Internship Report

On

"Exploring the Unexplored Sea Beaches in Chattogram District"

Submitted to

Mst. Khadijatul Kobra

Assistant Professor

Department of Tourism and Hospitality management

Daffodil International University

Submitted By

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Date of Submission: 11 June 2021

Letter of Transmittal

11 June 2021

Mst. Khadijatul Kobra

Assistant Professor

Department of Tourism and Hospitality Management

Daffodil International University

102, Sukrabad, Mirpur Road

Dhanmondi, Dhaka-1207

Subject: Submission of the Internship Report

Dear Sir,

With due respect and humble submission to state that I am **Ramiz Uddin**, is submitting my Internship Report on **"Exploring the Unexplored Sea Beaches in Chattogram District"**. For your kind consideration as a part of requirement in completing my BTHM program. The report contains present tourism status and future prospect about the sea beaches in Chattogram District.

I would like to express my heartiest gratitude for your kind cooperation and guidance in making this report informative and time oriented. There may have some unintentional mistakes and lapses. You are requested to consider those as excuses.

Thank You

Sincerely Yours,

Ramiz

Ramiz Uddin

ID: 171-43-264

Department of Tourism and Hospitality Management
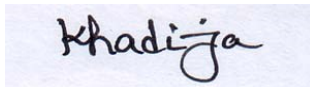
Daffodil International University

CERTIFICATE OF APPROVAL

This is to certify that the internship report **"Explore the Unexplored Sea beaches in chattogram district"** is prepared by **Ramiz Uddin.**

ID: 171-43-264 as a partial fulfillment of requirements of bachelor of Tourism & Hospitality Management (BTHM) at **Daffodil International University.**

The internship report has been carried out under my guidance and is a record of the bona fide work carried out successfully.

I wish all his success in life

Khadija

Mst. Khadijatul Kobra
Assistant Professor
Department of Tourism and Hospitality Management
Daffodil International University

DECLARATION

I herewith do earnestly declare that the extension bestowed in this Internship Report has been accomplished by me and has not been formerly submitted to any other University for an academic certificate.

The extension I have presented does not cleft any copyright.

I further commit to reimburse the University facing any loss or wreckage arising my cleft of the above obligation.

Yours earnestly,

Ramiz

Name: Ramiz Uddin

ID: 171-43-264

Department: Tourism & Hospitality Management

Acknowledgement

I would like to convey my sincere regard and cordial thanks to my respective teacher and director Mst. Khadijatul Kobra, Assistant Professor of Department of Tourism and Hospitality Management, Daffodil International University for his continual direction, encouragement, beneficial guidance, helpful comment during the course of study. I am also thankful to Mr. Abu Sufian (Editor of VROMON Magazine) for his direction, guidance, and encouragement. It was a comprehensive opportunity for me to work in the "VROMON Magazine" as a research member for six months under the supervision of Mr. Abu Sufian (Editor of VROMON Magazine). This project gives me an opportunity to relate my academic knowledge to my real-life experience. Last but not the list, my heartiest thanks and affectionate love to my family members for their support, patience, the sacrifice they showed to me during my study term.

Yours Sincerely,

Ramiz

Ramiz Uddin

ID: 171-43-264

Department of Tourism and Hospitality Management

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Abstract

This internship report is prepared based on details information about the unexplored sea beaches in Chattogram district. During internship program in the Research Wing of "VROMON Magazine", I have worked on the current and future prospects of tourism in seven districts.

From those my selected topic for intern report is "Exploring the Unexplored Sea Beaches in Chattogram District." These unexplored sea beaches should be explored by both domestic and international tourist. I have collected both primary and secondary data about Guliakhali, Banshbaria, Akilpur, Patenga, neval, Kattali, Khejurtala, Parki and Banshkhali sea beach.

In this report, I have described the current tourism situation and potentiality of these sea beaches. To collect the primary information, I have designed a structured questionnaire. 75 people were participated it and shared their valuable experiences with me. Secondary data were collected from internet, newspaper, YouTube vlog and so on.

The explanation was about each beaches regarding to visitor ratio, natural beauty, accommodation service, security issue, food facility, public washroom facility and recreational activities.

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Chapter 1: Introduction

1.1 General Introduction

The travel and tourism industry is one of the fastest-growing businesses in the world and an important source of income for some countries. The world of the travel industry is a constant wonder. It is a consuming pattern in every nation. This has changed the image of many countries and improved the economy and livelihood of the region from many perspectives. Where it has made a similar change by creating a region like Bangladesh. Bangladesh is a vast country, with lots of amazing reserves and uninterrupted general excellence, which is simply important and accessible. These regular performances are created by waterfalls, lakes, seas and beaches, opal and veal, wood and evergreen landscapes, and realize the true excellence of this country.

As another goal, Bangladesh has abundant streams, including abundant streams, archaeological sites, memorial sites, mosques and places of worship, sanctuaries, tea gardens, beautiful lakes, operative tracts, and natural people, beautiful long seas. Coast, deep backwoods, and unknown life are included. It is, of course, a small nation with many attractions for nature lovers. There are ordinary dwellings, our networks, societies, and organizations that fragment the movement and travel industry. Waterway standard for endless presence in the province. Travel offices and travel administrators play a key role in the growth of the travel industry of a nation. Today the movement and travel industry is the largest and most powerful enterprise on the planet. For the most part, a journey starts from one area and displays a drive towards the next. It usually refers to long-distance travel, short distance travel, foreign travel, residential travel, and various structures. Crucially, travel likewise includes both full-cycle trips and single-direction ventures. Later, the movement refers to various parts of the business, the wider support industry that caters to the needs and wants of people who have moved from one part of the world to another.

1.2 Origin of the Report

As a Bachelor of Tourism and Hospitality Management (BTHM) student, each student must pursue a practical direction in any organization to meet the requirements of the 04-month internship program. My place of the internship was "VROMON Magazine", where I worked as an intern for "Post Covid-19 Tourism Policy and Action Plan for Bangladesh 2020 By VROMON Magazine."

I have worked there as a part of the Research Wing of "VROMON Magazine" on the current tourism situation; gathered information about the new tourism destinations and prospects of tourism of seven districts of Bangladesh in this project of Travel Magazine. These districts are Chattogram, Narayanganj, Brahmanbaria, Sirajganj, Bagerhat, Kurigram, and Nilphamari.

To complete my bachelor's program, here I have selected unexplored sea beaches in Chattogram district. I learned about these beaches while working for "VROMON Magazine". I will describe in my report current tourism status and prospects of the sea beaches in the Chattogram district.

1.3 Objectives of the Report

The goals of the report are divided into 2 important sections, as they are the following:

- Broad Objective.
- Specific Objectives.

1.3.1 Broad Objective

The broad objective of this report is to represent the unexplored sea beaches in Chattogram district.

1.3.2 Specific Objectives

➢ To explain the experience of work under "VROMON Magazine".

➢ To learn more about the unexplored sea beaches in Chattogram.

➢ To identify the problems of sea beaches and analyzing the solutions.

1.4 Methodology

To set up this report I accumulated data and information from two different sources. The examination materials were collected from two sources:

- Primary Sources.
- Secondary Sources.

1.4.1 Primary Sources

Primary information has been collected from a questionnaire designed where 75 people participated. I have conducted a questionnaire survey about the present status and prospects of unexplored sea beaches in the Chattogram district.

- 75 participants shared their experiences in primary information.

- Some primary information has been collected from my previous experience.

1.4.2 Secondary Sources

Secondary information has been collected from government website, travel vlog, YouTube, website, newspapers.

1.5 Limitations of the Report

Nothing beyond the boundaries, I also had some limitations to prepare the report effectively. Below is a list of the main limitations most affected:

➢ I had to complete this report within a very short time that was not sufficient for investigations.

➢ Large-scale research was not possible due to limitations by the organization.

➢ Due to physical movement to the spots, non-availability of the most recent statistical data study.

➢ Due to the pressure of work, I could not focus more on my report.

Chapter 2: Organizational Part

2.1 History of VROMON Magazine

Travel Magazine VROMON is one of the leading and promoting travel and tourism media that is published from Dhaka, Bangladesh after in February 2003. Since then, Travel Magazine VROMON has been publishing its high-quality 100-page magazine with some special editions. Bilingual and trilingual languages. To undertake multi-dimensional and creative activities in the development of tourism as well as to promote, develop and expand tourism in Bangladesh.

Abu Sufian is the editor of Travel Magazine VROMON. He has nearly three decades of experience as a journalist, writer, academic, and TV program producer together in the field of interests.

2.2 Activities of VROMON Magazine

VROMON Magazine is working with its regular monthly publications to encourage readers to travel around the world with intellectual and creative initiatives with governments around the world and the private sector.

Tourism Research and Development (TRD), a branch of the tourism magazine VROMON, is involved in research, training, and education-based activities in the fields of tourism, hospitality, and aviation. TRD is working on the reconstruction of tourism in detail on "Post Covid 19 Tourism: How this crisis awaits Bangladesh's tourism and Bangladesh's economy on the verge" and how it can be implemented. To increase the domestic tourism of Bangladesh, Vromon magazine set a broad objective is that create a website where tourists can get information related to tourism destinations. More than 1400 tourist destinations information or data will be available on this website. By that, they are trying to promote Bangladeshi tourism around the country and world. A smart team of researchers from the VROMON Research wing presented their observations on the latest tourism situation in the country and

abroad, through collecting and analyzing relevant theories and data. The VROMON Research wing is currently conducting its full-fledged activities under the name 'Tourism Research & Development' or 'TRD'.

Chapter 03:
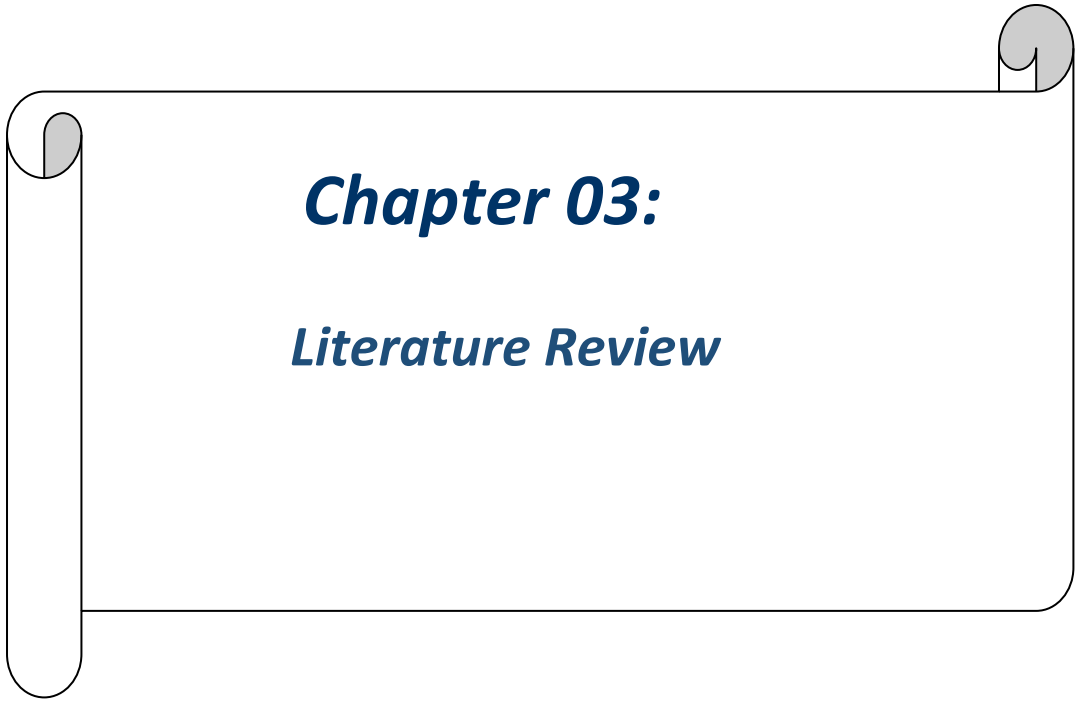
Literature Review

Literature Review

Tourism has become a major source of foreign exchange in Bangladesh. It is playing an important role to create job opportunities on a large scale. Bangladesh has become now another vacationer zone on the map of the world. The travel industry area in Bangladesh has been bit-by-bit developing from mid-nineties to till now. It has a great possibility to foster the travel industry area by applying new approaches and systems(Ullah, 2014). Nowadays, beach tourism destinations have received more attention around the world as a preferred vacation option. Likewise, it is also gaining popularity among tourists in the South Asian region. Bangladesh is a small riverine country in this region with high potential for coastal tourism(Hasan et al., 2020). The coastal region of Bangladesh covers 19 districts and is located near the Bay of Bengal. It is noteworthy that coastal tourism has great economic value(MD Sihabur Rahman, 2015). Beach tourism is one of the fastest growing tourist destinations where people can participate and enjoy 3S (sea, sun and sand)(Dr. Fency, 2018).The beach has long served as a source of inspiration, health, beauty, fun and entertainment. Apart from impressing the '3s' charm, the beaches offer a thrilling experience that might attract a repeat visitor(Ahmad et al., 2020). Although pleasant beaches have become natural and seemingly unavoidable, these were apparently developed through modern principles and rules of engagement. Sea and coast warning stories have a longer history than modern forms of travel(Danowitz, 2018). The disclosure of the ocean as a site for entertainment was joined by a change in the capacity and importance of the seashore. The situation of the seashore as an interstitial zone also, meeting place was reinforced. New was the attention on the seashore as a vague site for both manual work and recreation: fishmongers, gathering shells, horse riding or rowing(Ensel, 2018). There is a close connection between the advancement of beach tourism and the interest of the local community in beach tourism activities. The impacts of beach tourism are both positive and negative for every local area in light of the fact that simultaneously it carries advantages to the local people but devastatingly affects the local area(Dr. Fency, 2018). Many people prefer to spend their vacation at the beach destination because they want to relax, escape and take part in seaside recreation. However, the rise in travel and tourism has increased pressure on primary tourism resources, including beaches, threatening related economic, recreational, natural and aesthetic resources. These trends have significant consequences for beach management, which is currently primarily concerned with satisfying user expectation. Beach managers around the world have been criticized for inappropriate beach management strategies that ignore the beach

environment or do not include appropriate conservation measures(Dodds & Holmes, 2019). Numerous coastal destinations in developed countries have moved towards a more sustainable approach to tourism development(Goffi et al., 2020). The five criteria (the "Big Five") are of paramount importance to coastal visitors: safety, facilities, water quality, no litter and landscaping. Protection refers to the presence of lifeguards, especially on urban beaches and in various hazards. Facilities indicate the presence of restrooms, toilets, bars, access ramps, etc(Giorgio et al., 2018). There is a great opportunity to develop coastal and maritime tourism as an aspect of utilization in the management of natural resources. But we also realize that the challenges we face are advancing community potential through community participation around empowerment and development. Ecotourism is defined as a journey that nurtures the environment in a natural way and maintains the welfare of the local people. Ecotourism should therefore ideally provide jobs for local residents, especially through locally owned companies and managed by local residents(Edy et al., 2019). Many tourism strategies aim to influence visitors' attitudes toward destinations, and marketers can use visitor approaches to assess the success rates of those strategies. Beach tourism plays an important role in meeting the needs of the visitors. Beaches also contribute significantly to the economy of the regions(Martin et al., 2019). The travel and tourism sector contributed to 10.4% of global GDP and 9.9% of global employment in 2011(Nobi & Majumder, 2019). The study about Economic Impacts of Beach Tourism at Florida and Palm Beach County, the research revealed that almost 50 billion USD in sales added Florida economy. It was higher compared to the previous year, 40 billion USD (2011). The number of jobs created in 2012 was increased, the state investment in beaches has an excellent economic recovery strategy and the beach tourism is more popular in 2011 and 2012. 73.0million USD is the direct spending from beach visitors in Florida State. The state generated 3.3 million USD in state sales tax revenues(Stronge, 2004). The sector contributes 4.3% of GDP and 3.8% of total employment in Bangladesh in terms of GDP and Employment (World Travel and Tourism Council [WTC, 2018]). This shows a positive development as compared to the past, it is clear from the global situation that the country is yet to utilize its full potential. In particular, the large-scale development of coastal and maritime tourism is possible in this country focused on the vast coastal and maritime territories owned by the country(Nobi & Majumder, 2019).
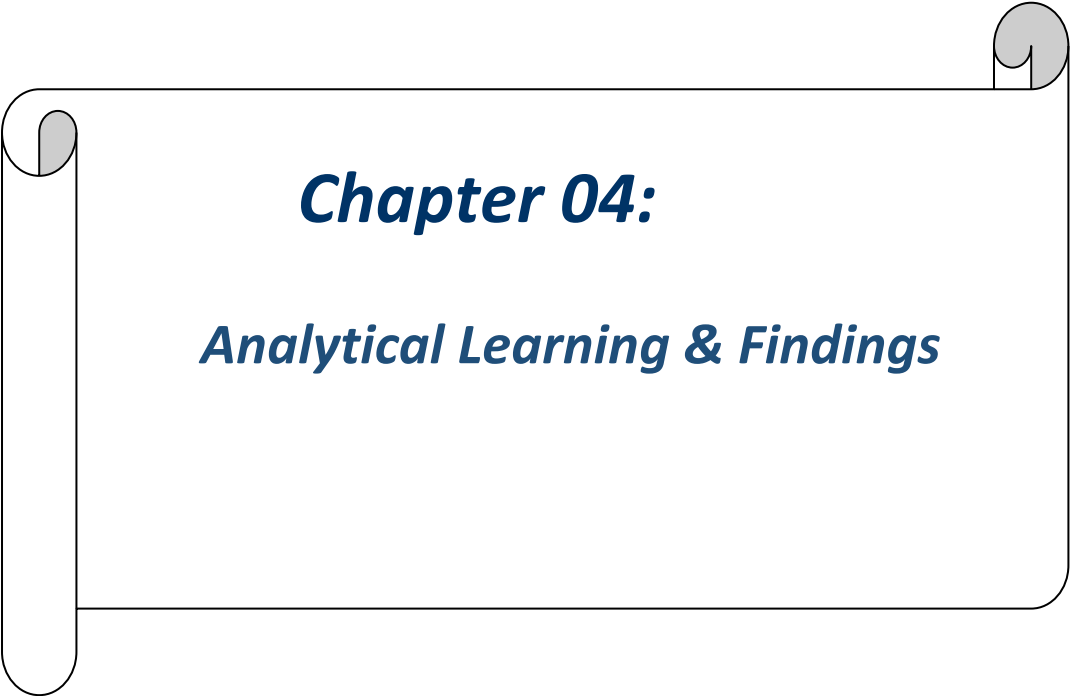
Chapter 04:

Analytical Learning & Findings

## 4.1 Brief Description about Natural Attraction of the Sea Beaches

4.1.1 Guliakhali Sea Beach

The beach Located in Sitakunda Upazila in the Chattogram district. To the locals, this beach is known as Muradpur Beach. It is 5 kilometers away from Sitakunda Bazar.

Guliakhali beach is an extraordinary beach in Bangladesh. Because on one side there is the water of the horizon and on the other side the wide middle of the green grass. Keora Jungle makes this beach even more unique. The roots of the Keora tree can be seen around the canal flowing through the Keora forest. This forest has gone far beyond the sea. An environment like waterlogged forests and mangrove forests are found here. All these have made the beach more attractive for tourists, which could be a destination with the possibility of tourism soon.

4.1.2 Banshbaria Sea Beach
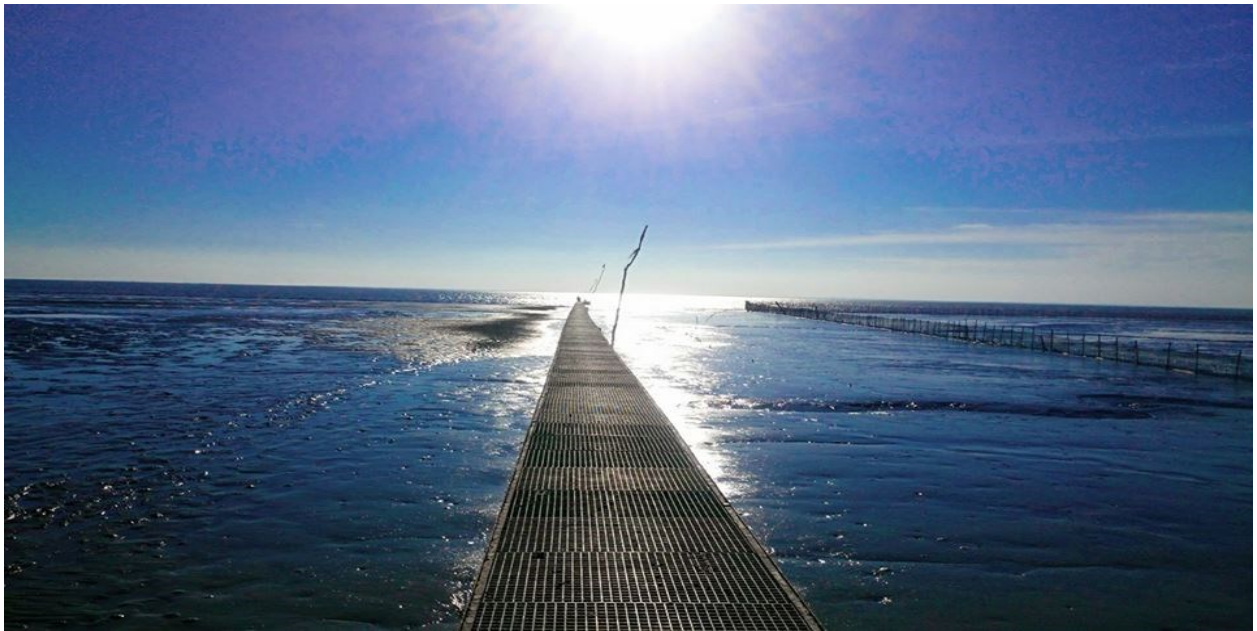
Banshbaria sea beach Located at Banshbaria Bazar, Sitakunda, Chattogram District. Banshbaria Bazar is a small market that is situated about 20 km north of Chattogram city on the Dhaka-Chattogram highway.

The most interesting thing about Banshbaria beach is watching the sunset there so many tourists usually go there afternoon. Countless people flock here every day just to watch the sunset. After playing with clouds and sunshine throughout the afternoon, the mesmerizing view of the setting sun will make the evening here unique as the horizon spreads its colorful hues towards the vast sea. There is an iron bridge, through which tourists can walk over the sea. This is what attracts the most tourists. Tourists can also go around by speedboat if they want. When tourists enter the seashore, they can see a date garden. When anyone goes in the winter morning, can get the date juice freshly taken from the tree.

After walking, a long way north along the beach, a canal will fall. Seawater comes directly from this canal. The beauty of the canal is also eye-catching. This canal separates the two parts of the beach. On the other side of the canal, there are rows of trees like a mangrove forest, and in front of it; there are high and low lands of green grass. Perfect place to picnic. On this side is the Zhou forest on the north side. The Zhao forest is mixed with pieces of soil broken by the waves. Which look a lot like small big green hills.

Because of social media, the popularity of this place increased in 2016-2017. In the middle of 2016, due to some accidents, the status quo prevailed for some time, but later the number of tourists gradually increased. Rows of Zhou trees, waking up green grassland, picnic spot facilities all add up to this beach is now one of the tourist attractions of Sitakunda.

4.1.3 Akilpur Sea Beach

Akilpur beach is a beach located in Sitakunda Upazila. Kumira Ghat is located next to this beach. From here people go to Sandwip through the Sandwip canal.

This beach is located next to Nimtala village in Sitakunda. Earlier this area was scary. Especially due to cyclones and tidal surges. Because the water would rise a little here. However, the government has built a dam here. Moreover, rows of trees have been planted on the side. As a result, beauty has also increased now. Many people come here every day. There are also toilets and various shops for tourists.

Once, AkilPur village in Ward 9 of Banshbaria Union was a neglected area prone to cyclones and tidal surges. Blocks are set up around the dam, rows of trees are planted around the dam to introduce people to nature and people can enjoy the unique beauty of nature, so that

tourists do not have to worry and travel without any problems. Also, normal toilets have been set up, and for all this, the number of tourists visiting Akilpur beach is increasing day by day.

4.1.4 Patenga Sea Beach

Patenga Beach is one of the most popular beaches in Bangladesh. Patenga beach is a popular tourist destination in the port city of Chattogram on the banks of river Karnafuli. Patenga is located 14 km south of Zero Point in Chattogram city.

With the increase in the number of beach lovers, the various facilities of beach travel have started to increase. There are speedboats to spend some time at sea. There are sea bikes and horses for sightseeing.

This Patenga beach has taken a new look. A five and a half kilometer walkway has been constructed for walking on the beach. Flower gardens along the shore. There are small resting chairs and colorful stones. Construction of children's ride is underway. Seating, walkways, and green gardens have been provided. The number of visitors to Patenga beach has increased more than before. The atmosphere is glistening with night-lights. The previous environment has completely changed.

On the one hand, the first tunnel in South Asia is being built with the seafloor. A 16 km long city outer ring road is being constructed in the area adjacent to this tunnel. Although the ring road has not been officially opened, crowds of beauty lovers are already flocking to enjoy the magnificent view of the sea. Attendance of men, women, and children from afternoon till late night. The evening atmosphere will be the best here. This enchanting view of the sunset in the evening will fill the minds of the tourists in a different way.

4.1.5 Kattali Sea Beach

Kattali beach is a beautiful and secluded beach. It is located in the South Kattali ward of Pahartali police station, some distance from Chattogram city. Though some people in Chattogram know about it, tourists from outside do not know much about it. Another name for this beach is Jalepara beach. Fresh fish is available here in the morning. It is easily accessible from Chittagong city by the toll road. The beach can also be reached by passing the Zahur Ahmed Chowdhury Stadium, the only international cricket ground in Chattogram. The name of this place is Sagarika beach. The natural beauty, the gentle breeze, the sampan boats, the fishermen's fishing, and their way of life are fascinating. The Port Connecting Road from Chattogram Port to Fouzdarhat is easy to reach.

This beach is an ideal travel spot for those who come to watch the game at Zahur Ahmed Stadium. The natural beauty, gentle breeze, sampan boats, fishermen's fishing, and their way of life fascinate the tourists. It is best to see a lot of birds in the Keora forest here. A day can be spent sitting inside this Keora forest and listening to the gentle breeze and roar of the sea.

Moreover, the sunset will enchant. There is a fishing ground very close to the beach. Fishermen fishing and their way of life will fascinate tourists.

The green beach of Uri grass, the mangrove forest, the crooked canals, the flocks of birds, the dinghy boats, the fishing nets all combine to make this a perfect picture painted on the chest of imagination. In the evening, the ships shine like stars in the sea. The biggest attraction of this beach is its serene majestic beauty. The evening silence on this secluded beach can take a tourist deep into meditation.

4.1.6 Neval Sea Beach
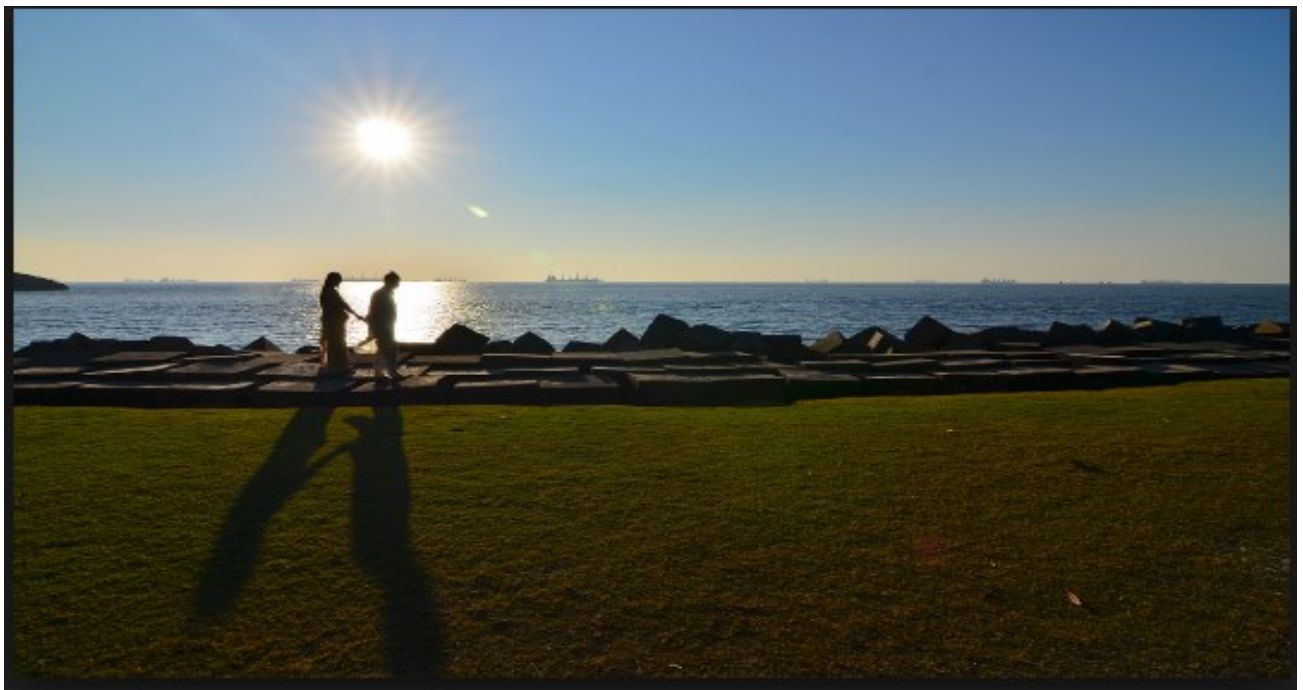
Chattogram Neval Beach invites tourists. The estuary of Karnafuli and the Bay of Bengal is known as Neval Beach in Chattogram. This spot in front of Hazrat Shah Amanat (RA) International Airport east of Patenga beach has been popular among the people of Chittagong for a long time. The Neval area became more magical in the evening in the light of the ship and the industry on the other side.

At night, the beauty of Karnafuli and the estuary of the Bay of Bengal are different from the Neval Beach on the banks of Karnafuli adjacent to the Neval Academy. Naval Beach is abuzz

with tourist noise till midnight. Neval is a great place to spend an afternoon or fall evening in Chittagong. It is actually a road on the banks of the river from where the river and huge ships can be seen. The ships are very close. Moreover, there are beautiful walls along the riverbank to sit on.

4.1.7 Khejurtala Sea Beach

Khejurtala beach is very unfamiliar to many people. If one compares the beauty of the many beaches of Chattogram city, Khejurtola beach is one of them. The beach location is at Steel mill market in Chattogram city.

The real beauty of Khejurtala Beach is found in the very early morning and late afternoon. It is like seeing the beauty of this beach in the afternoon! The reddish hue of the twilight sun turns the whole beach golden, like a supernatural beauty. At Khejurtala beach, tourists can feel the environment like Patenga and Naval at the same time. Tourists can hang out on the rocks of the dam or enjoy the natural surroundings while walking along the green grass-covered shores.

Features: After the evening, no sound can touch a tourist except the sound of the waves crashing on the shore and the sound of the wind. The shimmering lights of hundreds of fishing boats scattered across the ocean and the sodium light of ships in the distant sea will take to another world. It is like an impeccable scene of standing still in the great age. The moments spent here will make the mind calm.

From the beach can also reach Jelepara beach in half an hour by walking south from Khejurtala. The atmosphere of this place is completely different. A place in the business of Jelepara. There can see some fishermen weaving nets, some repairing boats, or some fishing, selling, or drying. This diverse lifestyle of fishermen will fascinate a tourist. Tourists can also buy fresh hilsa, shrimp, or other marine fish from here at a low price.

4.1.8 Parki Sea Beach

Parki beach is located at the estuary of Karnafuli River in Barshat union of Anwara Upazila. The stunning natural beauty of Parki Beach has already been able to attract tourists from home and abroad. It takes 30 minutes to cross the Shah Amanat Bridge over the Karnafuli

River and reach the beach by road past KPZ, Kafco, and CUFL. Officially, no tourist center has been set up here yet. There is a huge potential to create an attractive tourist area around this beach.

On the way to Parki beach, tourists will see here a different scene. Tourists will see small hills along the paved path. Views of Chittagong Urea Fertilizer Limited (CUFL) and Kafco will also be seen. The new bridge built on the river Karnafuli in the shape of a pleasure boat will catch the eye. It will give extra joy to anyone traveling. 1 km before entering the beach, here will see rows and rows of trees, green desert, and fish enclosure can be seen. Many people want to see the fish enclosure with their own eyes and going to Parkirchar will catch the eye. The beach has a lot of Zhao trees and Zhao forest like Cox's Bazar beach. Fishermen will be seen fishing on this huge beach covering a distance of 13 km. Moreover, tourists can also go to Parky Beach by the river. From the Neval Academy in Chattogram or the airport area, by crossing the Karnafuli River reach to the Parki Char.

Parki Beach has been a name for a long time. Every year in winter, the whole desert becomes a tourist hotspot on that beach. Hundreds of tourists flock go to Parki Beach every day to enjoy the roar of the sea and the mingling of the waves and the blue water of the sea. From here, tourists can enjoy the sight of red crabs roaming the beaches or the anchors in the deep sea, or the rows of small and big ships sailing on the sea.

Coconut and betel trees grow naturally on the shores of the beach. Moreover, if a tourist towards the sea, the whole sky seems to be bowing in the sea. As if kissing the water of the sea with absolute compassion. Hundreds of tourists visit Parki Char Beach every day to enjoy this beauty.

Along with the beach, many shops and food stalls have sprung up in the shade of Zhao forest. With this, security measures have been strengthened. There are also speedboats for cruising the sea, sea-bikes, and horses for cruising along the coast. For this, of course, a tourist must have to calculate the fixed fare as per the hour.

4.1.9 Banshkhali Sea Beach

The beach 40 kilometers away from Chattogram city. It covers an area of 36 km long. Chanua, Gandamara, Saral, Baharchara, Khankhanabad of Banshkhali are arranged on the banks of the Bay of Bengal. Banshkhali is the second largest beach in Bangladesh after Cox's Bazar. The palm trees on the beach are lined with palm trees and dense palm wood. The flowing word captivates the traveler. At the border of the sea, amazing natural light will take the minds of travelers into the world of isolation. Here a swarm of white grunts loses all ability to move from west to east in the sea blue. Eventually, the light red circle above the sun in the seawater gradually became cloudy. This red railing sun presents a wonderful pleasure towards the western sky. The beach at Banshkhali has achieved its unique glory with a mixture of intense sun color in the elements of the sky, blue waters of the sea, long coastline, and dense green wood colors near it. This scene will likewise contaminate the imaginary brain flashes.

The best attraction here is the red crab. If a traveler goes to the beach very early in the day, you can see the excitement of red crabs. Looking at the red crabs on the wet sand of the sea, it seems that this is a convenient route. These red crabs have spread the edges of the sea. From here, one can appreciate the grandeur of a dazzling evening. The Kutubdia channel is close to the sea, and the Kutubdia Island is close to it. The beach here is much wider than that of Kuakata or Cox's Bazar, though some part of the beach shrinks during the rainy season.

The hilly areas and the fertile plains adjoining the coast can be seen side by side in the same courtyard. As this beach is much quieter than other beaches, tourists come to this beach to enjoy the sweetness of the evening by breaking the shore and floating in the sea.

4.2 Analysis & Findings

While working under "VROMON Magazine", the study had found some unique tourist places in Chattogram district. Sea beaches are also included in these unique places. Most of the beaches have not been promoted or not explored by the tourist yet. About exploring these unexplored sea beaches in Chattogram, here the recent information are shown as primary data collection. Secondary data about the beaches were collected previously. Now, these statistics will show the recent information of tourists according to the findings and analysis. The results of the survey are presented according to the questions, asked to the participants with the help of a structured questionnaire. The results of the survey are presented according to the responses of a structured questionnaire by the participants.

Q1: How many people have visited all the sea beaches of Chattogram district?

The sample of the present study about participates are 75 visitors. Here, most of the vacationers had visited 3 to 4 beaches. Majority of the visitors are young adults who ages in between 16 to 30 and students.

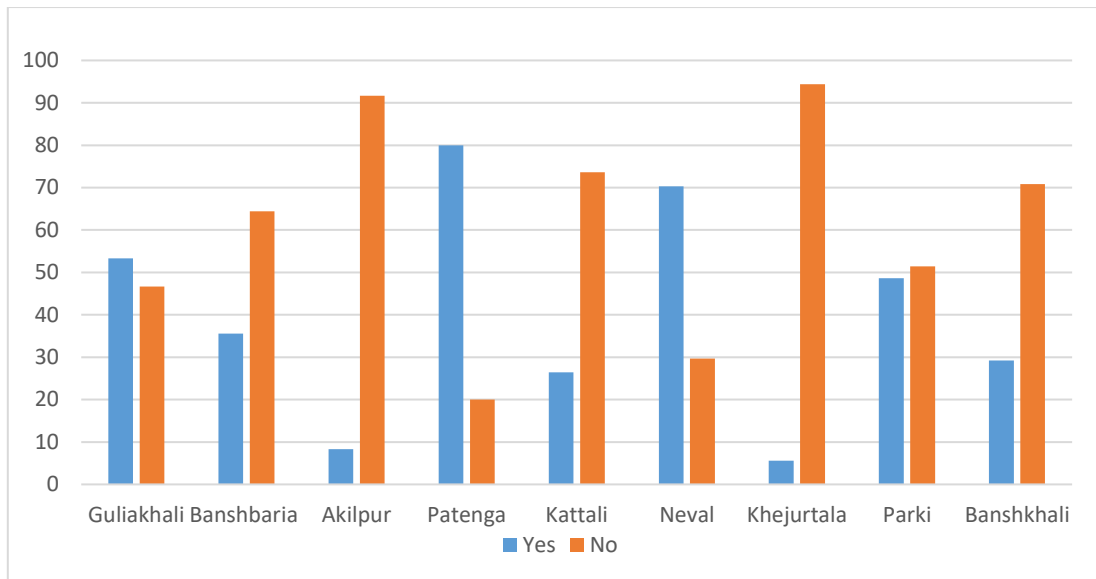| Name of Sea Beaches	Yes (%)	No (%)
Guliakhali	53.3	46.7
Banshbaria	35.6	64.4
Akilpur	8.3	91.7
Patenga	80	20
Kattali	26.4	73.6
Neval	70.3	29.7
Khejurtala	5.6	94.4
Parki	48.6	51.4
Banshkhali	29.2	70.8

Table 4.2.1: percentages of visitors

Figure 4.2.1: Percentages of visitors

Comments: From the above graph, it notifies that most of the visitors had visited Patenga and Neval Sea beach. The percentage of visitors in Akilpur and Khejurtala sea beach are respectively 8.3% and 5.6%, which are the most unexplored among the sea beaches in Chattogram District. About 90-95%, people even do not know much about Khejurtala and Akilpur Sea beach. Due to lack of publicity, development, recreational activities and other infrastructural facilities, most of the beaches are still unknown to the actual beach lovers or tourists. Banshkhali is the second largest sea beach in Bangladesh. However, most people do not even know about this beach. Statistics show that only 30% of people have visited this beach. It is the unexplored ones'. People are being deprived of the beauty of this beach.

Q2: Reponses about Natural Beauty of the Beach.

Here is the statistical data about the natural beauty represent each beach.

Name of Sea Beaches	Outstanding (%)	Satisfying (%)	Average (%)	Below Average (%)
Guliakhali	50	47.4	2.6	0
Banshbaria	44.4	51.9	3.7	0
Akilpur	28.6	57.1	14.3	0
Patenga	36.1	45.9	13.1	4.9
Kattali	38.9	30.3	22.2	5.6
Neval	55.8	38.5	3.8	1.9
Khejurtala	75	25	0	0

Parki	46.9	37.5	15.6	0
Banshkhali	52.4	38.1	9.5	0

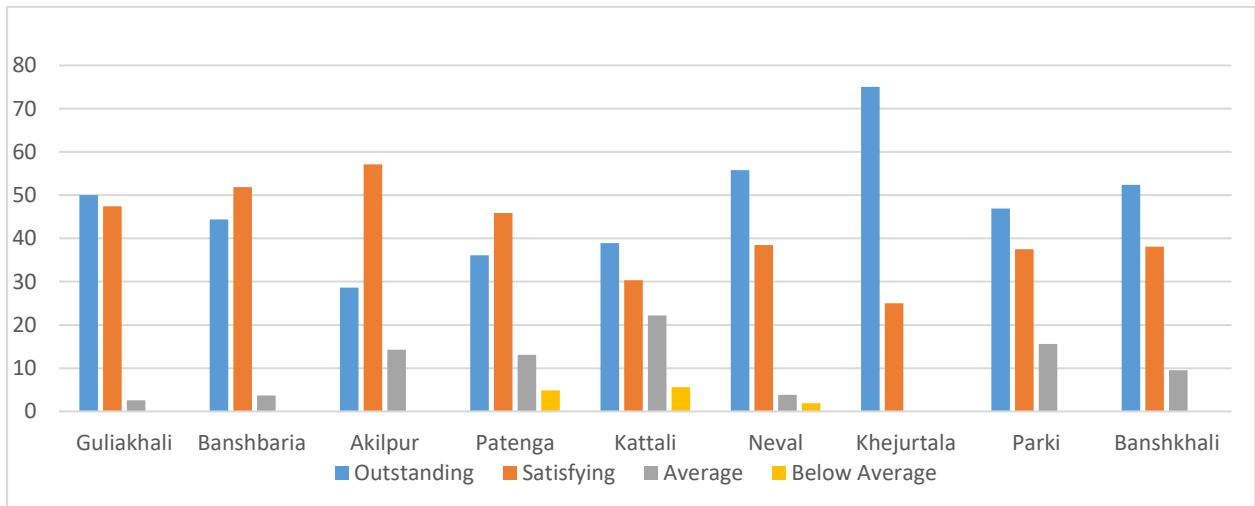Table 4.2.2: About Natural beauty

Figure 4.2.2: About Natural beauty

Comments: From the above graphical presentation, it is an evident that Neval, Guliakhali, Khejurtala, Banshkhali these beaches have the most natural beauties compared to others. About Neval, tourists think that it is a satisfying place and is quite popular than any other sea beach of Chattogram. Guliakhali and Khejurtala have unique natural beauty. Most tourists consider these beaches as mind-blowing because of their natural beauty. Patenga is the most visited sea beach in Chattogram, and the rearrangement has made it more attractive than past. However, analysis and statistics show that each beach has unique natural characteristics that can make a tourist's mind refresh and give a psyche feel.

Q3. Opinion about accommodation & security facilities.

Accommodation is one of the most significant factors in tourism. However, most of the sea beaches do not have accommodation facilities adjacent to the beach.

Same goes to the security system. People do not feel secure to stay on the beaches after sunset because most beaches do not have any security service available.

Name of Sea Beaches	Outstanding (%)	Satisfying (%)	Average (%)	Below Average (%)
Guliakhali	2	12.5	45	37.5
Banshbaria	3.7	18.5	44.4	33.3
Akilpur	28.6	28.6	42.9	0
Patenga	13.3	28.3	50	8.3
Kattali	15.8	15.8	42.1	26.3
Neval	25.5	25.5	41.2	7.8
Khejurtala	75	25	0	0
Parki	12.5	21.9	43.8	21.9
Banshkhali	19	19	47.6	14.3

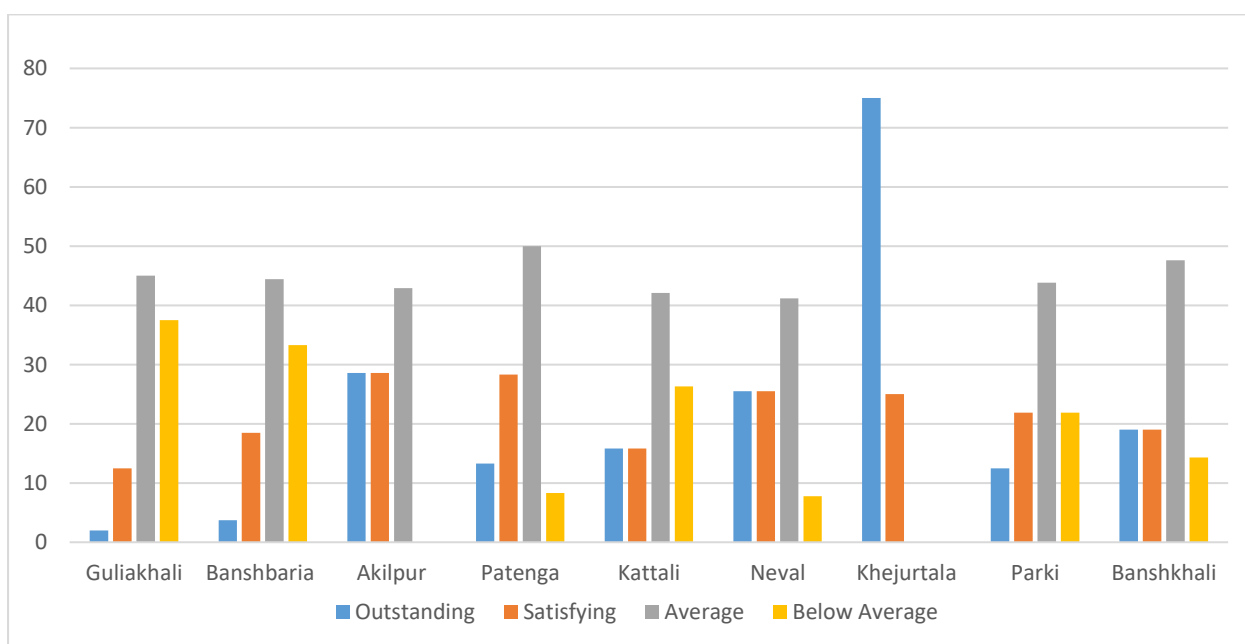Table 4.2.3: Accommodation & Security Facilities

Figure 4.2.3: Accommodation & Security Facilities

Comments: After analysis, it is found that in most beaches do not have any accommodation facilities in the beach area and thus the tourists have to walk back a long way from the beach area. As accommodation facilities do not exist here, tourists do not feel secured in the beach area after evening. Besides, they do not get any security help. However, security services are only available in Patenga sea beach but the others remaining unsecured. For a camping trip,

security is one of the most important element that is required to be provided. Beach camping is too much popular in other countries. But here, due to security issues, tourists do not feel safe enjoying beach camping.

The above statistics exhibits that there is no accommodation arrangement available at Guliyakhali, Banshbaria, and Akilpur Sea Beach. At Sitakunda Bazar, there are some hotels where tourists can stay even at low prices. In order to stay in a convenient hotel, tourists have to move to Chattogram city.

Same goes for Banshkhali and Parki sea beach. Tourists have to move to Chattogram city for getting better accommodation services. Recently a development project, Parjatan Complex, has been planned around Parki Sea Beach. Accommodation facilities and other exciting facilities will be available in this project.

The beaches are located in the heart of Chattogram city; it is not difficult to stay here. There are many good quality hotels in the city. "Butterfly Rest House" is a very nice place to stay, near the Patenga and Neval sea beach. Besides, there are numerous quality hotels in Chattogram city.

Q4. Opinion about seafood & food facilities.

People want a well-organized food facility on visited beaches. Most people fond of seafood because of its appealing taste & texture. On some beaches, seafood is not available; people visit sea beaches to taste the local food.

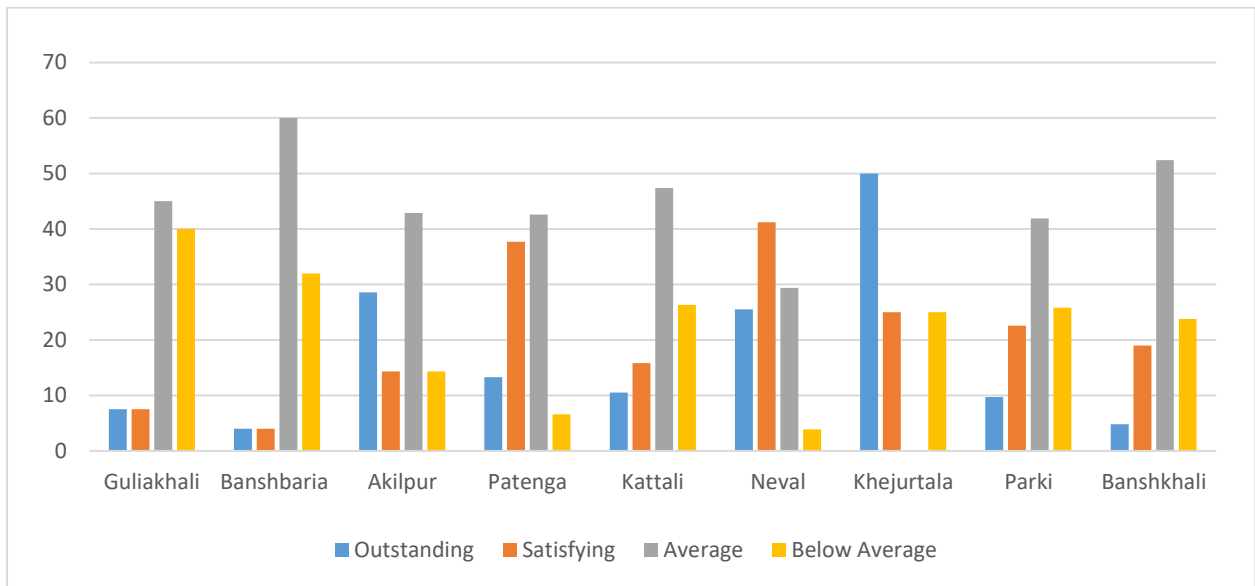| Sea Beaches	Outstanding (%)	Satisfying (%)	Average (%)	Below Average (%)
Guliakhali	7.5	7.5	45	40
Banshbaria	4	4	60	32
Akilpur	28.6	14.3	42.9	14.3
Patenga	13.3	37.7	42.6	6.6
Kattali	10.5	15.8	47.4	26.3
Neval	25.5	41.2	29.4	3.9
Khejurtala	50	25	0	25
Parki	9.7	22.6	41.9	25.8
Banshkhali	4.8	19	52.4	23.8

Table 4.2.4: Seafood & food facility

Figure 4.2.4: Seafood & food facility

Comments: Unfortunately, seafood is only available in Patenga and Neval sea beach. There are a wide range of street food available in Patenga and Neval Sea Beach. Also alluring foods are available, such as fried seafood, including fried onions, pickles and so on. In addition, fast food items are also available in the food courts for dining. The competition here is very high in the food chess. The most popular and must try item here is "Fried Crab".

On the other hand, hardly any local quality food or seafood is available in the other beach area. When people move to a new tourist spot, they want to get a taste of local food. Therefore, it is found that except from Patenga and Neval, any quality food is not available.

Q5. Communication system (by road) from Chattogram town to the sea beaches.

Communication plays a vital role in the tourism sector. A better communication system helps to increase the tourism for the destination.

Sea Beaches	Outstanding (%)	Satisfying (%)	Average (%)	Below Average (%)
Guliakhali	7.5	37.5	52.5	2.5

Banshbaria	3.7	37	51.9	7.45
Akilpur	28.6	14.3	42.9	14.3
Patenga	33.3	41.7	20	5
Kattali	21.1	36.8	36.8	5.3
Neval	35.3	49	15.7	0
Khejurtala	75	25	0	0
Parki	21.9	34.4	28.1	15.6
Banshkhali	14.3	28.6	42.9	14.3

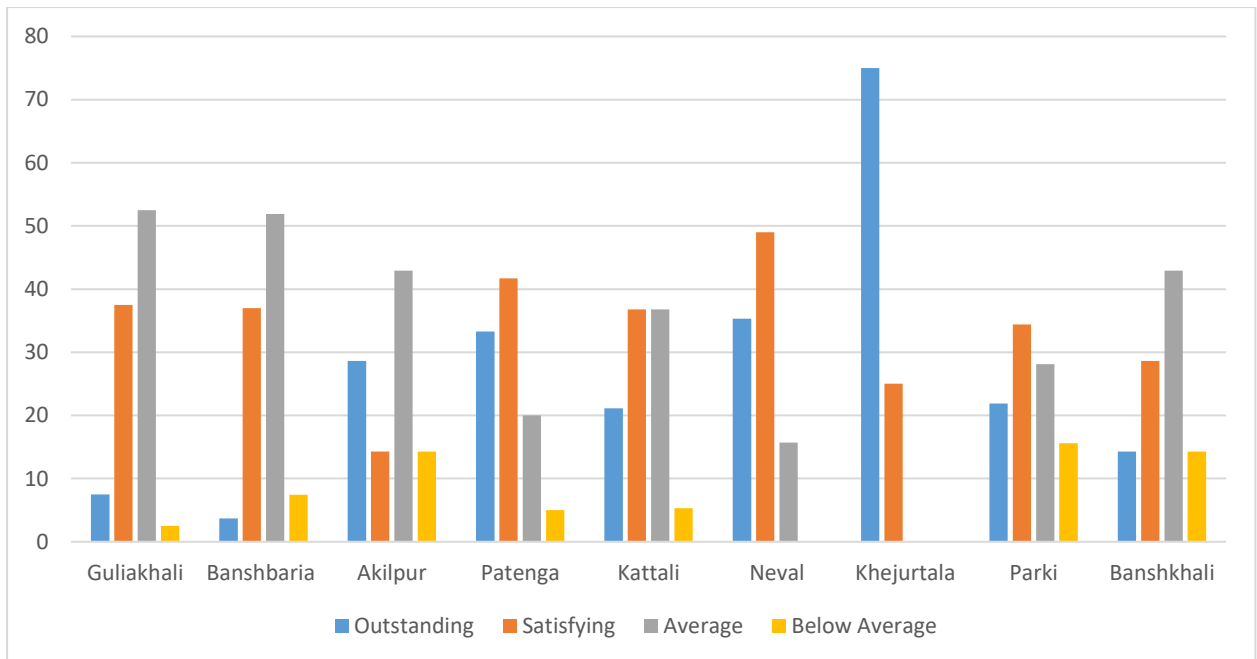Table 4.2.5: Communication (By Road) Facility

Figure 4.2.5: Communication (By Road) Facility

Comments: Almost, the communication system (by road) is average for every beach. Beach that is located in Chattogram city, has better communication system than other beaches located in out of Chattogram city. Unfortunately, most of the tourists have to face problems travelling to Guliakhali Sea beach. The road is not too wide, not that much developed, and the vehicle is not that available in the beach area. They have to book a vehicle from Sitakunda Bazar for a round trip. It costs the tourists extra as waiting charges while staying at the beach.

Not only Guliakhali but also for other beaches, tourists have to depend on local vehicle service from the specific Bazar area.

Car parking service is not available at most of the beaches. Recently in Patenga, arrangement for beach parking is going for 600 cars. The road for car parking will be between the tunnel and Beach Road. Now, the main road to the beach is being widened by 60 feet. All vehicles will enter and exit through this road.

Q6. Behavior of the local people

Local people of any tourist destination have a great impact on tourism. Tourism can change the lifestyle of local people. Local communities are considered as an important resource in tourism development as it interacts with their activities.

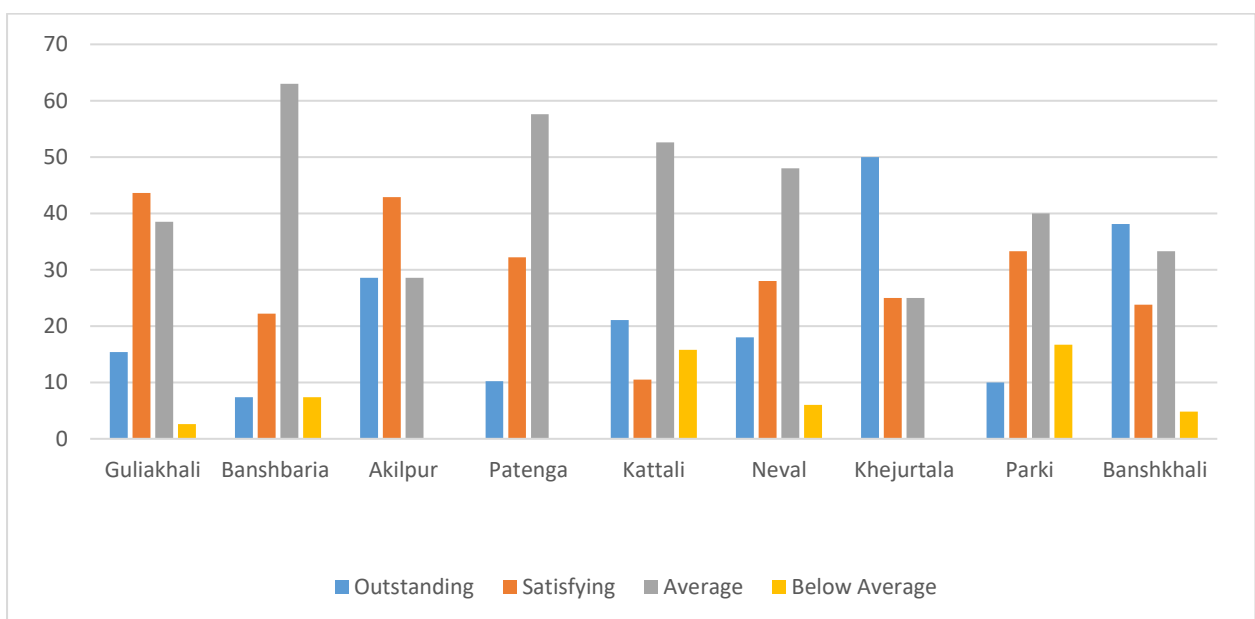| Name of Sea Beaches	Outstanding (%)	Satisfying (%)	Average (%)	Below Average (%)
Guliakhali	15.4	43.6	38.5	2.6
Banshbaria	7.4	22.2	63	7.4
Akilpur	28.6	42.9	28.6	0
Patenga	10.2	32.2	57.6	0
Kattali	21.1	10.5	52.6	15.8
Neval	18	28	48	6
Khejurtala	50	25	25	0
Parki	10	33.3	40	16.7
Banshkhali	38.1	23.8	33.3	4.8

Table 4.2.6: Behavior of the local people

Figure 4.2.6: Behavior of the local people

Comments: From the graphical representation, it is clear that on most of the beaches behavior of local people is hospitable. Local people are considered as an important resource in tourism development as it interacts with their activities. In most places, local people show respect to the tourist and help them except a few.

Q7. Washroom facility

Public washroom facilities must be established in any tourist destination. In other countries of the world, especially in developed countries, standard public washroom facilities are available in every tourist destination.

Name of Sea Beaches	Standard (%)	Average (%)	Poor (%)	Not Available (%)
Guliakhali	0	0	45	55
Banshbaria	0	0	52.9	47.1
Akilpur	0	0	50	50
Patenga	3.8	46.2	34.6	15.4
Kattali	0	14.3	14.3	71.4
Neval	5	35	20	40
Khejurtala	0	0	0	0
Parki	5.6	22.2	44.4	27.8
Banshkhali	0	0	71.4	28.6

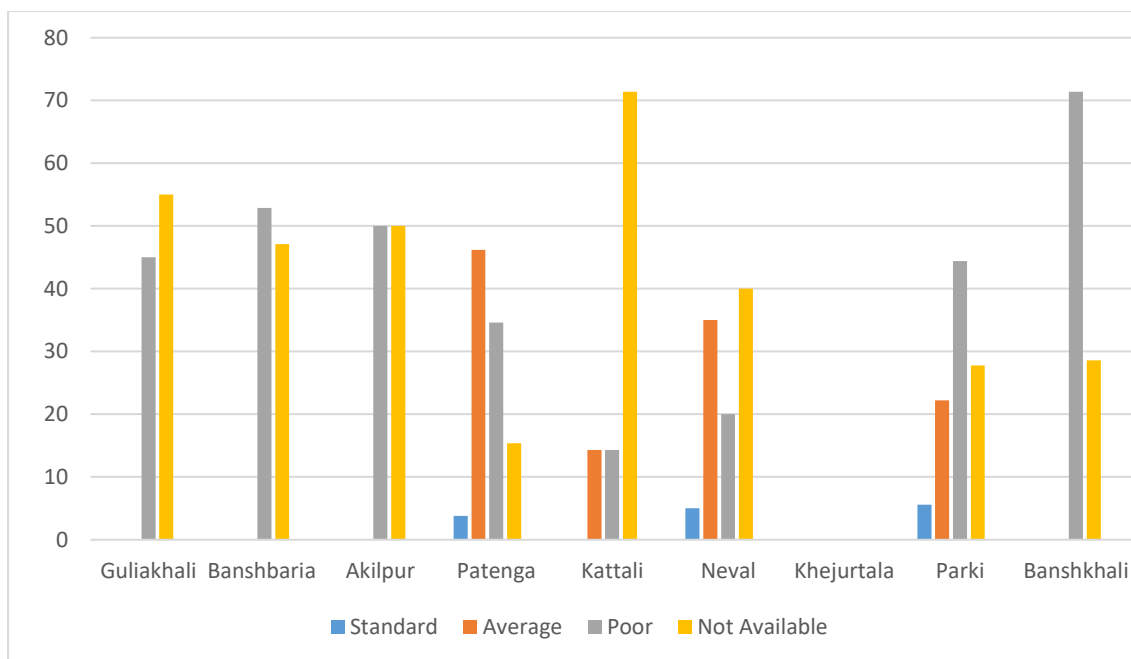Table 4.2.7: Public Washroom Facility

Figure 4.2.7: Public Washroom Facility

Comments: From this statistics, it is showing that public washroom facility is not available in the most beach area. Though it is available on some beaches but not up to the mark.

Only on Patenga sea beach, separate washrooms are available for both men and women at the entrance of the beach. In Gulikhali, there is no toilet or bathroom facilities available around the beach. A few are existing in the Sitakunda market, which is inadequate and unsafe compared to the need. In Banshbaria sea beach, there is only a washroom and two bathrooms on this beach, which is inadequate and unsafe for the tourists.

In other beaches, there are no public washroom facilities available, which is one of the biggest problems for tourists.

Q8. Recreational Activities in the Beach

Sea beach is a place where blue water and sky meet. This beauty attracts tourists and tourists go there to enjoy and feel this beauty. By the time, many recreational activities are increasing around the beach area. Tourists are also excited to enjoy recreational activities. Because these type of activities can give a tourist refreshment.

Among the beaches in Chattogram, recreational activities are available only in Patenga and Parki sea beach. Speed boat and horse riding facilities are available on these two beaches. Tourists are being deprived of recreational activities in other sea beaches in Chattogram.

Chapter 05:

Recommendation, Conclusion & References

5.1 Recommendation

These nine sea beaches can be huge potential for domestic tourism as well as for international tourism. To attract more tourists and make these beaches more tourism-friendly, some initiatives are required to be taken. However, as a learner or tourist, there are some humble recommendations for the policymakers that may assist them in the future to make sea beaches of Chattogram more attractive, beautiful, and tourism-friendly. Some suggestions and recommendation are given below:

5.1.1 Guliakhali Sea Beach

Government initiatives are essential for the management, security and development of tourist destination resources. The number of tourists visiting Guliakhali Sea Beach is increasing day by day due to the promotion of natural beauty and mass media. In that case, government cooperation is essential for the development of communication system, car parking system, public toilet facilities and overall safety features for tourists, environment, food system and residential management as well. Some initiatives needs be taken to solve the complication of mud water which hinders the tourists reaching green grass of Guliakhali Sea Beach. Working on an alternative way like building a bridge or any other way of crossing, will alleviate the difficulties of the tourists.

5.1.2 Banshbaria Sea Beach

This beach needs to be brought under the purview of the government's tourism ministry as soon as possible. Since it has become a favorite place for domestic tourists, soon the place will be crowded with foreign tourists as well as. As it is located on the side of Dhaka-Chattogram highway, easy to visit and many tourists come here for refreshment. Arrangements should be made for the deployment of tourist police in the interest of the safety of tourists, as well as ensuring safe food, accommodation, washroom facilities, and cleanliness. Roads should be developed in the interest of safe communication. There have already been fatalities on the beach, so the risky areas should be marked with a red cloth to prevent the tourists going anywhere near the danger. With the proper initiative, this beach will be known as a place of safe travel destination for the tourists.

5.1.3 Akilpur Sea Beach

This beach, full of extraordinary beauty, still needs a lot of infrastructural development. Like the rest of the beaches, there are not enough facilities for tourists. Communication system, car parking system, public washroom, and overall safety of tourists, ecology maintenance, foods and accommodation facilities should be ensured for the development of tourism.

5.1.4 Patenga Sea Beach

Many development projects have already been undertaken around this beach to make it more attractive. Even then, tourists outside the Chattogram district do not visit that much in this beach. This beach needs more publicity and a campaign to get more tourists.

5.1.5 Kattali Sea Beach

The beach has no seating, sheds, toilets, restrooms, hotels, restaurants, drinking water facilities, car parking, recreation, and security facilities. The natural beauty of the place easily captivates nature lovers. The beach on one side and the rural environment on another side near the beach that cannot be found on any other beach. Due to lack of proper management, the beach is not getting domestic and foreign tourists.

The beach can also be reached by passing the Zahur Ahmed Chowdhury Stadium, the only international cricket ground in Chattogram. Despite having an international cricket ground next to the beach, there are no foreign tourists and no proper publicity campaign, where the beach could be one of the immense possibilities of sports tourism, which is not becoming due to neglection.

5.1.6 Neval Sea Beach

It has mind-blowing natural beauty, even then there are some lacking that should improve to get more tourist and attract the tourist. Public washroom facilities, recreational activities, and security systems should be developed in the interest of tourism.

5.1.7 Khejurtala Sea Beach

It is one of the most beautiful beaches in Chattogram city. But there is no publicity about this beach, even many people in the Chattogram district do not know about this beach. This beautiful beach can be considered one of the tourist attractions of Bangladesh. The Ministry of Tourism of the government should immediately ensure all kinds of infrastructural facilities to increase the tourist arrivals on this beach.

5.1.8 Parki Sea Beach

Recently, initiatives have been taken to build a tourist complex near the beach area. Further infrastructural development is needed to build it as a modern beach. Due to the lack of infrastructural development, the tourists who come to visit here have to face various difficulties. All the infrastructural development needed for this beach such as- development of a communication system, maintaining eco-friendly beach and cleanliness, ensuring food and accommodation, adequate security measures, creating employment opportunities for local people.

5.1.9 Banshkhali Sea Beach

Banshkhali is the second largest beach in Bangladesh after Cox's Bazar. Despite this, there are no adequate facilities for tourists. As it is a potential tourist destination and the second largest beach in Bangladesh, measures should be taken around this beach:

- Ensure washroom facilities.
- Strengthen security measures for tourists.
- Maintain cleanliness of the beach.
- Accommodation for tourists coming from far around the beach, food arrangements to solve the problem. Arranging lighting at night.
- Development of communication system.

5.2 Conclusion

In today's world, tourism is recognized as a single industry. Like other industries in Bangladesh, the tourism industry is also moving forward. It is expected that after Covid-19, domestic tourism is one of the sectors that will boost the economy and society in the future. Especially the demand for domestic tourism is increasing day by day.

When we talk about domestic tourism, the natural beauty of the Chattogram district comes first. Rivers, hills, waterfalls, beaches all combine to make the natural beauty of Chattogram district unique. But many people do not know about this beauty due to lack of publicity. About beaches of Chattogram district, people of the outer districts do not know about the rest of the beaches

except 2-3. Not only that, many tourists of Chattogram district are not aware of the beauty of the beaches.

When I was working under the research wing of "VROMON Magazine" got some unique destinations, included these sea beaches also. These beautiful sea beaches represent the natural beauty of the Chattogram district. We can say that almost all of the beaches are unexplored to the domestic tourist of Bangladesh. When people thinks of going on vacation, they go to Cox's Bazar or Kuakata to enjoy the beauty of the beach or getting refreshments. But people do not explore these beaches. There are many reasons behind that lack of promotion, infrastructure development, communication facility and the must needed facilities are not available in the beach area.

If the ministry of civil aviation and tourism is taking proper steps to develop infrastructure and can ensure other facilities of the beaches, it would be a great chance for exploring the domestic tourism.

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Appendix

Questionnaire

Personal Information

- Name: …………………………………………………………………………………….

- Gender: i) Male ii) Female

- Age: i) 16-20 ii) 21-30 iii) 31-45 iv) above 45

- Occupation: i) Student ii) Service Holder iii) Business iv) Home Maker
  Others

Dear Respondent,

I am Ramiz Uddin, student of BTHM (Bachelor of Tourism & Hospitality Management) program at Daffodil International University, Dhaka conducting a survey on **"Exploring the Unexplored Sea Beaches in Chattogram District"** as a partial requirement for the completion of the BTHM program. Your participation and cooperation in this is very important. Information provided by you will be used only for academic purpose and confidentially maintained.

Please read the following statements carefully and tick mark to provide your opinion.

Have you visited 'Guliakhali' Sea Beach? Yes No

If yes, please answer the following questions. If no, please skip this section.

Sl no.	Statements	Outstanding	Satisfying	Average	Below Average
1	About Natural Beauty of the Beach.				
2	Opinion about accommodation & security facilities				
3	Opinion about seafood & food facilities.				

4	Communication system (by road) from Chattogram town to the sea beaches.				
5	Behavior of the local people				
6	Washroom facility				
7	Recreational Activities in the Beach				