Mosque near Begum Rokeya House
- Fulchouki Mosque

- Shah Islam Gazi's shrine
- Laldighi Temple
- Bagduar mound
- Rokto gourab and memorial
- Slaughterhouse memorial
- Ananda Nagar
- Long rampart fort
- Chaprakot Mound
- Kataduar / Bagduar Dargah
- Lal Bibi's Grave City Corporation
- Memorial pillars and memorial sculptures
- Mukta Bihanga and Shaheed Minar theme parks
- For a flower and payra square shapla square.
- Durjoy Bangla

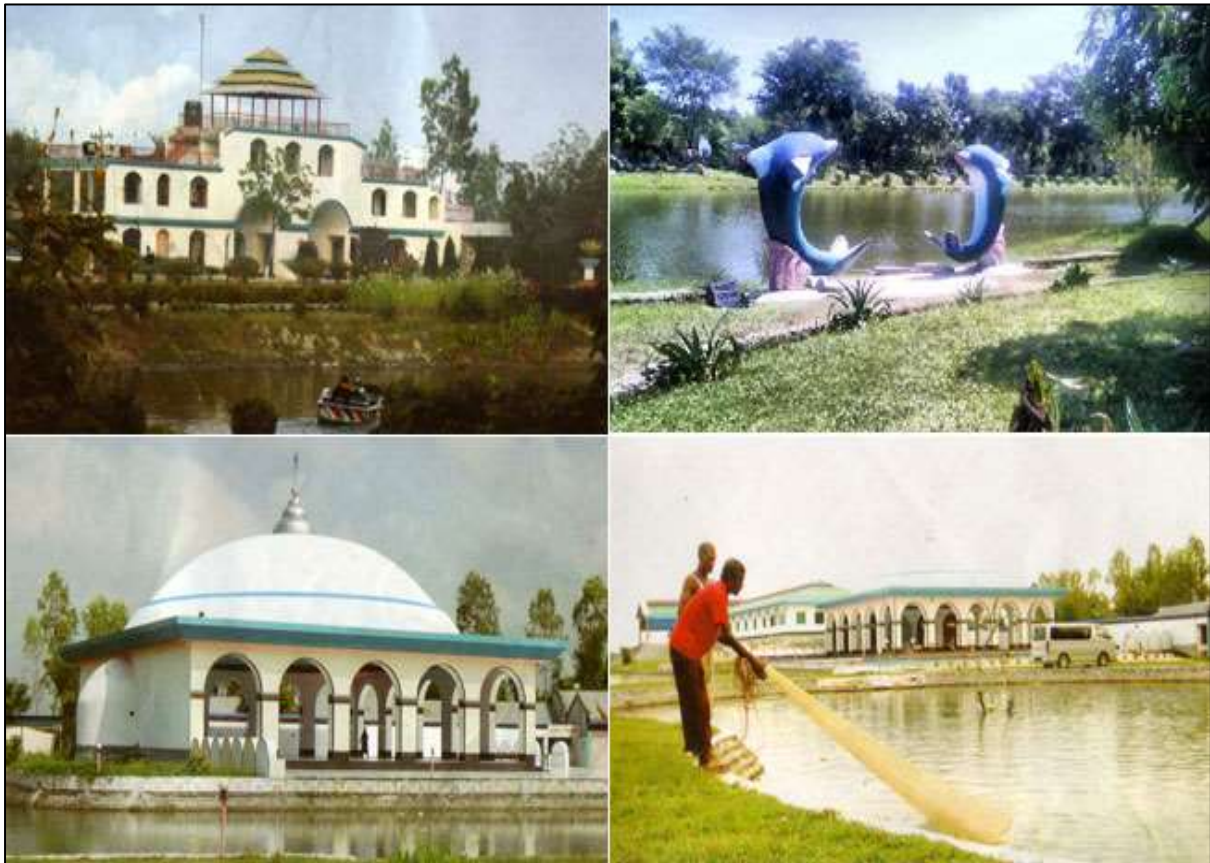
### **3.2. Vinajagat:**

Built privately on about 100 acres of land, this recreation center is constantly buzzing with the noise of different species of birds. Various species of birds can be seen in its trees. In the evening they return to their nests. Thousands of local and foreign trees are being decorated in Vinajagat. Here visitors can wander all day in the shade of trees. As soon as government crosses the main gate of the Vinajagat, the government will see an iron bridge in front of the government. Once the bridge is crossed, it is as if another world is inside a Vinajagat.

Here are the wonders of the modern world and the country's first planetarium. Includes Robot Skril Zone, Space Journey, Water Wave, Sea Paradise, Strange Cave, Boat Trip, Shapla Square, Sculpture of Birshreshtha and Language Soldiers, Walk Way, 3D Movie, Fly Helicopter, Merry Go Round, Lake Drive, Swimming Pool Fishing arrangements. At the same time, there is a picnic arrangement for at least 500 individual groups. There are at least 8/900 car parking facilities inside only. There are 6 cottages. There is also a three-star model Dream Palace. The water body here has the facility of navigating. There are statues of kangaroos, elephants, horses, and other animals for children. There are various species of ornamental trees planted around the water bodies of Vinajagat. Every day, a lot of people from different parts of the country come here in buses, minibuses, motorcycles, rickshaws, autorickshaws, and other

vehicles. Farhana Kabir and Ahsan Kabir, a couple from Bogra who traveled to different parts of the world, said that everything from security to entertainment is better at this entertainment center than other entertainment centers in the north. There are all kinds of arrangements including living and eating in Vinajagat. Many people from Panchagarh and Natore said the same thing.

Vinajagat has Bangladesh's First Planetarium, Robot Skril Zone, Water Wave, Space Journey, Strange Cave, Sea Paradise, Shapla Square, Boat Trip, Walk Way, Sculpture of Birshreshtha and Language Soldiers, 3D Movie, Merry Go Round, Fly Helicop Swimming pool, fishing tackle, and spinning head. Vinajagat Recreation Center was established in 2001 covering an area of about 100 acres.



**Figure 3:** Attractions of Vinajagat

There are several luxury AC and non-AC buses from Mohakhali, Kalyanpur, Mohammadpur, and Gabtali in Dhaka to Rangpur. The fare of these buses is between Tk. 500 to Tk. 1000. Besides, the Rangpur Express from Kamalapur railway station leaves for Rangpur at 9 am every day except Monday. Train fare in Rangpur is 200 to 700 taka. It will take 6 to 8

hours to reach Rangpur from Dhaka. The train will take 6 to 9 hours. There is a car service to go directly to Vinajagat from Rangpur. In this case, the fare of the private car is 400 to 500 taka and the fare of a microbus is 800 to 1000 taka. Besides, the government can go to Vinajagat by car from Syedpur to Dinajpur. In that case, the government has to get off at the bus stand of Paglapi in Rangpur. Besides, the government can go to Vinajagat by car from Rangpur to Jaldhaka. From there government can go to Vinajagat in 15 to 20 minutes by taking a battery-powered easy bike for 100 to 150 taka.

### **3.3. Chikli's bill:**

Chikli Beel is a beautiful tourist destination next to Rangpur city. This bill is heard in the chirping of various birds. This reservoir is famous for the arrival of guest birds in winter. The city corporation builds the entire area as an amusement park by conserving around the bill. The city authorities have also set up various types of rides including trains and wheelbarrows to entertain the children at Chikli's Bill. But visitors are frustrated as most of the trains, wheelbarrows and other rides for children are crippled. If the rides are revived, many more people will come to Chikli Bill as a means of entertainment.



**Figure 4:** Chikli's bill



The best transport from Dhaka to Rangpur is Green Line and TR Travels. Besides, ordinary buses of Agamani Paribahan, SR, Shyamoli, Hanif, Keya, etc. run on this route. These buses leave from Kalyanpur and Gabtali in Dhaka at different times every day from morning to night.

### **3.4. Hati Bandha Mazar Sharif:**

Hati Bandha Mazar Sharif is a traditional place. Even today, people come here from different places every Saturday. There is a huge pond in front of the shrine. People vow here and there in the hope of getting rid of danger.

Any vehicle can be reached from Ramnathpur Union Parishad by road. Located only 3 km away from Union Parishad.



**Figure 5:** Hati Bandha Mazar Sharif



### 3.5. Keramatia Mosque and Shrine:

Before discussing the Keramatiya Mosque, it is necessary to shed some light on the person with whose name this mosque is closely associated. Maulana Keramat Ali (R), the most successful and glorious person of the Islamic reform movement in Bangladesh, was born in Jaipur in 1800-183 AD on 17 Muharram 1215 AH. Throughout his life, he was devoted to the propagation of Islam. He came to Rangpur to preach Islam and is fast asleep in Keramatia Mosque. The mentioned mosque is rectangular. Its inner dimensions are 42 feet x 13 feet. The width of the east and west walls is 3 feet 3 inches, and the width of the north and south walls is 2 feet 10 inches. Probably due to modernization and reform, there is some discrepancy in measurement. The height of the mosque is 18 feet from the ground level. The mosque has three (high) round domes. The domes are built on octagonal drums. At the bottom of each dome are Marlon ornaments, and in the dome is placed a callusmotif phenol or pinnacle above the blossoming lotus. In each corner of the mosque, there are octagonal pillars adorned with cupola.



**Figure 6:** Keramatia Mosque and Shrine

The presence of bands can also be noticed along with the decoration of various arch shapes and panels at certain distances. There are also octagonal pillars on either side of the

mihrab, the arch, and the main entrance, with a cupola at the top. On the other hand, both the arches and the other two entrances on the east and the mentioned doors (located in the north and south corners) are attached to the main wall (bilaster). The upper part of these pillars is adorned with leaf petals and the lower part is pitched. Marlon ornaments can be seen on the parapet or roof edge of this mosque. The main entrances are rectangular in shape and have pilaster inserts on either side of each entrance. Each entrance is adorned with Marlon ornaments on the interior of the mihrab and arch (Fenton) with floral inlaid floral designs. The structure of the so-called door on the north and south walls of this mosque is observed. Probably these were built as a way for light air to enter and exit. Some of the door structures can be seen in both the extended interior of the main wall of the mosque and the Marlon decoration on the top. Underneath each round dome (interior) of the mosque are lined with Marlon ornaments, and the domes are elaborately built on the arches of sequins and pendentive (hanging) arches.

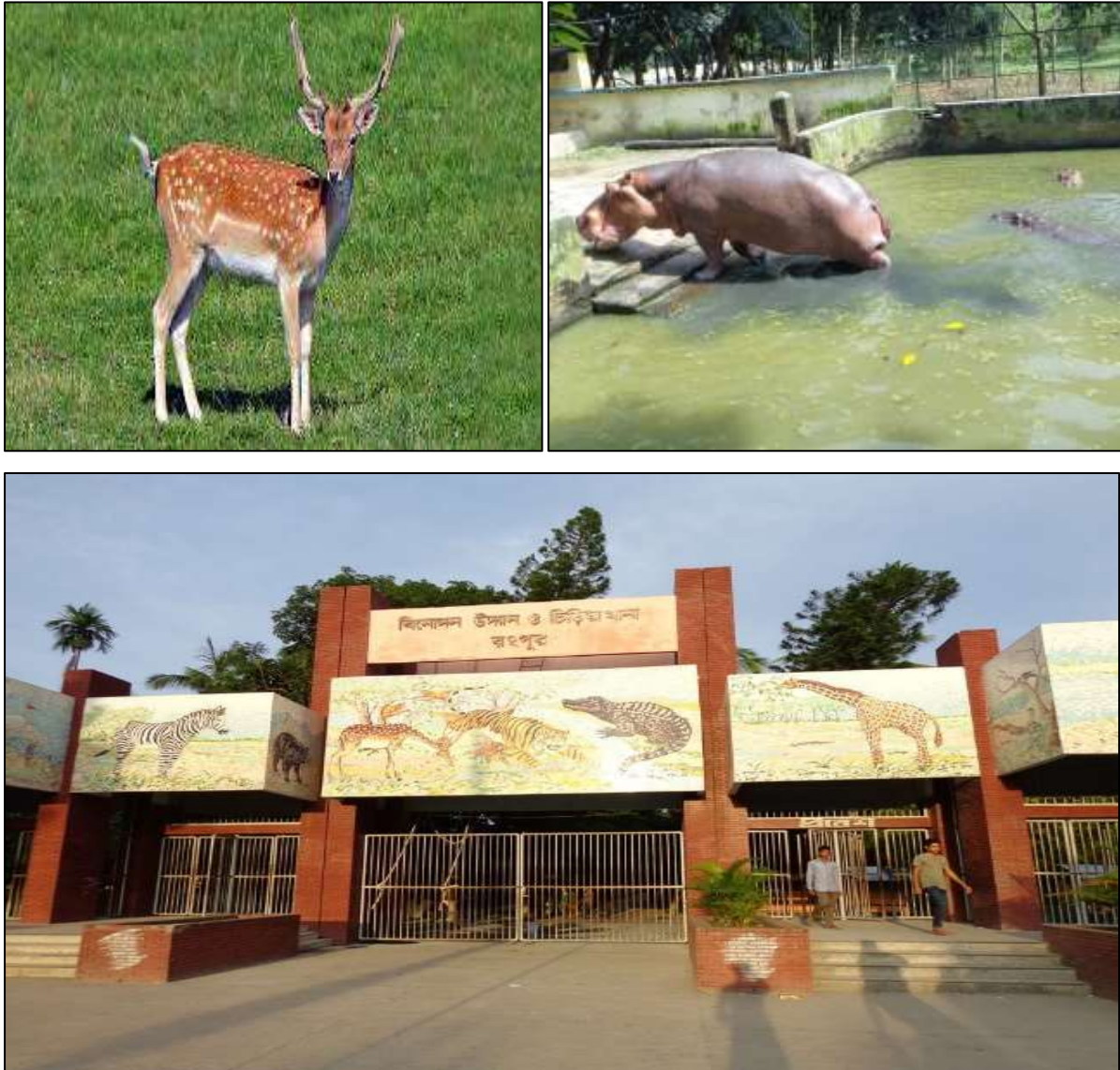
There are several luxury AC and non-AC buses from Mohakhali, Kalyanpur, Mohammadpur, and Gabtali in Dhaka to Rangpur. The fare of these buses is between Tk. 500 to Tk. 1000. Besides, the Rangpur Express from Kamalapur railway station leaves for Rangpur at 9 am every day except Monday. Train fare in Rangpur is 200 to 700 taka. It will take 6 to 8 hours to reach Rangpur from Dhaka. The train will take 6 to 9 hours. There is a car service to go directly to a different world from Rangpur. In this case, the fare of the private car is 400 to 500 taka and the fare of a microbus is 800 to 1000 taka.

### **3.6. Rangpur Zoo:**

The zoo is one of the best entertainment centers in the Rangpur district. Thousands of beauty-thirsty and travel-loving people from different parts of the country visit this zoo every day to refresh their weary, depressed, and depressed minds and to enjoy the endless joy. Rangpur Amusement Park Zoo is located in the heart of Rangpur city. This amusement park has 26 species of animals and birds. Notable lions, Royal Bengal Tiger, Cheetah Tiger, Hippopotamus, Hyena, Bear, Monkey, Baboon, Deer, Moyna, Tia, Eagle, Vulture, Stork, Buck, Crocodile, Python, etc. There are also rows of the various forest, fruit, and medicinal plants. There is a beautiful lake and a children's park. Rangpur Amusement Park Zoo is located on a total land of 22.17 acres. Its construction work started on 14 August 1986 at a cost of Taka 1 crore 80 lakh 1 thousand and its construction work was completed in June 1999. It was opened

to the public on June 14, 1991. The zoo has 18 officers and staff, including a deputy curator and a junior officer.

Anyone can go with Rickshaws, autorickshaws, private cars, minibuses.



**Figure 7:** Rangpur Zoo

### **3.7. Jharbishla (tomb of poet Hayat Mamud):**

The rich age of Bengali literature is the middle Ages. Poet Hayat Mamud was born in 1893 in the village of Jharbishla in Pirganj Upazila of Rangpur district. Although his father's name was Kabir Mamud. His notable books of poetry: Janganama, Sarvveda Bani, Hitjyan Bani, Ambia Bani, etc. The great poet died in 180 AD, the last representative of the medieval style of poetry.



Anyone can go with Rickshaws, autorickshaws, private cars, microbuses.



**Figure 8:** Jharbishla (tomb of poet Hayat Mamud)

### **3.8. Itakumari zamindar house:**

Shivchantra Itakumari, the eldest son of Rajaraya, the first zamindar of Itakumari, founded in the 19th century, is the founder of the zamindar bari. Then Shivchandra and Devi Chowdhurani led a revolt and protected the peasantry of Rangpur from the tyranny of Devi Singh. This Itakumari area was the most educated and cultural area in the whole of India. Hence it is termed as the second new island of undivided Bengal. King Shiva Chandra was the zamindar of Itakumari. He established this manor house. He led the peasant revolt of Rangpur from this zamindar's house. In 1783, the historical tenant revolt of Rangpur took place from the house of Itakumari king Shiva Chandra. In 1783, anti-British Shiva Chandra and Devi Chowdhurani led a tenant revolt and protected the peasantry of Rangpur from the tyranny of Goddess Singh.

Anyone can go with Rickshaws, autorickshaws, private cars, microbuses.



**Figure 9:** Itakumari zamindar house

### **3.9. Tajhat Zamindar House:**

The Tajhat zamindar house is located in an attractive environment surrounded by greenery next to the present Agricultural Institute in the corner about 4 miles east-south corner of the Rangpur Museum. In front of the zamindar's house, there are 4 huge ponds dug in contemporary times. From the present Tajhat Bazaar, passing through the main gate on the north side, one can gradually cross the main entrance of the zamindar's house a few hundred yards to the west. The Tajhat zamindar was originally related to Gopal Lal (GL Rai), son of Govinda Lal, locally known as the Tajhat zamindar. The real founder of this dynasty was Mannanlal Roy.

It is known from the history books of ancient Rangpur that Mannanlal Roy came to Mahiganj in Rangpur to trade in diamonds, jewelry, and gold. At first, he traded in various kinds of famous diamonds, Manik jeweled crowns, or hats. He used to sit here laughing for the sale of the crown which later became very famous and this zamindar house was named Tajhat zamindar house after this Tajhat. The main cell of the Tajhat zamindar's house measures north-south length -0 and the east and west part of the north-south cell measures 123-0 x \* 120 r-0

length. There are three access paths to the second floor, the middle of which is relatively wide. Each step of the access road is covered with beautiful white and gray stones. Large iron beams and iron slats have been used in the construction of the first-floor roof, which is covered with stone, similar to the entire floor of the verandah. The main floor or ground floor has 4 rooms and a total of 11 pairs of doors with doors which are similar to the rooms in this palace as well as 3 large rooms with 6 entrances in the eastern part and a large hall with double doors in the western part. There is an entrance and exit in the middle of this part. In the middle of the northern part of the main building, there is a 22-step staircase made of beautiful wood for the ascent to the 2nd floor, and in the southern palace, the chamber also has an iron-designed suspension staircase designed for the ascent to the 2nd floor. The railings of the stairs look like beautiful iron flowers. There is a huge gallery-like staircase to the second floor of the main palace in front. The stairs are divided into three levels. There is 1 step in the first level when government goes up to the 2nd Satmar, the government has to go down to a slightly equal position, and then after going up 14 steps government can go up to a beautiful clean rectangular platform, which is attached to the roof of the second floor, which can be considered as 3rd level. The measurement length of this large staircase has been reduced to about 30 feet wide, 33 feet wide, and 49 feet wide at the top, and has been gradually reduced to 33 feet wide. The entire staircase from the ground to the roof of the second building is wrapped in beautiful smooth white-black stone and is completely intact.

The best transport from Dhaka to Rangpur is Green Line and TR Travels. Besides, ordinary buses of Agamani Paribahan, SR, Shyamoli, Hanif, Keya, etc. run on this route. These buses leave from Kalyanpur and Gabtali in Dhaka at different times every day from morning to night. Good hotels in Rangpur include Hotel Shah Amanat (Shipping Company Junction), Hotel Golden Tower (Shipping Company Junction), and Hotel the Park (Shipping Company Junction), Hotel Tilottama (Thana Road), Hotel Vijay (Jail Road), RDRS (Jail Road).



**Figure 10:** Tajhat Zamindar House

### **3.10. Mithapukur Mosque (Boro Mosque):**

The mosque is covered by three rectangular domes. It is known from the inscriptions that the mosque was built on Friday 1217 AH -1218 AH and by Sheikh Sabir, the father of Sheikh Muhammad Asin, the eldest son of one Sheikh Moazzam in 1811 AD. There is no doubt that it was made during the pre-Muslim period. The name of the place is Mithapukur. The idea is made towards the end of the Mughal period.

It is located 0.5 km away from the Upazila Parishad. Anyone can go with Rickshaws, autorickshaws, private cars, minibuses.





**Figure 11:** Mithapukur Mosque (Boro Mosque)

### **3.11. Begum Rokeya Memorial Center:**

To protect the memory of Begum Rokeya Sakhawat Hossain, the pioneer of women's awakening, for Rs. The infrastructure includes Mulbhavan-14,610 sq ft, well-equipped auditorium with 250 seats (with sound control system), well-equipped seminar room with 100 seats, well-equipped library with the capacity of 10,000 books with reading facilities for 50 readers, and research room with necessary furniture. It is the house of the pigeon zamindar. Being the birthplace of Begum Rokeya, it has gained more recognition as her home. Anyone can go with Rickshaws, autorickshaws, private cars, minibuses.





**Figure 12:** Begum Rokeya Memorial Center

### **3.12. Dewanbari Zamindar House:**

Phanibhushan Majumdar is the founder of the Dewanbari zamindar house. Phanibhushan Majumdar was born in 1892 in the womb of Kusum Kumari Devi, the second wife of Radharman, the zamindar of the Dewan house. The zamindar's house is a small two-story building, but its entrance is like a Mughal-era fort-gate with gatekeepers' rooms on either side. When the zamindari system was abolished in 1950, at one stage the house was auctioned off. At present, a school and some business establishments have been established here.

Anyone can go with rickshaws, autorickshaws, private cars, microbuses.



**Figure 13:** Dewanbari Zamindar House

### **3.13. Lal Dighi Mosque:**

The mosque was first discovered in the Indian subcontinent during British rule. Later, after cleaning the place and renovating the mosque, the locals started using it. The exact date of the construction of the mosque is not known as no inscription was found at the time of its discovery. However, according to legend, a Dilwar Khan built the mosque. However, a spot on the top of the main door of the mosque suggests that the name and construction of the mosque were most likely placed there, although it was not found.

The Laldighi Mosque is built entirely on an altar. The height of the altar or stage is 1 meter. Half of the one-meter altar covers the mosque and the other half is thought to have been used for the call to prayer. There is a large entrance in front of the mosque. There is a staircase from the part of the mosque to the other side of the altar. The mosque was built using bricks and mortar. Nearby is a small pond with a ghat. The mosque has a total of nine domes with a length of 9.45 meters on each side. The mosque has a total of 9 entrances, three each on the north, east and south sides. The entrance in the middle of each wall is slightly larger than the



other two. The west wall of the mosque has three arches, of which the central arch is larger than the other two.



**Figure 14:** Laldighi Mosque

Located 10.00 km away from Upazila Parishad. Anyone can go with autorickshaws, private cars, minibuses.

### **3.14. Shashat Bangla:**

Liberation War Museums were established in different parts of the country to collect, preserve and display the monuments and monuments related to the glorious Liberation War of Bangladesh. Following this, on the initiative of Rangpur Cantonment, the Liberation War Museum "Shabashat Bangla" was established on 31 January 1995 in Rangpur. The museum displays weapons, maps, rare photographs, various posters, magazines, books, and other documents used during the liberation war.

Anyone can go with Rickshaws, autorickshaws, private cars, minibuses.



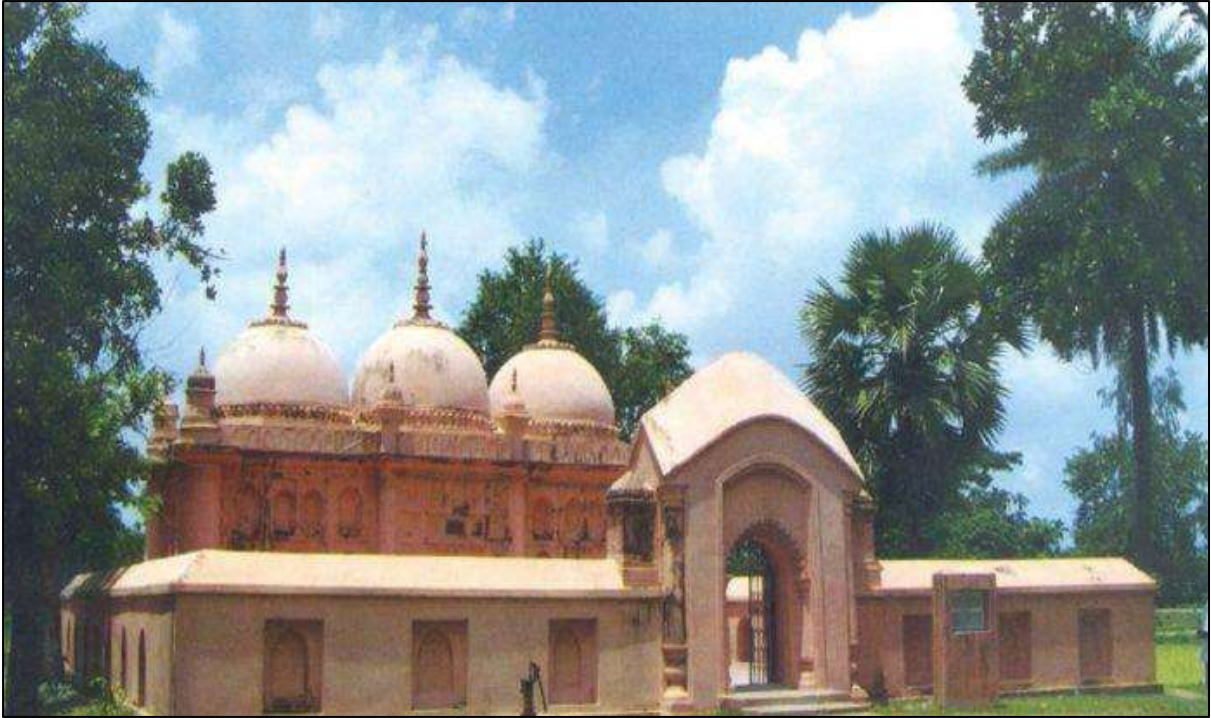
**Figure 15:** Shashat Bangla

### **3.15. Mithapukur Three-row Mosque:**

The mosque has three rectangular domes measuring 10.6 m. In the middle of the east side of the walled courtyard in front of the mosque, there is a magnificent entrance arch with its architectural features and four corner towers at the four corners of the mosque. There are three semi-circular domes at the top. There are three entrances on the east wall of the mosque and a total of five entrances on the north and south. The three mihrabs, the front walls of the mosques, the parapet walls, and the drums of the domes are adorned with beautiful panels, herbs, flower geometric designs, and serpent-like designs.

Anyone can go with Rickshaws, autorickshaws, private cars, minibuses.





**Figure 16:** Mithapukur three-row mosque

### **3.16. Rangpur Carmichael College:**

Rangpur is one of the historical places of Bangladesh. Carmichael College still stands proudly today, in the lush greenery of a quiet, serene burial ground, three miles south of the hustle and bustle of the present district town, and greets countless students, seekers of knowledge, and tourists. Carmichael College GL Roy was formed in 14 AD with the help of all the local-hearted, wealthy, and zamindars of the time. The then District Magistrate (ICS) levied money on the public. Many people are curious about the naming of Carmichael College. Carmichael is a prominent person. A biography of him shows that he was born in Edinburgh on March 16, 1859. He also came to India in November 1991 as the Governor of Madras. When Bihar and Orissa separated from Bengal in 1912, he became the first governor of Bengal on 1 April of the same year. As a people-pleasing governor, it was through his efforts that a separate university was sanctioned in Dhaka. His old name is Thomas David Baron Carmichael. He laid the foundation stone of Carmichael College in 1918 and the college was named after him. Dr. was the first principal of the college. Watkins. The college covers about 900 bighas of land. The main building of the college is a living example of architectural art. ‘Doom’ is a Latin word. The word doom comes from ‘dumas’. Dum literally means dome and its scope is also a dignified house or holy place of worship. As a result, religious architecture has become a doom

or dome. In architectural terms, it is known as a semi-circular vault dome. Domes have been used to make the roofs of palaces, halls, buildings, or places of worship hollow. The pendants invented by the Byzantine architects and the squill invented by the Sassanian architects were very easy to create.

Anyone can go with Rickshaws, autorickshaws, private cars, minibuses.



**Figure 17:** Rangpur Carmichael College

### **3.17. Mosque near Begum Rokeya House:**

The idea was created around the eighteenth century. It is an archeological site listed by the Department of Archeology of Bangladesh. This mosque has now been rebuilt. The mosque is located in front of Begum Rokeya Memorial Center. But if one wants to see the ancient mosque, one cannot, because there are only some parts of the ancient mosque standing here which remain hidden from the eyes of the people.

Anyone can go with Rickshaws, autorickshaws, private cars, minibuses.



**Figure 18:** Mosque near Begum Rokeya House

### **3.18. Fulchowki Mosque:**

Fulchowki Mosque is an ancient mosque in Mithapukur Upazila of Rangpur district in Bangladesh. It was built during the Mughal period. It is an archeological site listed by the Department of Archeology of Bangladesh.



**Figure 19:** Fulchowki Mosque



### **3.19. Dargah of Shah Ismail Ghazi:**

It is an ancient shrine in Pirganj Upazila of Rangpur district. It is an archeological site listed by the Bangladesh Department of Archeology. It is thought to have been built towards the end of the Mughal period. It is a famous place of Pirganj police station in Rangpur district.



**Figure 20:** Dargah of Shah Ismail Ghazi

### **3.20. Laldighi Temple:**

Laldighi Temple is an ancient structure located in the Rangpur Division of Bangladesh. It is an ancient temple in Badarganj Upazila of Rangpur district. It is an archeological site listed by the Department of Archeology, Bangladesh.





**Figure 21:** Laldighi Temple

### **3.21. Bagduar Mound:**

Bagduar Mound is an ancient temple located in Mithapukur Upazila of Rangpur division of Bangladesh. Bagduara is a landmark like many old ones lost. The actual existence of the present is inferred by looking at some of the ruins. It is an archeological site listed by the Department of Archeology, Bangladesh.



**Figure 22:** Bagduar Mound

### **3.22. Rokto gourab and memorial:**

Memorial near Rangpur-Badarganj road in Bangladesh. The memorial has been erected in memory of the people who surrounded Rangpur Cantonment on March 26, 1971, and the freedom fighters who were martyred in the war of independence.



**Figure 23: Rokto Gourab and Memorial**

### **3.23. Slaughterhouse Memorial:**

The Dakhiganj crematorium massacre memorial in Rangpur city was closed 10 years ago after partial construction. It is the same today. According to the Public Works Department, part of the monument was constructed at Dakhiganj crematorium in Kamalkachhana, two kilometers away from the city, in May 2008 at a cost of Tk 7 lakh on 4 percent land.

### **3.24. Ananda Nagar:**

Anandnagar Picnic Spot, the only sculpture-rich picnic spot in Pirganj Upazila of Rangpur, has attracted the attention of the people of the country since 2008 as a picnic spot. At the main entrance, there is a cannon commemorating the heroic freedom fighters of '71 and a guard saluting on horseback. Charky, children's toy train, toy plane. Shyamal Babu, a sculptor from Chandipur village, has made several beautiful sculptures. The planetarium is designed to help students learn about science fiction and the mysteries of the sky, several electric toys for

children, the land of ice, floating helicopters, sculptures with memories of freedom fighters, traffic sculptures pointing the way, the system of knowing the various histories of the people of ancient times, has been built on the largest pond in Anandnagar. There are several cottages for visitors from far and wide to rest.

There is a good arrangement to add buses from Bogra Rangpur Highway through Pirganj Upazila in front of Madankhali Union Parishad.



**Figure 24:** Anandnagar

### **3.25. Chaprakot Mound:**

Chaprakot is an ancient monument of the ninth-tenth century in Badarganj Upazila of Rangpur district in Bangladesh. It is locally caparakota Monastery or lohanipara Monastery, also known as. Four kings of a dynasty with the title of Vardhana are found here. An ancient inscription of Uddharkut is preserved in the National Museum of Bangladesh. It is an archeological site listed by the Department of Archeology of Bangladesh





**Figure 25:** Chaprakot mound

### **3.26. Kataduar Dargah:**

Kataduar Dargah is an ancient site located in the Rangpur Division of Bangladesh. It is an ancient structure belonging to Pirganj Upazila of Rangpur district. It is an archeological site listed by the Department of Archeology, Bangladesh. Kataduar has located about 11 km south of Pirganj.



**Figure 26:** Kataduar Dargah

### 3.27. Payra square and Shapla square:

Payra square and Shapla square are located in the Rangpur district and Shapla Chattar is a roundabout/traffic circle located in Rangpur.



**Figure 27:** Payra and Shapla Square

# **Chapter 4**

## Development of some marketing strategies to promote the destinations

There are various destination places and all of them need good strategies for making them highlighted among people. Some strategies can be implemented for promoting different destinations.

#### **4.1. Define the Unique Selling Points:**

The single most important step for any organization engaging in destination marketing is to take the time to clearly define what makes a destination unique. There is a gigantic scope of ways a destination can bear out, like one-of-a-kind exercises to offer guests, or remarkable regular highlights, similar to mountains, seashores, or volcanoes.

It very well may be that the area has an entrancing history, or one of a kind tourist spots, similar to the Eiffel Pinnacle, the Domain State Building, or the Incomparable Mass of China. Maybe the way of life of the area is its remarkable selling point and guests would need to head out to encounter nearby occasions, exhibition halls, or sports clubs. Attempt to distinguish however many USPs as could be expected under the circumstances.

#### **4.2. Define Target Audience & Market:**

One more of the best spot advertising systems includes recognizing government intended interest groups. Consider who is probably going to need to visit the destination and why. Frequently, the government should separate this into a few unique crowds, whom each may have various purposes behind needing to make a trip to the area.

For example, it very well may be that destination advances to the government's on a whole year, and old couples making the most of their retirement. It is possible that it offers to individuals who appreciate outside wearing exercises and individuals who need to unwind on the seashore. Everyone likewise needs to think about the various gatherings, like vacationers, business explorers, and understudies.

At last, consider whether certain business sectors are bound to be intrigued than others. This could mean individuals in close by nations, on the off chance that government has superb vehicle connections or individuals who communicate in a similar language.

#### **4.3. Utilize Data for Analytics:**

It can get and use huge measures of information, for various purposes. For instance, the association's site can permit the government to utilize devices like Google Analytics to get

some answers concerning government guests, what their identity is, the place where they came from, and what their inspiration was.

On the other hand, anyone can discover data about existing guests, like the normal age, regardless of whether spotting requests more to men or ladies and what strategies for transport they use. Whenever we have assembled adequate information, we can break down it to recognize the best individuals to contact, the most ideal approaches to contact them, and the best messages to push.

#### **4.4. Brand the Destination:**

Marking is a strategy utilized by organizations, to make them effectively recognizable. The idea of marking can incorporate logos, shading plans, and other plan standards, just as mottos or rehashed utilization of certain phrasing. At last, marking is tied in with being conspicuous and standing apart from others.

This standard can be reasonably effectively applied to a spot. Attempt to concoct a lucid shading plan, utilize a slogan that says something regarding the actual destination, make hashtags for individuals to use via online media, and attempt to be pretty much as steady as conceivable with government special informing, so that individuals become acquainted with it.

#### **4.5. Include All Stakeholders:**

A critical segment of destination administration includes paying special mind to the interests of different partners, to build up trust and encourage commitment. The partners may incorporate authorities from government nation, city, town or state, just as lodgings, attractions, eateries, shopping settings, travel planners, and visit administrators.

Attempt to concoct destination promoting procedures that urge these different gatherings to take an interest and backing a destination. Check whether the owner can get partners to consent to utilize a portion of more extensive destination marking, and to run their own promoting or showcasing efforts, to expand guest interest.

#### **4.6. Make an Amazing Destination Website:**

Despite their explanations behind voyaging, most of the explorers presently utilize the web to investigate their destination before booking. A destination site is an ideal spot to exhibit interesting selling focuses, discuss straightforwardly with destination audience(s), and advance government destination through pictures, recordings, and computer-generated reality visits.



Government can utilize the site to furnish voyagers with the entirety of the data they need in front of their excursion and to advance convenience alternatives, attractions, occasions, spots to eat and drink, and that's just the beginning. Significantly, the government site is improved for versatile clients, while an on-location blog can assist with urging individuals to continue to return.

#### **4.7. Site Improvement:**

At the point when individuals use web indexes like Google to search for things identified with destination or highlights that destination can offer them, the authority needs to ensure their site is close to the highest point of those internet searcher results pages. The most ideal approach to do this is to make an extensive site improvement technique.

This includes exploring watchwords, making content that destinations those catchphrases, and utilizing a scope of different procedures to improve your arrangement. Government can likewise utilize SEO standards to advance recordings and pictures as well. A location blog can be helpful here as well, as it will give people a lot of new substance to advance with vital watchword utilization.

#### **4.8. Online Media Strategies:**

Online media platforms like Facebook, Twitter, and Instagram fill in as an ideal way to contact individuals and advance spots. In truth, the spot advertising systems on the proposal here are practically perpetual, from straightforward special posts, pictures, and video content, through to rivalries and surprisingly popular substance or images.

Moreover, most web-based media stages offer paid-to-promote openings, like notices or supported posts. These can support the permeability of web-based media advertising endeavors and can be focused on quite certain socioeconomics, which means the government can target individuals dependent on age, gender, area, and surprisingly their internet perusing propensities.

#### **4.9. Web-based Advertising Strategies:**

The data and information have assembled about guests and intended interest group can be utilized to educate internet publicizing. Utilizing this data, people can target search

publicizing to explicit areas, pay for show promoting on the correct stages and advance substance on outsider sites your intended interest group use.

Furthermore, re-advertising permits to contact individuals who have recently drawn in with the site, or DMO's online media channels. This enables the authority to help individuals to remember your objective, realizing that they have as of now recently shown interest, which can be incredible for urging them to focus on a visit.

## **Chapter 5**

Identifying some problems of Rangpur  
in case of promoting tourist spots in  
Rangpur district and provide some  
recommendation

## **5.1. Problems and Recommendations:**

### **5.1.1. Problems:**

5.1.1.1. Rangpur is an agricultural area. This region is far behind in terms of industrial establishment.

5.1.1.2. One of the major problems is communication. Communication takes 13 hours from Dhaka to Rangpur.

5.1.1.3. The intercity roads are also not in good condition to go to the spots.

5.1.1.4. There is a shortage of electricity in Rangpur.

5.1.1.5. People can't find the proper places to visit.

5.1.1.6. Waterlogging is a huge problem in Rangamati city. People get into a hassle because of it.

### **5.1.2. Recommendations:**

5.1.2.1. There may be different industrial policies for building industries. So industries should be set up for more people. By this many people will come there and this industrial advertisement this place can become more popular. So, entrepreneurs in the region will have to be subsidized. Garment factories can be set up here.

5.1.2.2. The highway needs to be upgraded to four lanes. The government needs to encourage investors in the region.

5.1.2.3. These roads should also be constructed as soon as possible.

5.1.2.4. This deficit must be eliminated. Because tourist will not be happy to the services of this area. The local government along with other private sectors should work together to solve this.

5.1.2.5. Local guide should be introduced by the local government.

5.1.2.6. Waterlogging can be repelled through a good drainage system.

## 6. Conclusion:

Bangladesh is one of the underdeveloped nations having a shortage of his account however they can expand their GDP, by offering pressure to the travel industry. From a, generally speaking, perspective, Bangladesh Parjatan Corporation is the only one-government supplier of the travel industry administration in Bangladesh, which rehearses present-day promoting ideas. Nonetheless, in some areas, they are lingering behind. There have a lot of opportunities to earn foreign and local revenue from this sector but this sector is ignored. The researcher has put forward some recommendations. If BPC follows these recommendations, in the long run, it will become a revenue-generating organization. Bangladesh has a lot of potential tourist destinations but it should do find out the exposure. In Rangpur, every spot should give more care and the government should take care of these spots. Otherwise, Bangladesh cannot income from this potential sector. Also, non-governmental organizations should encourage by the government to work together for the sake of the development of the tourism industry in Bangladesh.

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