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Internship report on

**“Discover New Destination for Tourists of Chandpur, Kishoreganj,
Lakshmipur, Pabna, Patuakhali, Jhenaidah & Barguna District”**

Submitted to:

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LETTER OF TRANSMITTAL

18th March, 2021

Md. Golam Mostofa

Department of Tourism & Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of internship report.

Dear Sir,

I am hereby submitting my internship report on “Discover New Destination for Tourists of Chandpur, Kishoreganj, Lakshmipur, Pabna, Patuakhali, Jhenaidah & Barguna District” which is a part of our BTHM program curriculum. It is an honor and a great pleasure for me to work under your active supervision. The report is prepared on the basis of six months internship program in Tourism Research & Development-TRD a research wing of Vromon Magazine. It is an extensive opportunity for me to work in Tourism Research & Development-TRD as an intern in the research division for six months under the supervision of Mr. Abu Sufian (CEO of Tourism Research & Development-TRD & Editor of Vromon Magazine). This project provides me the opportunity to relate my academic knowledge with real-life experience. I tried my level best to follow your guidelines in every aspect. I am thanking you cordially for your guidance during the preparation of this report.

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

Sincerely yours,

Md Touhiduzzaman Ruhan

ID: 171-43-269

CERTIFICATE OF APPROVAL

This is to confirm that Md Touhiduzzaman Ruhan ID: 171-43-269 has finished his temporary position from "Vromon Magazine " as an intern researcher under the Tourism Research and Development department. He has effectively finished his temporary position Report under my watch. During my supervision, I discovered him prompt, dedicated and earnest.

I consequently declare that I have checked this report as I might want to think; this report is adequate to the extent quality and extension for the honor of the travel industry and Hospitality Management (BTHM) program.

I wish him success & prosperity.



Md. Golam Mostofa

Assistant Professor

Department of Tourism & Hospitality Management

Daffodil International University

DECLARATION

I declare that this written submission is the representation of my ideas in my own words and where I have compiled and included others' ideas or words, I adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea or data or fact or source in my submission. I understand that any violation of the above will be cause for disciplinary action by the University and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.



Md Touhiduzzaman Ruhan

(Id No: 171-43-269)

Date: 18th March, 2021

Acknowledgment

The entry level position opportunity I had with Vromon Magazine of Industries was an incredible possibility for me to learn and acquire information. Accordingly, I see myself as however a fortunate individual as I might have been furnished with a chance to be a piece of it. I'm additionally appreciative for getting an opportunity to meet such countless great individuals and experts who drove me however this temporary position period.

I should offer my gratitude to my insightful administrator Md. Golam Mostofa, Assistant Professor of Tourism and Hospitality Management from the focal point of my heart for his mindful assistance, heading, gainful oversight, rules, and counsel and for convincing me to do this report.

I might likewise want to pay my appreciation to Mr. Abu Sufian, Editor of Vromon Magazine and CEO of Tourism Research and Development-TRD who gave me loads of freedoms to achieve information about the travel industry objections of Bangladesh, likewise prepared and guided me about research work.

I consider this to be an entryway as a significant accomplishment in my employment headway. I will try to use the got aptitudes and data in the best manner, and I will continue managing their improvement in order to accomplish needed proficient targets.

EXECUTIVE SUMMARY

The core objective of this report was to give an overview of the function of the research work. This report has considered a different aspect of The Tourism Research & Development-TRD & Vromon Magazine, particularly regarding the process of the research work. As I was mainly selected as an intern in the Research team so my research topic for the report is “Discover New Destination for Tourists of Chandpur, Kishoreganj, Lakshmipur, Pabna, Patuakhali, Jhenaidah & Barguna District.” Initially, I divided the entire report into four parts. In my first part, I gave the introduction. In the second part, I gave an overview of the organization. The third part is the core part where I have explained, The Cycle of Data Collection & Discovering New Attractions of Seven Districts and the job responsibilities that I had to do while serving as an intern in the Vromon Magazine. I gave the whole Idea about the information collection process, the format of information collection & analysis. In the fourth part, I have the findings, recommendation & conclusion of my report.

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Chapter-1

Introduction

1.1 Introduction to the Report:

The tourism industry is the topmost industry in the world. Many countries including Nepal, Indonesia & Bhutan had developed their economy based on tourism. There are many ways where Bangladesh can develop its economy based on tourism. The tourism industry needs a huge workforce & Bangladesh has a huge population by training the population there has a chance to manage the workforce for the industry. Bangladesh has a huge number of vacation destinations including beaches, islands, archeology, heritage, hills, river, falls, forests, historical monuments & artificial landscapes. Not every destination is known, there is a much-hidden treasure which can be a great destination for the tourists. Waterway based tourism can be the best way to attract the tourist because Bangladesh is a land of rivers.

According to the World Travel & Tourism Council-WTTC, a recent report by the tourism industry of Bangladesh contributes BDT772.7BN or 3.0% of the total economy. The contribution of tourism in employment is 1858.9 jobs which are 2.9% of total employment. From the WTTC report international visitor impact is BDT 28.3BN. In this report, one of the important things is the international tourist. Bangladesh has failed to attract a number of international tourists. To attract international tourists Bangladesh has to design the destination according to the tourist-friendly environment. Facilities for the tourist like- accommodation, transportation, security, etc. have to be in the proper guidelines in every destination which convinces a group of tourists to visit a place. The promotion of tourism destinations nationally & internationally is also a challenge for the tourism of Bangladesh. The Govt. of Bangladesh is very much interested in the tourism development of Bangladesh by developing new destinations with a tourist-friendly environment. Recently the design of Sabrang Tourism Park has published this is the first exclusive tourism park in Cox's Bazar. The distance between the world's longest sea beach Cox's Bazar & Sabrang Tourism Park is 80km. Two more exclusive tourism parks in Jaliardwip (Naf Tourism Park) & Sonadia also in the plan. In Chandpur a project of a river-based world-class tourist center on 6,000 acres of land already announced by Japan-Bangladesh joint venture company (Blue River Island Resort & Tourism Club Ltd.). So, the tourism industry of Bangladesh is booming.

1.2 Foundation of the Report:

In this report, it will be mentioned how the research wing of Vromon Magazine works, their activity to flourish the tourism of Bangladesh. Here reflect the process of destination data collection, analysis & summary. This report will show the potential destinations, own culture, mythology, local festival & destination centered on the famous personalities of seven districts of Bangladesh.

To obtain a BTHM degree, every student needs to go through practical work in any hospitality or tourism-related organization. This is a chance for a student to learn something new and can apply the acquired knowledge in a practical field. This report is only made for fulfilling the requirement of the BTHM degree not for other reasons. I picked the chance to work with the research wing of Vromon Magazine in the project of Post Covid-19 Tourism Policy & Action Plan of Bangladesh as an entry-level researcher.

In this report, the study will explain the tourism potentiality of the Chandpur, Kishoreganj, Lakshmipur, Pabna, Patuakhali, Jhinaidah & Bogura Districts.

1.3 Objective of the Report:

The objectives of the report are separated into 2 prime sections, as these are:-

- Broad Objective.
- Specific Objective.

1.3.1 Broad Objective:

The overall target of this report is set up to comprehend the general working exercises of the research division of Vromon Magazine. This report will also reflect how the research wing of Vromon Magazine played a vital role in discovering new destinations for tourism in Bangladesh. This report will not only show the new destination but also the lackings of the destination & recommendation for the destination. The target of this report is to get a decent comprehension of the learning of all-around methodology and strategies of the Tourism Research Industry.

1.3.2 Specific Objective:

The specific objective of setting up this report for amassed data during the brief position program. A segment of the specific objective can be imparted as seeks after:

- To show the function of data collection.
- To know how the research wing of Vromon Magazine operates their project.
- To discover and examine assorted sorts of methodology & techniques of the research wing of Vromon Magazine.
- To comprehend the work procedure and sharing individual circumstances.

1.4 Methodology:

To set up this report I collect information & data from two definite sources. The sources are:

- Primary Sources.
- Secondary Sources.

1.4.1 Primary Sources

The primary sources of data are collected from practical work experiences. Valuable information is gathered from the team meetings. As an intern of a research project, much information comes from the personal sources of the destinations. Some information is inputted from past experience of visiting the destination.

1.4.2 Secondary Sources

Many information has been collected from the publication of Vromon Magazine. Information from Newspaper, Blog & Video used to make this report more informative. Online sources are used to collect some data.

1.5 Limitations of the report:

There were many limitations of this report which I faced. The limitation issues are:

- Limitation to physical movement in the destination.
- Lack of authentic sources.
- Limitation of time was a big issue.
- Due to work pressure, I can't fully focus on the report.
- Lack of most recent data is also a limitation of this report.

Chapter-2

An overview of Vromon Magazine & Research Wing

2.1 History of Vromon Magazine:

Vromon Magazine is one of the leading tourism magazines of Bangladesh since February 2003. Every month, Vromon Magazine publishes a 100-page magazine with some of its special edition bi and tri-lingual language. Tourism publication VROMON is attempting to elevate the travel industry to peruse with its normal month-to-month distribution as well as in a multi-dimensional route with its scholarly and imaginative activities in relationship with the Governments and Private areas of nations around the globe. Mr. Abu Sufian is the Editor of Travel Magazine VROMON. He has experience of around three decades as a journalist, writer & academic.

2.2 Activities of Vromon Magazine:

Vromon Magazine publishing regularly since 2003. The vision of Vromon Magazine is the development of tourism in Bangladesh. By the magazine publication, they provide information about the different destinations of Bangladesh to their readers. These activities work like promotional activities for the tourism of Bangladesh. Apart from this activity, they created a research wing under the name “Tourism Research & Development (TRD)”. This research wing presents the observations on the latest tourism condition in the country and abroad, through data collection & analysis. Recently the TRD team worked on a govt. the project called “Post Covid-19 Tourism Policy & Action Plan of Bangladesh”, There was an opportunity to participate in this project. Renowned author & editor of Travel Magazine Vromon is leading Tourism Research & Development (TRD) as the Chief Executive Officer-CEO. TRD has 4 members of honorary advisors.

Name of the honorary advisors of Tourism Research & Development (TRD):

- Mr. Nawazish Ali Khan
Television Producer
- Prof. Dr. Syed Rashidul Hasan
Founder Chairman of the Dept. of Tourism & Hospitality Management
University of Dhaka

- Mr. Partha Pratim Majumder
Mime Artist
- Mr. Mahbub Parvez
Head of the Department of Tourism & Hospitality Management
Daffodil International University`

2.3 Vision & Mission:

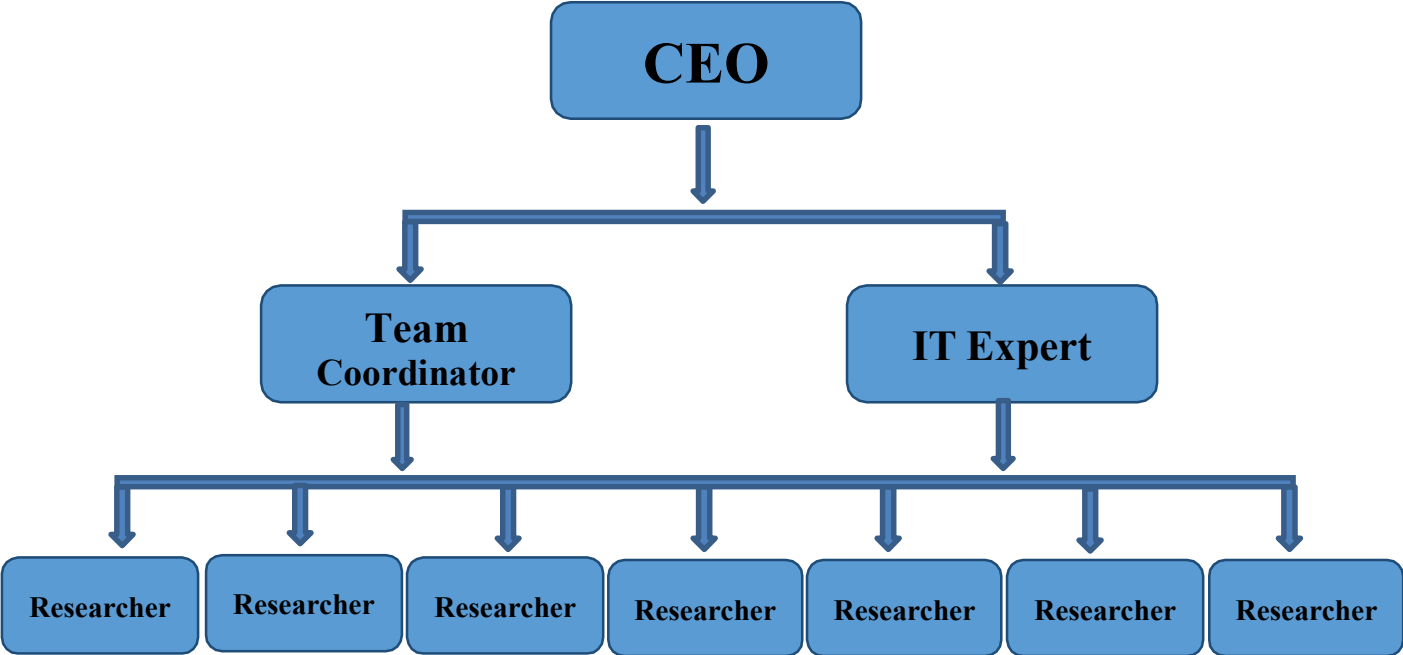
Vision:

The vision of this organization is to promote every tourist attraction of Bangladesh. Providing necessary information for the development of tourism is in the focus of this organization.

Mission:

- Provide information about a destination to tourists.
- Promote uniqueness of the destination.
- Promote potential destination.
- Promote the history, tradition & culture of the country.
- Addressing the problem & the possible way of solution of a destination.

2.4 Team Structure for the project of “Post Covid-19 Tourism Policy & Action Plan of Bangladesh”:



Chapter-3

The Cycle of Data Collection & Discovering New Attractions of Seven Districts

3.1 Introduction of Project:

In 2020, the world faced a hard time due to the Covid-19 pandemic. The world's economy had faced the worst time in history during the lockdown period. Every country & institution has been planning to recover the economic losses. Many experts had said that 5 trenches will be the weapon to recover the economic loss for Covid-19 & domestic tourism has been given priority in 5 sectors. Some countries can overcome economic loss through domestic tourism & Bangladesh is one of them. On 9th June 2020, António Guterres the secretary-general of United Nation-UN had said that “Tourism can be a platform for overcoming the pandemic”. At that time, the govt. of Bangladesh had started a journey towards a policy & action plan for post covid-19 domestic tourism of Bangladesh. Domestic tourism has been given priority because international tourism could be tough for the tourism for the Covid-19 situation. The chances for Bangladesh in tourism are high because of the Unique Delta of 7TA or Seven Tourist Attraction.

Unique Delta of 7TA:

- ✓ River
- ✓ Sea
- ✓ Hill Tracts
- ✓ Forest
- ✓ History-Tradition-Culture
- ✓ Seasonal Variations
- ✓ Hospitality

From this 7TA if any nation has just a single TA, it is considered Good, if any nation has two then the nation is considered as Better, if any nation has more than two then the nation is considered as the Best for the travel industry. As per this estimated framework, Bangladesh is occurring on more than the Best spot since all 7TAs' are available in Bangladesh. Meanwhile, the govt. of Bangladesh has started a project called “Post Covid-19 Tourism Policy & Action Plan of Bangladesh” along with 23 public & private organizations where Research wing of Vromon Magazine & Department

of Tourism & Hospitality Management, Daffodil International University was a part of this project to flourish the travel industry of Bangladesh.

3.2 Duties & Responsibilities:

As an intern, I got an opportunity to work as an intern researcher in the Tourism Research & Development wing of Vromon Magazine. According to my position, my responsibility was to collect detailed information about different districts. Participation in meetings was kind of mandatory for all because all the members were working from home for Covid-19 so all direction of work came from those meetings. After data collection one had to check the work of the other which was called analysis. In the last phase team members had to make a summary of their collected data.

3.3 Format of Data Collection:

In the first phase data collected in three formats. The first format of data collection:

Researcher Name: _____ **Mobile no:** _____ **E-Mail:** _____
Institute & Department: _____ **Date:** _____
District Name: _____ **Division:** _____

No.	Tourist attractions Name Or Destination	Type	Location (Upazila, Union)	Precise Authority	Description/Current Condition	Travel Arrangement (Details Advantage Or Difficulty)				Fresh room Or Any Essential Of the subject Deficit There Is?	Accommodation Or To stay Arrangement There is Or Applicable?	The maximum number YouTube Videolinks	Advice/Feedback/References
						Bus / Car	Aircraft	The train	Launch				

In this format, a researcher collects the basic information of a destination & divides the destination into 20 types.

Type of Information:

- ✓ Tourist attractions name or Destination.
- ✓ Type.
- ✓ Location (Upazila, Union).

- ✓ Precise Authority.
- ✓ Description/Current Situation.
- ✓ Travel arrangement (Bus, Car, Aircraft, The train & Launch) with details advantage or difficulty.
- ✓ Fresh room or any essentials of the subject deficit there is?
- ✓ Accommodation there is or applicable?
- ✓ Maximum number of YouTube video links of the destination.
- ✓ Advice/Feedback/References.
- ✓ In this format the destinations are divided into 20 types.
- ✓ The 20 types are:
 - ✓ Destination (family or special, honeymoon group, picnic or large group trip).
 - ✓ Tourist place memorable of Bangabandhu or Liberation War.
 - ✓ Natural beauty.
 - ✓ Mountains.
 - ✓ Forest.
 - ✓ Museum.
 - ✓ Zamindarbari.
 - ✓ Establishment.
 - ✓ Religious - (mosques, temples, Islamic establishment, etc.)
 - ✓ Spiritual- (Shrine)
 - ✓ History-Tradition-Culture (archeological sites, local cultures, houses of famous people or structures built around them, etc.)
 - ✓ Aquatic (river, sea, fountain, haor, beel, Lake Etc.)

- ✓ Any other specialty.
- ✓ Shopping/Souvenir Shop.
- ✓ YouTube video link of Recreation center/Park.
- ✓ For kids what arrangement there is?

In this part researchers had collected the Mythology/Story/History of a destination which is important for tourist attraction because sometimes myth/story/history makes a location more attractive. Researchers collect a maximum number of myths/stories/history of a destination. This part also includes the specialty of place/Culture & video link of special food of the destination. Villages with special characteristics are also given priority in this part of information collection. In this part researchers also gather information about the destination's other specialty, shopping/souvenir shop, video link of recreation center/park & arrangements for kids. This kind of information allows a tourist to know the unique things of the destination, they also get an idea from where they can collect the souvenir & where their kids will get entertained.

The third format of information collection:

Researcher Name: _____ **Mobile no:** _____ **E-Mail:** _____
Institute & Department: _____ **Date:** _____
District Name: _____ **Division:** _____

No.	District Famous Personalities	Personalities are famous To be Because	Festivals (YouTube Link)		Events (YouTube Link)	What is the limitations & challenges for the tourism of the district?	Way of Solution /Feedback	The closest Other Tourist attraction	Proposal To do Like Any New Destination?	Advice/ Feedback/References
			Religious	Cultural						

In this format researcher also gathered 8 types of information. The 8 types of information are:’

- ✓ Famous Personalities of the District.
- ✓ Why they are famous?
- ✓ Video link of religious & cultural festivals.
- ✓ Video link of Events.
- ✓ What are the limitations & challenges for the tourism of the district?
- ✓ Way of solution/Feedback.
- ✓ The closest other tourist attraction.

- ✓ Proposal of any new destination.

Sometimes a destination becomes famous after the name of the renowned personalities of that area; that's why this information is needed. Festivals & Events video link is important because if tourists find attraction in the video then they get interested to travel. Researchers had found out the limitations & challenges for the tourism of the district and also gave the way of solution/feedback for the districts from their point of view. The closest other tourist attraction means the attraction of the closest district. The researcher has the scope to give a proposal for any new destination.

The second phase of work is called “Analysis”. In this part, a research staff had worked in two formats. In this part, researcher’s cross-check the basic data collected by other researchers & also input the missing data. Every researcher had to cross-check the information of 8 districts.

1st format of analysis:

Name of Research Staff Selected for Analysis Program:

Phone No:

E-mail ID:

Name of the Institute & Department:

Date:

District Name:

Division Name:

Name of research worker:

No.	Tourism Attraction Type	Tourism Attraction Received Number	Tourism Attraction Primary Given Number	Difference with primary given number	Any Missing Place Which is In the brand book	Tick Mark			Incomplete Authority	What is the Icon of the district? What is the main feature of the district?	Overall Evaluation in Detail	Advice/Feedback
						Data Input	Reference	Mark out of 15				

In this format, researchers have to input 10 types of information. 10 types of information are:

- ✓ Tourism Attraction Type.
- ✓ Tourism Attraction Received Number.
- ✓ Tourism Attraction Primary Given Number.
- ✓ Difference with Primary Given Number.
- ✓ Any Missing Place Which is in the Brand Book.
- ✓ Tick Mark (Data Input, Reference & Mark out of 15).
- ✓ Incomplete Authority.
- ✓ Icon & The main feature of the district.
- ✓ Overall Evaluation in Detail.
- ✓ Advice/Feedback.

In this format, researchers have to input the tourism attraction type of a district, and receive a number of tourism attractions under the types & primary given number by Vromon Magazine & TRD under the types. Also had to show the difference between primary given number & received number. The missing place from the brand book also had to input. The tick mark section is for the

who collected the basic information. Best Myth-Story-History of the district needs to be highlighted in this part. The researcher also had to find out the top 3 festivals and events of the district that are unique from other districts. Also, the main challenge & limitation of the district should be addressed with advice for quickly addressing major challenges or limitations. Branding the name & food of the district is an important part of this format. Best buying product means the unique product of the area which is tourist can take as a souvenir & gift for their well-wishers. From this format of the information, a traveler can take an approach towards the destination because distance, transport, myth-story-history, festivals, food & best products of the area is in front of the tourist. The authority of the area takes help from this format by knowing their challenges & limitations & also they can take advice from this format.

In the third phase of the work, researchers make a summary of their work according to the allocated district. 64 districts of Bangladesh are divided into 8 sets. The submission of 8set was in 8 days. Every team member had to take the lead of one set. The leader of the set follows up the work, checks the work, on-time submission, and also gives an evaluation on the work of members which is out of 50.

3.4 Findings in Chandpur:

We all know that Chandpur is the “City of Hilsa” & this is the branding name of Chandpur. Definitely, the main attraction of Chandpur is hilsa fish apart from that, the information collection process, the rivers, archeological sites, myths, spiritual places, mosques, different foods, liberation war museums & unique architectural establishments were found similarly attractive to the tourist. The advantage of the tourism of Chandpur is the ease of communication with other districts. Chandpur is well connected with the capital of Bangladesh (Dhaka) & the commercial capital of Bangladesh (Chattogram). From Dhaka to Chandpur, there are two ways of the journey, road and river, and from Dhaka to Chattogram there are also two ways of the journey as well, road and train. Vromon Magazine & Tourism Research & Development-TRD had provided 29 tourism attractions primarily, after information collection, 44 more attractions were collected from the district. Total of 73 tourism destinations were founded in Chandpur. From 73 tourism attraction, 13 are the religious attraction, 12 are historical-traditional-cultural (archeological) attraction, 10 are the aquatic attraction, 8 are Zamindarbari, 6 special food attraction, and 3 are Bangabandhu & Liberation war memorial attraction, 1 special characteristic village & 20 other tourism attractions

of this district. This district has 2 special tourism centers called “Shatnal Tourism Center” & “Mohonpur Tourism Center”. Boro Station (Molhead) is a popular destination for the tourist of this district. This district also has the potentiality to attract tourists through archeological sites, religious establishment & Zamindarbari.

Name of some potential archeological sites, religious establishment & Zamindarbari:

- 500 years old Sultani Mosque.
- Badsha Alamgiri & Sha Suja Mosque.
- Sahibganj Nilkuthi
- Baktiar Kha Mosque.
- Lohagor Moth.
- Satyaram Mojumder Moth.
- Rupsha Zamindarbari.
- Barkul Zamindarbari.
- Solla Zamindarbari.
- Hajiganj Historical Grand Mosque.
- Puran Bazar Horisova Temple Complex.
- Rath of Sachar.
- Miazibari Mosque.

Famous Food of Chandpur:

- Hilsa fish.
- One Minute Ice Cream.
- Awal Sweets of Faridganj.
- Kheer of Matlab.

- Para Sandesh of Sachar.

Recently Blue River Island & Tourism Club Ltd. A joint venture of Japan-Bangladesh has announced a project of 6,000 crore for establishing a world class tourist center.

The world-class tourist center will have:

- Museum of Bangabandhu & Bangladesh's history.
- Floating Cottages.
- 4km long cable car.
- Traditional Cottages.
- Studio Apartment.
- Five Star Hotels.
- Theme Park.
- River Cruise
- Helicopter Facility.
- Convention Hall.
- Theaters.
- International Expo Center.
- Gymnasium.
- Indoor & Outdoor Games.
- Swimming Club.
- Hospital.
- Research Institute.
- Staff Residential Area.
- Agro tourism

- Tourism Diploma Course School.

Chandpur district has five mythological stories about Molhead, Sha Rasti (r.), Bakhtiar Kha Mosque, Monsa Mura & Lohagor Moth.

Challenges for the tourism of Chandpur are the maintenance of archeological sites & promotion. Maximum archeological sites are in worn-out positions. In some sites there isn't any archeological dept. just put a signboard which addresses that it's under the archeological dept. of Bangladesh but maintenance work is absent in the maximum area. Every year a number of tourists visit Chandpur but the maximum tourists visit the city area of Chandpur other areas tourist spots are left behind because of promotion. The main asset of tourism of Chandpur is the river but rivers are getting evicted.

3.5 Findings in Kishoreganj:

Kishoreganj locale is an immense town with an assorted scene of haor-baor and fields. Mymensingh, Netrokona, and Sunamganj are situated in the north, Narsingdi in the south, Habiganj, and Brahmanbaria in the east, and Gazipur and Mymensingh in the west. Nirod Chandra Chowdhury, Professor of English Literature at the University of Oxford, gladly composed toward the start of his book "The Autobiography of an Unknown Indian" that "Kishoreganj is my origination". The area has a gigantic custom in fables culture. Society music, pala, kirtan, Kissa, jari, wedding maxims, punthi, tappa, boat race song, clever sections, cerebrum mystery, and so forth are the customs of this locale. The distance of the region by street from the capital Dhaka is around 114 kilometers. Vromon Magazine & Tourism Research & Development-TRD primarily provided the name of 18 destinations. After information collection the total number of destinations is 29, 11 new destinations found new by this work. In this district according to type historical-traditional-cultural destinations are 8, Religious destinations are 5, 4 Aquatic destinations, 3 zamindar bari & other 9 attractions. Kishoreganj is surrounded by haor-baor, tourists visit to enjoy the beauty of haor but archeological sites of Kishoreganj are also rich & there are 3 zamindar bari. Archeological sites of Kishoreganj are needed to be promoted.

Name of some potential archeological tourism sites are given below:

- Kutub Mosque.
- Egarosindhu Fort.
- Sadi Mosque.
- Aurangzeb Mosque.
- Jungalbari of Isha Kha.

These archeological sites can attract tourists more to stay in Kishoreganj. This district also has a traditional fair called “KuriKhai”. This fair has been arranged for the last 400years. Ponir is the famous food of this district. Delhi Akhra & Vora Mailker Dargah are the famous spiritual sites of this area. Kishoreganj is the ancestral home of Oscar winner famous film director Satyajit Roy. The Kosakanda & the Chandrabati are famous in this district. Kishoreganj is in close distance of Dhaka tourists can easily move to this district from Dhaka. In the rainy season a huge number of tourists travel to kishoreganj to enjoy the beauty of haor. The safety in the boat of haor is the main concern this time. Itna-Mithamoin-Austogram road through the haor is the attraction for tourists especially for bikers but road safety is absent in this road, there needed to be placed some speed breakers to control the speed of the vehicles. Now, maximum tourists visit Kishoreganj for a day but by using the resources of this area the tour can be expanded for one or two nights. The accommodation facility has to be developed in this area.

3.6 Findings in Lakshmipur:

Lakshmipur is a district situated on the bank of the Meghna River. Tourism in this area isn't very rich but this district also has resources to attract tourists. Tourism Research & Development-TRD & Vromon Magazine primarily provided the name of 22 tourism attractions of Lakshmipur, after information collection total of 29 attractions found. The difference with the primary given number is 7 which are new attractions found by this project.

Attractions By type:

- Religious attraction- 5
- Aquatic attraction- 5

- Historical-Traditional-Cultural attraction -1
- Festivals & Events- 5
- Destination or Vacation Spot- 1
- Bangabandhu & Liberation war memorial tourism spot- 2
- Natural Beauty- 2
- Spiritual- 2
- Culinary- 1
- Shopping & Souvenir shop- 2
- Establishment- 2
- Zamindarbari- 2

The coconut of Lakshmipur is famous in the country. From Mozu Chowdhury market-fresh fish can buy a tourist. Archeological Sites of this district:

- Dalal Bazar Zamindar Bari.
- Kamankhola Zamindarbari.
- Ishak Zamindarbari.

Lakshmipur district has the potentiality of tourism but there need to develop a tourism-friendly environment & promotion of the attractions. The communication system with the capital is good. The district needs to develop proper accommodation for the tourists. Archeological sites have to be maintained properly. Lakshmipur is also famous for “Soybean” production, which is why the branding name of Lakshmipur is “Land of Soybean”.

3.7 Findings in Pabna:

Pabna is a significant district of the Rajshahi division. This district is surrounded by Padma & Jamuna River. The distance between Dhaka to Pabna is 152.7km. Vromon Magazine & Tourism Research & Development-TRD primarily provided the name of 40 attractions of Pabna. After the

information collection process a total of 53 attractions were found which is showing 13 more attractions the primary given number.

53 attraction according to type:

- Destination or Vacation Spot- 2
- Tourist place memorable of Bangabandhu or Liberation War- 2
- Natural beauty- 1
- Zamindarbari- 3
- Establishment- 12
- Religious - 4
- Spiritual- 2
- History-Tradition-Culture- 11
- Aquatic- 4
- Culinary or special food- 3
- Festivals and arrangements- 7
- Shopping- 1
- Health and Medical Tourism- 1

The attraction of the Pabna district is huge. Archeological sites, establishments, culinary, festivals & medical tourism are able to attract tourists more.

Name of some potential archeological Tourism sites of Pabna:

- Khetupara Zamindarbari.
- Azim Chowdhury Zamindarbari.
- Tarash Zamindar Palace.
- Jor Bangla Temple.

- Chatmohor Sahi Mosque.
- Tatibondo Zamindarbari.
- Smaaj sahi mosque.
- Handial Jagannath Temple.
- Banwari Nagar Rjbari.
- Radha Ballav Bigraha.

This archeological site has a beautiful establishment. Some of the attractions are religious archeological sites which are able to attract religious tourists.

Famous Foods of Pabna:

- Ghee.
- Para Sandesh.
- Khichuri of Joljog.

Dublia Fair is a famous festival for the people of pabna.

Agro farming has also the potentiality for tourism because pabna has some agriculture research institutes & agro farm.

- Regional Agriculture and Pulses Research Center.
- Bangladesh Sugarcane Research Institute.
- Bengal Meat.

Pabna has an airport called Ishwurdi Airport but it's not in operation. This district has bus & train communication with Dhaka. If the airport comes back into operation the number of tourists may increase. If the start of operation of this airport is impossible there can be a chance to start adventure-based tourism like- skydiving. This type of tourism will be a unique attraction for the country. For skydiving, a number of tourists from Bangladesh travel to another country to take this experience. This district has a number of renowned personalities & businessmen, hope if authorities take initiative the district may develop as the best tourism destination of Bangladesh.

3.8 Findings in Patuakhali:

Patuakhali district is surrounded by the Meghna River & the Bay of Bengal. The daughter of sea Kuakata is situated in this district. From kuakata traveler can enjoy both sunrise & sunset. In kuakata traveler also have the opportunity to enjoy the life of fishermen. 5 char of this district also have the potentiality of tourism. Payra Seaport is under construction. The myth about “Komolaranir Dighi” is famous in this district. This district also has some unique establishments, festivals & events. Tourism Research & Development-TRD & Vromon Magazine primarily gave the name of 22 tourism attraction, after information total number of tourism destinations are 40 which show 18 more attraction of the district.

The number of tourism attractions by type:

- Tourist place memorable of Bangabandhu or Liberation War- 1
- Natural beauty-3
- Forest-2
- Museum-1
- Zamindarbari-2
- Establishment-4
- Religious -3
- Spiritual-2
- History-Tradition-Culture-8
- Aquatic-4
- Culinary or special food-3
- Festivals and arrangements-5
- Shopping-2

The unique attraction of this district:

- Snake Firm.
- Water Museum.

These two attractions are totally unique in this country. The only snake firm of Bangladesh established by Abdur Razzak Biswas is situated in Nandi para, Madarbunia, Patuakhali Sadar. The only water museum in the country is situated in

Kolapara, Patuakhali.

Potential Tourism Destination of the District:

- Ghoseti Bibi Mosque.
- Sahi Mosque.
- Nurainpur Palace.
- Gurinda One Tomb Mosque.
- Srirampur Zamindarbari.
- Sonar Char Sanctuary.
- Gangamotir Char.
- Lal Kakrar Char.
- Fatrar Char.
- Lebur Char.

These destinations have the potentiality to attract more tourists. For attracting tourists this destination has to develop with new resources.

Famous Food of Patuakhali:

- Buffalo Yougurt.
- Watermelon.

- Mugh Dal.

Festivals & Events of Patuakhali:

- Traditional cremation Dipali festival.
- Baufal Thana Festival.
- Janmashtami festival of Lord Krishna.
- Moong dal fair.

Kuakata is the main attraction of this district but kuakata isn't developed that much. Tourists have objections about the facilities in Kuakata. There needs to be more infrastructure & facilities developed for tourists. Other attractions of Patuakhali have to be promoted in front of tourists of Kuakata. Chars of Patuakhali have to develop in such a way where tourists will go through a theme. Water-based activities have to be included in the development plan of the tourism of Patuakhali.

3.9 Findings in Jhenaidah:

Jhenaidah district is situated on the bank of Kopotakkho River. This district can attract tourists easily for various reasons. This district is the place of Mathematician K.P Basu, Mystic Devotee Lalon Shah, Panju Sha & Siraj Sha, Birsheshtha Hamidur Rahman & Gazi-Kalu-Champaboti. There is a place where 12 archeological sites are situated. Vromon Magazine & Tourism Research & Development-TRD provided the name of 35 attractions of this district after detailed information collection total of 40 attractions found in Jhenaidah district. The difference with the primary given number is 5, which means 5 new destinations were discovered.

40 tourism attractions by type:

- Destination- 3
- Tourist place memorable of Bangabandhu or Liberation War- 3
- Natural beauty- 3
- Zamindarbari- 4

- Religious - 2
- Spiritual- 2
- History-Tradition-Culture- 17
- Aquatic- 1
- Culinary or special food- 1
- Festivals and arrangements- 4

This district has a huge number of archeological sites. Resources like a Theme park, Resort & 3 Unique attractions make this district more attractive.

Name of some potential tourism attraction:

- Baro Bazar, There are 12 archeological sites in one place.
- Miyar Dalan.
- House of K.P Basu.
- House of Mukut.
- House of Ela Mitra.
- Dhol Somudra Dighi.

This place has high potential to attract tourists. Just need some development of these places.

The unique attraction of the district:

- Dutta Nagar Agro Firm-A famous Agro Firm of Asia.
- The Famous Banyan Tree of Asia.
- Ashurgram Bird Sanctuary

Dutta Nagar Agro Firm is one of the biggest agro firms in Asia. Hemandranath Dutta established this firm on 3,000 acres of land. This famous banyan tree is the largest banyan tree in Asia which stands on an area of 11 acres. The place called Ashurgram is actually a village but now for a huge number of birds, this is now a sanctuary.

The famous food of Jhenaidah is Hori & Managers Paddy.

This district has some unique attractions like- the banyan tree, agro firm & archeological Baro Bazar. As soon as possible the beauty of “Ashurgram Bird Sanctuary” has to save for preserving the beauty. Baro Bazar needs to develop as an especial archeological site. The famous banyan tree of Asia has to be under surveillance because people are cutting down the branches of the tree. A guest house was established for the visitors near the banyan tree but the rest house is no longer habitable. Mokaddes Kha Picnic corner is famous for picnics, Rajbari resort is a nice place to stay & Zohan dream Valley Park is the best place for children. So, as a view of tourists, Jhenaidah needs to promote & develop its tourism resources.

3.10 Findings in Barguna:

Barguna district has some exclusive tourism spots. The natural beauty of Barguna is stunning. Barguna has beaches, archeological sites, forests, special characteristics villages, etc. Tourism Research & Development-TRD & Vromon Magazine Primarily provide the name of 8 tourism attractions of Barguna but after information collection total number of attractions stands at 20. Difference between primary given number & total number is 12, it shows that 12 new attractions have been discovered by this work.

20 tourism attractions by type:

- Destination-
- Tourist place memorable of Bangabandhu or Liberation War-1
- Natural beauty-1
- Forest-3
- Religious-1
- Spiritual-1
- History-Tradition-Culture-2
- Aquatic-1
- Culinary or special food-4

- Festivals and arrangements-5
- Rural tourism-1

The name of some potential tourism attractions:

- Shuvo Shondhya Sea Beach.
- Laldia Forest.
- Horinghata Tourism Center.
- Fatra Eco Park.
- Rakhain Village.
- Bibi Chini Mosque.
- Shrine of Gazi-Kalu.

These attractions can be the pick point to attract tourists to this district. Handweaving dress from Rakhine Village are countrywide famous.

Famous Food of Barguna:

- Sweet.
- Coconut.
- Chuiya Cake.
- Cheba Cake.
- Palm Jam.
- Dry Fish.

Festivals & Events of Barguna:

- Prabarana Purnima.
- Hilsa festival.
- The largest Josnya festival in the subcontinent.

To travel Barguna there needs development of transport service. Upgrade launch & bus need in that route. Barguna has a “Sea Plane” service for NGOs if this service makes available for the tourist by their required number of tourists will increase because some tourists will travel Barguna only to experience this “Sea Plane”. Promotion of tourism resources is one of the lackings of this district.

Chapter-4

Findings, Recommendation & Conclusion

5.1 Findings:

After working on the seven districts as an intern researcher has known about the tourism resources of Bangladesh. Also, took the idea about the problem & opportunity of the tourism of Bangladesh.

Some of the findings during the work are given below:

- Bangladesh has huge resources of natural beauty & panoramic views.
- The historical background of Bangladesh is magnificent.
- Lack of effective initiative, proper management is the obstacle for tourism in this country.
- Lack of promotion is one of the problems.
- Not developing infrastructure with tourism in mind.
- Lack of plan to preserve & maintain the tangible resources of tourism.
- Lack of knowledge about tourism in remote areas.
- Domestic tourist tendency is to visit some famous attractions like- Cox's bazar, St. Martin etc. they don't have the idea to explore the unexplored tourist spots.
- Maximum private sectors don't have the tendency to invest to develop a new destination.
- Local authorities work for tourism but consistency is absent & also promotion of their work is not that much rich.
- For lack of maintenance, some destinations are in losing tourists.
- The maintenance of archeological sites is too poor.
- Some districts have some unique attractions but the maximum is hidden from tourists.
- River-based tourism is one of the best ways to develop tourism.
- Many tourist attractions are on the verge of destruction due to the indifference of the administration.

5.2 Recommendation:

From work experience & basic knowledge, there is some recommendation for developing tourism in Bangladesh. Recommendations are given below:

- Proper promotion of the tourism of each district.
- Community-based tourism needs to develop.
- To develop- tourism there, a Public-Private Partnership-PPP policy is needed.
- The private business sector needs to be encouraged to build new tourist attractions in different districts.
- Infrastructure development should be focused on tourism destinations.
- Promotion of tourism destinations has to do in such a way which will not increase pressure on some specific destination.
- Lack of proper accommodation is the problem of maximum district

5.3 Conclusion:

It was a great experience to work with Tourism Research & Development-TRD & Vromon Magazine under the project of “Post Covid-19 Tourism Policy & Action Policy of Bangladesh”. As a student of tourism & hospitality management there is always a wish to contribute to the development of tourism of the country. This internship gave me that opportunity. Discovering new destinations & information to develop tourism is a little contribution for the country. Tourism is one of the important sectors of Bangladesh because Bangladesh is blessed with a huge number of tourism resources. If the tourism of Bangladesh develops in a proper way, economic growth of the country will change so fast. From my knowledge, I tried to highlight every destination in such a way that may attract a tourist to travel that destination. Problems of the destination were highlighted in the work and a way to solve the problem was recommended. To improve work help from the organization is huge, team members are always there when I need them. Sometimes I had made mistakes during the work, from those mistakes I got to know how to overcome the problem. During the internship, there were always the chance to share own views about the process of work which made the work environment more friendly. In this report, I tried to focus on the work I did

during my internship. I feel proud to be a part of Vromon Magazine, Tourism Research & Development-TRD & Post Covid-19 Tourism Policy & Action Plan of Bangladesh.

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