



**Internship Report on
The Role of Bangladesh Tourism Board: Promotional Perspective**

Submitted To

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LETTER OF TRANSMITTAL

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Subject: Submission of Internship Report on “An Analysis On The Role Of Bangladesh Tourism Board: Promotional Perspective”

Dear Sir,

I consider myself very fortunate to have had the opportunity to prepare my internship report under your direct supervision. Working under your guidance was a pleasure for me. I cannot repay my indebtedness to you. I have tried my best to follow your instructions in preparing this report on **An Analysis On The Role Of Bangladesh Tourism Board: Promotional Perspective**.

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

Sincerely yours

Sayed mohtasim haque milki
.....

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ACKNOWLEDGEMENT

I am deeply indebted to my respected supervisor, Mst. KhadijatulKobra, Assistant Professor, Department of Tourism & Hospitality Management, Daffodil International University, for her whole-hearted supervision during my organizational attachment period.

I would like to convey my gratitude to my BTB's seniors and colleagues who gave me good advice, suggestions, inspiration and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with many things. All of them are very frank and helpful. I would not be able to mention a single moment where I felt like an internee; rather they treated me like their employee.

Last but not the least; I am highly thankful to my parents and my friends whose enormous help have assisted me to complete my report.

DECLARATION

I am Sayed Mohtasim Haque Milki, Department of Tourism and Hospitality Management, Faculty of Business and Entrepreneurship, Daffodil International University. I solemnly declare that the work presented in this internship report is an original work done by me under the supervision of Mst. Khadijatul Kobra, Assistant Professor, Department of Tourism & Hospitality Management, Daffodil International University.

This report about “The Role and Functions of Bangladesh Tourism Board in the Promotion of Bangladesh Tourism” has only been prepared for the fulfillment of the course of internship as the partial requirement of a Bachelor of Business Administration (BBA). The work I have presented does not breach any existing copyright, no portion of this report is copyrighted and no portion of this report is copied from any work done earlier for a degree or otherwise.

I further undertake to indemnify the department against any loss or damage arising from a breach of the foregoing obligation.

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CERTIFICATION

This is to certify that Sayed Mohtasim Haque Milki, ID: 182-43-341, THM 14th Batch, Department of Tourism and Hospitality Management, Faculty of Business and Entrepreneurship, Daffodil International University, has successfully completed the internship report on “An Analysis On The Role Of Bangladesh Tourism Board: Promotional Perspective” In this regard she practically worked at Bangladesh Tourism Board .

This report supports the topic title and fulfils the entire requirements. I have gone through the report and found it to be a well-written report. He has completed the report by himself. Hereby, I accept the report as the successful completion of the internship program.

During the program, he was sincere, proactive, and attentive to his work and I wish his every success in life.



.....

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Executive Summary

A country that will mesmerize with its extravagant scenic beauty; the green fields, and the beach which will provide a symphony to anyone's mind; is what comes to the mind when one thinks of Bangladesh. The natural resources make it one of the potential tourist destinations in the world. However, what people miss and we often fail to promote is our cultural tourism; which is one of the most trending tourism forms of late. Bangladesh has a diverse range of people; different religions and tribes, and special occasions, which can be a potential tourism stimulus for the visitors. Bangladesh Tourism Board; the organization which controls the tourism industry can play a vital role in turning our cultural tourism by displaying the richness of our culture to the world and making people feel what they are missing as an experience.

This report will discuss culture, tourism based on culture. The scenario of cultural tourism in Bangladesh, and how **BTB** can turn this potential into a bigger deal.



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CHAPTER 1: INTRODUCTION

1.1 Introduction

Every certain consumable or experience faces different trends every now and then. The Tourism industry is not excluding this list. Once; tourism was perceived to be an activity to watch a new scenic place, enjoy the landscape and relax. Modern day tourists no longer concur to this idea of tourism. Tourism has now multiple functions. One of the most integrals amongst them are Cultural Tourism. The reason behind calling cultural tourism as integral is; tourists in the recent era are more intrigued by diverse culture of a nation; they want to explore the people, the culture, the food. Overall, they want something unique; something that is fully new to them. A new culture, different norms and all. Cultural tourists are getting higher gradually lately. Also, to mention that; whether a travel does fall under the category of cultural tourism or any other; tourists now a days do want to experience the components of cultural tourism. They want to gather the raw experience. This is why, in the era of modern tourism trends; a country must display its culture and its uniqueness to the world; which will make tourists want to visit a country.

In the human age, cultural tourism has a lengthy history. People are naturally curious about the interests of others. Ancient people looked for mementos from various locations that didn't change overnight. Pearce (1982) observed that under the Roman Empire, individuals tended to gather mementos. In the last years of the Roman Empire, this trend slightly decreased. However, the mindset regarding travel remained unchanged. People began traveling for specific purposes around the 1300s (Dickman, 1989). Traveling at that period was primarily done for religious reasons, which gives people's spiritual lives greater value (Pearce, 1982). But nowadays, people also continue to travel in search of knowledge and personal growth. The affluent young men of the late 1600s traveled around Europe to see museums, pick up new languages, and master some of the finer arts, like painting and music. (1989, Dickman). Later, the wealthy people put a cap on their need for knowledge.

1.2 Background of the study

Bangladesh is a developing nation that does not properly research or focus on promoting tourism. As a result, despite Bangladesh's tourist industry having promising future and the potential to make a significant economic contribution, the sector has not been able to reach its full potential due to a lack of sufficient and necessary initiative from the relevant businesses and institutions. It is emphasized that this organizational issue must be resolved, and it is recommended that the relevant authorities coordinate their efforts, the management operates with professionalism and efficiency, and the service providers exhibit pleasant behavior in order to effectively present their goods and services and promote tourism in a nation like Bangladesh. The BPC was criticized in the Pannell Kerr Forster Associates Report (1988) for not fulfilling its obligations as a national tourism organization fully.

An efficient marketing plan for tourism-related goods and services is essential because promotion is one of the few fundamental characteristics that excites travelers. However, Bangladesh remains far behind in realizing this, and as a result, Bangladesh was unable to fully utilize the sector's potential, which prevented it from considerably growing the business as it could have and failing to generate a sufficient quantity of foreign currency. The goal of the current study on the use of promotional activities in the Bangladeshi tourism industry is to draw attention to the problems associated with promotion and offer some recommendations for the actual promotional strategies that will work best to increase the number of visitors to Bangladesh and boost the nation's economy. Additionally, efforts were made to pinpoint the Bangladeshi industry's promotional strategies.

1.3 Broad objectives

The broad objective of this study is to highlight the contribution of Bangladesh Tourism Board in promotion of tourism in Bangladesh.

1.4 Specific Objectives

- ✓ To represent the current development trends of the tourism industry in Bangladesh.
- ✓ To find out different promotional Strategies putting emphasis on digital marketing.
- ✓ To find out some gaps in the current promotional initiatives and referring some policy recommendation.

1.5 Limitation of the study

- ✓ The fundamental problem with the study was a lack of information, which was crucial for conducting it.
- ✓ I conducted this research for the first time. Therefore, one of the key aspects that made up the study's restriction was inexperience.
- ✓ Because our orientation did not go long enough to cover all facets of the tourism industry, it was difficult to explain how each desk's various functions worked.

1.6 Importance of the Study

Tourism is an important component for the benefit of both businesses and the government because it brings together a number of different industries. According to a World Bank figure, there were 530 million tourists worldwide in 1950, but there were 1442 billion in 2018. The World Tourism Organization (WTO) predicted that there will be 1,006.4 million international tourist arrivals in 2010, and that number will rise to 1,561.1 million in 2020. The WTO also predicted that South Asia will receive 10.6 million and 18.8 million tourists in 2010 and 2020, respectively, and that there will be 91.544 million and 179.249 in the Indian Ocean.

1.7 Literature review

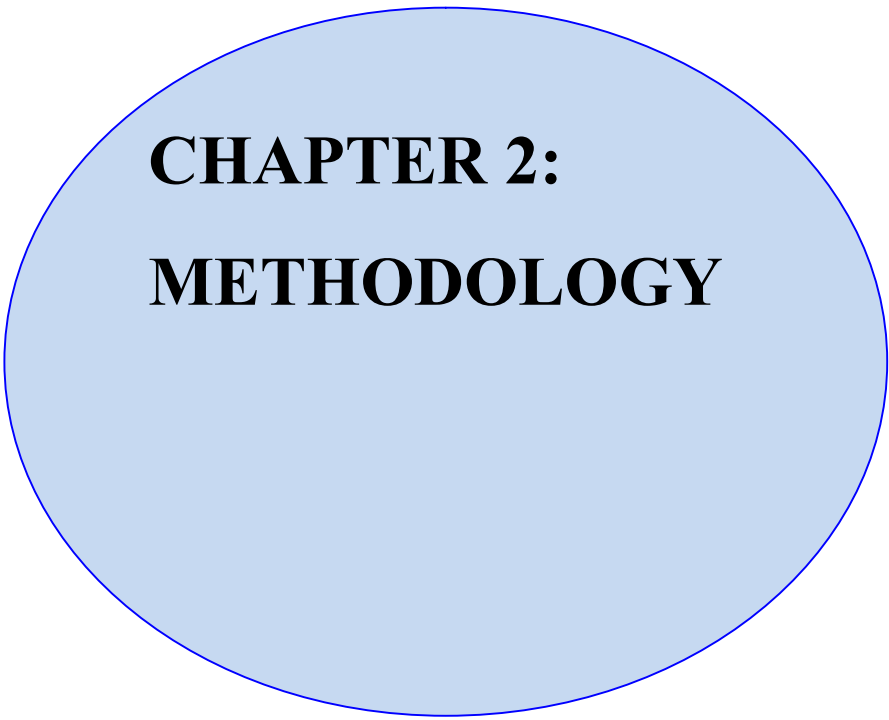
The results of global research studies on cultural tourism reveal that a sizable proportion of travellers are interested in cultural experiences, pay attention to cultural differences, the distinctiveness of a culture, etc. These essentially don't rely on the splendour of the natural world. The World Tourism Organization estimates that "culture tourists" make up over 40% of all foreign visits (Richards, 1996)

Cultural tourism can sometimes be perceived as including a variety of tourism types, including heritage tourism, historical tourism, and ethnic tourism, making its definition more difficult. Through visits to historical sites, monuments, and natural settings, heritage tourism can be defined as an interaction with or an experience of being a part of a place's past. One type of legacy tourism is historical tourism.

It is obvious that "culture tourism" and "cultural tourists" are difficult to describe because they might imply different things to different individuals (McKercher and Du Cros, 2003). Depending on their particular fields of study, several researchers have put forth various definitions of cultural tourism. When discussing cultural tourism, some academics place special emphasis on the visitor's perspective, including their activities, experiences, etc. Cultural tourism is described as "movement of people to satisfy the human yearning for

diversity, tending to increase the level of the person's culture and providing new knowledge, experiences, and encounters" by the World Tourism Organization (WTO, 1985). Cultural tourism is "the acts of humans traveling to and staying in locations beyond their typical surroundings for not more than one consecutive year for leisure, commerce, and other aims," according to the World Tourism Organization and the United Nations (WTO, 1994).

From the viewpoint of the provider is another approach to describe cultural tourism. This definition of cultural tourism is based on the tourist destination and its distinctive characteristics. Hughes (1996) made the serious idea that a typology of cultural tourism could be developed using a matrix of cultural purpose, which could be primary, incidental, or accidental, and the type of cultural interest, which could be particular or non-specific. According to the Australian Office of National Tourism's "Fact Sheet No. 10 Cultural Tourism," which was issued in 1997, the lifestyle, heritage, arts, businesses, and leisure activities of the local population are the main focus of cultural tourism. According to all definitions of the phrase that have been reviewed, "cultural tourism" encompasses both tourists who are eager to learn about a specific culture and any commercial products that accurately and consistently portray that culture (such as lifestyle, heritage, and art).



**CHAPTER 2:
METHODOLOGY**

2.1 Introduction

Secondary sources were used to gather the necessary data and information. Various books, journals, magazines, and periodicals have been examined along this procedure. In addition to these, a large number of websites focused on tourism have had their content updated. On the other hand, numerous local and international research projects have been evaluated in this area.

2.2 Research philosophy

This study is separated into two sections in order to accomplish its goals: the first is exploratory research, and the second is causal research in tourism marketing. An exploratory study is suited to achieve the goals because little is known about marketing in Bangladeshi tourism. When there is little knowledge about the topic at hand or when there is little data accessible on how similar problems or research concerns have been solved in the past, exploratory research is done. Exploratory research is consequently helpful for coming up with fresh concepts, variables, or hypotheses as well as for creating methods for measuring and finding new data. This exploratory study will also use a qualitative methodology because it helps to shed light on the phenomenon's underlying causes and is in line with the purpose of exploratory studies. Exploratory research is mostly used to understand something better. However, a qualitative technique is more suitable as an initial study than a quantitative one, given that the aims of this research are to develop variables connected to tourism marketing to be employed in the research. Exploratory research include literature searches, surveys, case analyses, and focus groups, according to Churchill (1999). In this study, a case study will be analysed. The next section will go into the justifications for choosing this approach. In conclusion, exploratory study will give the chance to establish hypotheses for a more focused analysis of the competitiveness of tourism marketing in the secondary stage of the research. In order to create comprehensive and pertinent questions for the secondary stage of study, the exploratory research will be utilized.

2.3 Research Strategy

Two different sorts of research methodologies are used for this project: a quantitative research strategy and a qualitative research methodology. Almost all research projects employ one of these two categories of research methods. Data are gathered in subject form

using the qualitative research approach and in numerical form using the quantitative research strategy.

2.4 Sources of data

Data can be gathered from the market through a variety of sources, however the primary and secondary sources of data are the ones that are most frequently used for data gathering. The main data are, in fact, the unprocessed, singular data that are crucial for making company decisions and are gathered through performing experience surveys and interviews. And secondary information is gathered through publications like books, journals, newspapers, research papers, theses, magazines, etc.

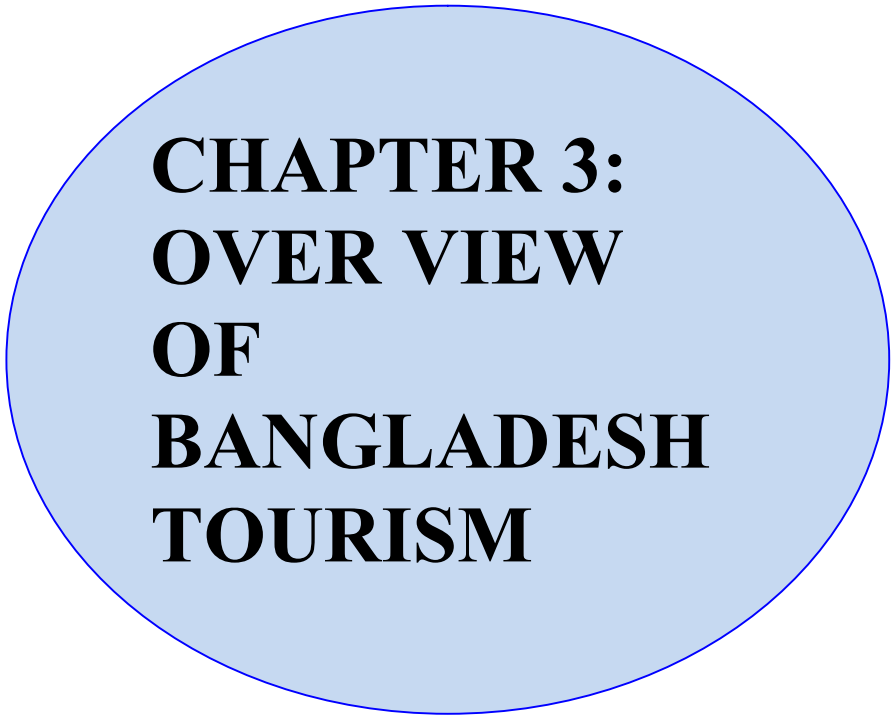
2.5 Population and sampling design

The entire group being studied, as described by the research's objectives, is referred to as the population. The purpose of this study is to examine the perspectives and attitudes of tourism stakeholders toward the effectiveness of tourism promotion and the growth of the industry. Both tourism stakeholders and leaving foreign tourists make up the study's population. The stakeholder target population in Dhaka, the capital of Bangladesh, includes individuals or organizations that are government officials, tourism authorities, regional tourism agencies, businesses engaged in the tourism industry, and tourism planning and development firms. Using a judgement sampling technique, the sample of tourism stakeholders for this study was drawn from the specified sampling frame. The Tour Operators Association of Bangladesh (TOAB) homepage served as the primary source for the sampling frame, and the researcher used it to compile a list of potential respondents along with their addresses and other information. More than 150 tourist stakeholders are represented in this information source.

2.6 Data collection methods

Several primary data gathering instruments, including as questionnaires, checklists, surveys, experience surveys, experiments, etc. are used to get primary data from the market. The primary data, on the other hand, are the unprocessed, singular, and extremely valuable facts for the business choice. However, this type of data collection can occasionally be exceedingly expensive and time-consuming (Bryman, 2006). Because of this, the researcher occasionally

gathers information from secondary sources. Well, case studies, pilot studies, FGDs, historical data, and so on are the majority of the widely used secondary data collection methods. The information is also gathered from earlier researchers' research reports. The researchers will accept secondary data if it meets certain criteria including being up to date, adequate, and reliable.



**CHAPTER 3:
OVER VIEW
OF
BANGLADESH
TOURISM**

3.1 Functions of Bangladesh Tourism Board

- 1) To create a variety of legal regulations with the primary goal of bridging the gaps in the current tourism regulations and allowing regulations to move forward.
- 2) To grow the tourism industry by engaging in a variety of planning-related activities and providing advice and guidance in tandem.
- 3) To increase public knowledge of tourism development, protection, and exploration.
- 4) To carry out responsible tourism by enlisting the assistance of the private sector, local residents, the local government, non-governmental organizations (NGO), the women's federation, and the media.
- 5) To improve channels of communication between government and privately run tourism-related institutions in Bangladesh and the international tourist groups there.
- 6) Establishing strong and secure footholds for Bangladeshi tourists through collaboration with relevant government agencies.
- 7) To develop a welcoming atmosphere for tourists in Bangladesh and to promote the country's tourism potential abroad as well as at home.
- 8) To develop human resources for the tourism industry by establishing training facilities and giving them the appropriate guidance.
- 9) To draw visitors by keeping high-quality and pertinent content, which can then facilitate smooth tourism services and ensure that appropriate maintenance measures are done.
- 10) To guarantee that those who are physically disabled can participate.
- 11) To uphold women's rights and guarantee their involvement in the tourism industry.
- 12) Conducting research on the tourism sector, surveying global marketplaces, and data analysis
- 13) To encourage and direct the development of small tourism-based businesses.
- 14) To plan tourism-related fairs and promote travel using a variety of marketing strategies.
- 15) To compile a database of potential tourists.

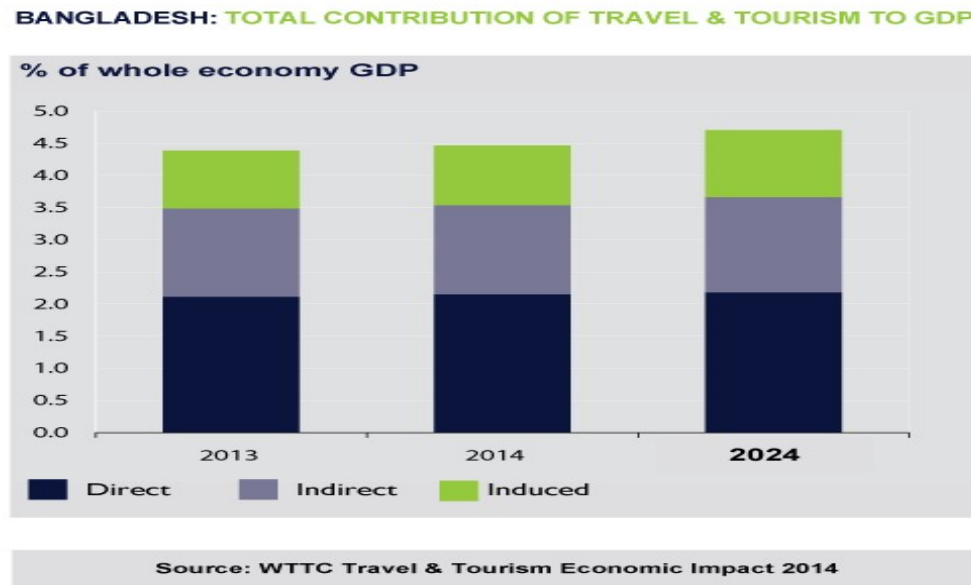
3.2 Roles played by Bangladesh Tourism Board in promoting Bangladesh's tourism

The Government of the People's Republic of Bangladesh is pleased to support the temporary replacement of the National Tourism Organization (NTO) of Bangladesh with the "Bangladesh Tourism Board" (BTB). The Board would assume leadership in the marketing and promotion of Bangladesh tourism on a national and international level. BTB will be involved in developing plans and strategies for the growth of tourism in addition to attracting foreign investment in the sector. Mr. Alim Uddin Ahmed will have a lot of obstacles to overcome as the BTB's first-ever CEO. After launching the campaign "Bangladesh Tourist Year 2011" earlier this year, the formation of the BTB is another another significant development for the Bangladesh tourism industry in 2011. These positive steps and rising public awareness of the industry's potential across the country have given Bangladesh's tourism sector a promising future. The newly constituted Bangladesh Tourism Board (BTB), which was established to promote tourism in the country, has chosen to appoint bureaucrats to the top 30 posts. The BTB appears to be another Parjatan Corporation as a result of this choice. By entangling the potential sector in red tape, experts worry that BTB's recently proposed organizational structure, in which top officials will be picked from the cadre service, could prevent the sector's expansion.

The Parjatan Corporation was reformed, tourism products were developed, marketing, advertising, and public relations strategies were put into place, according to Tourist Vision 2020, and the organization has also carried out a number of other activities and programs. The study finds that conserving cultural heritage and archaeological sites including Paharpur, Mahasthangarh, Mainamati, Bagerhat, Shat Gambuz Mosque, Buddhist Viharas and monasteries, historical structures and monuments, need proper excavation, preservation, and restoration. Eco-tourism sites including the Sundarbans, Teknaf peninsula, Chittagong Hill Tracts, TanguarHaor, and Sunamganj need to be well managed and shielded against unwanted invasion. To achieve this, the company must work in tandem with the Ministry of Forests. According to the paper, certain tourist hotspots, including as Cox's Bazar, Kuakata Beach, offshore islands like Sonadia, and St. Martin's Island, should be developed as specific tourist hotspots with the necessary infrastructure and entertainment features, like casinos and water sports. The paper recommends promoting riverine tourism, rural tourism, educational tourism, and health tourism. The Parjatan Corporation will concentrate on a few nations as potential markets and create a few medium- and long-term marketing plans. To achieve these goals, it is necessary to use full display advertisements, direct response ads, posters, brochures, films, the internet, power point presentations, and other promotional tools like offers for free travel or lodging as well as tie-in sales promotions. To make the Parjatan Corporation into an effective regulatory body, it should be given considerable freedom to interact with ministries, government organizations, and the business community.

3.3 Tourism potential of Bangladesh

According to a 2014 research by the World Travel and Tourism Council (WTTC), travel and tourism contributed 4.4 percent of GDP overall in 2013 and are projected to increase to 4.5 percent of GDP in 2014. By 2024, it is anticipated to increase by 6.5 percent annually to 4.7 percent of GDP. It should be noted that direct, indirect, and induced contributions all contribute to the total.



1,328,500 jobs were directly created by travel and tourism in 2013, and this number is expected to increase by 4.0 percent in 2014. Employment with hotels, airlines, travel agencies, and other passenger transportation services falls under this category. Over the next ten years, it will rise by an average of 2.7 percent annually. In 2013, 2.8 percent of all jobs were accounted for by the travel and tourism industry. According to projections, this will increase to 3.9% of all employment in 2014. Forecasts indicate that 4.2 percent of all employment will be supported by travel and tourism by 2024.

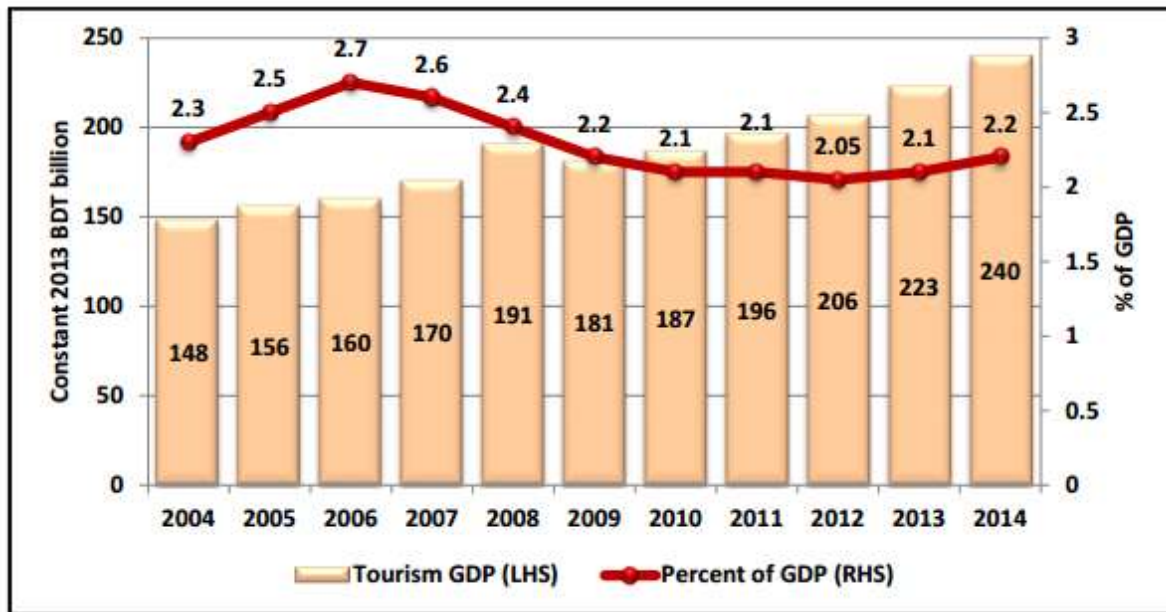


Figure: Travel and Tourism Contribution to GDP

Source: Travel and Tourism Economic Impact 2014, Bangladesh, WTTC

Although Bangladesh has begun to advance, the direct GDP contribution of the tourism industry has decreased recently when compared to earlier years. The direct contribution of tourism to the GDP was almost 2.5 percent between 2005 and 2009, but it fell to about 2.2 percent in 2014. According to the World Travel and Tourism Council's (WTTC) prediction, the contribution to GDP is only predicted to slightly increase by 2024, staying at 2.2 percent. The total GDP contribution of the tourism industry in Bangladesh was estimated to be 4.4 percent in 2013 when the induced and indirect contributions were taken into account. The WTTC predicts that this contribution will increase to roughly 4.7 percent by 2024. Bangladesh is ranked 165 at this level, whereas neighboring India is ranked 135 and nations like Thailand and Malaysia are ranked 35 and 41, respectively. Thailand (20.2 percent of GDP), Malaysia (16.6 percent of GDP), and India make up the total GDP contributions from the tourist industry, correspondingly (6.2 percent of GDP.) These data indicate that for Bangladesh to meet the goal reached by India, its performance must drastically improve over the next few years. Direct effects made up the greatest portion of these three effects, accounting for 2.2 percent of GDP, while indirect effects accounted for about 1.4 percent. The stated induced impacts, which amount to about 0.9 percent of GDP, are, as would be expected, less than the direct and suggested effects.

3.4 Tourism Products in Bangladesh

Tourists inevitably contrast the goods on offer at various locations to make sure they are getting the best value for their time and money while also getting peace of mind, relaxation, the ideal ambiance, better accommodations, and other benefits. Therefore, it is the responsibility of a destination's policymakers to take the required steps to meet tourist demand for tourism products. One of the top priorities for boosting any nation's tourism economy is providing world-class lodging. The need for higher grade housing in the nation was recognized in prior years by both the public and private sectors. Due to this, over the past two years, famous tourist locations such as Dhaka, Cox's Bazar, Chittagong, Sylhet, Bogra, and Khulna have seen the construction of approximately 500 hotels, 40 resorts, and 15 amusement parks (New Age, 2005). Even the publicly funded BPC, which operates hotels, motels, and cottages, has expanded its service area to 16 districts.

Bangladesh has a lot to offer travelers, as it is home to three World Heritage Sites: Mahasthangarh, Mosque City of Bagerhat, and the Sundarbans. Coastline enthusiasts will undoubtedly find something to slake their thirst on Cox's Bazar's 120 km long sandy beach, as well as Patenga, Parki, Teknaf, St. Martin Island, and Kuakata beach. Anyone who travels in steamboats and experiences the richness and ecosystem of the Sundarbans, the largest mangrove forest in the world, might be awed by its beauty. The tourist will experience a close encounter with nature thanks to Bandarban, the lake region of Rangamati, the lake town of Kaptai, the hilltop town of Khagrachhari, and the roof of Bangladesh. The tourist seeking archeological knowledge of South Asia and Bangladesh can learn from the archaeological sites of Buddhist monasteries, Hindu temples, Muslim mosques, and palaces. In addition to these, there are several tourist-attractive locations throughout the nation.

3.5 Prospects of tourism in Bangladesh

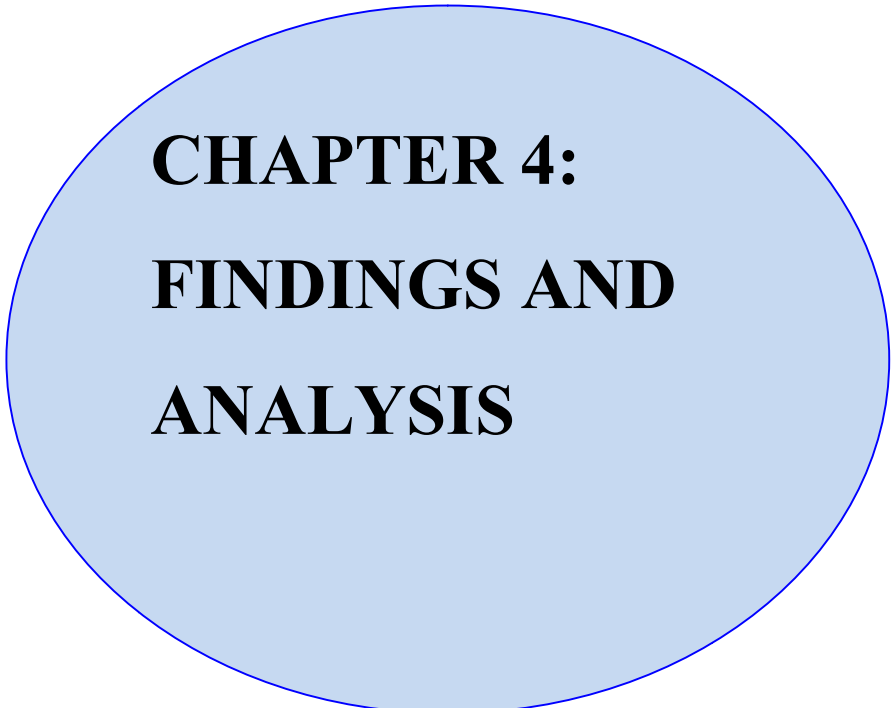
Because of its exports of goods like clothing and labor, Bangladesh is currently regarded as one of the top nations with a GDP growth that has won praise on a global scale. The tourism industry will expand as a result of this economic expansion. In Bangladesh, there will likely be 9,000 rooms with international standards available within the next five years. Initial agreements on the construction of hotels and resorts in Dhaka, Chittagong, Cox's Bazar, and Sylhet have already been signed by a number of prestigious international chains. Nearly 15,000 skilled staff will be required to operate these rooms, therefore more hospitality training facilities must be built in both the public and private sectors. The government created a new tourism policy in 2010 to capitalize on the industry's potential. This policy emphasizes the growth of eco-tourism, community tourism, rural tourism, pilgrimage tourism, riverine tourism, archaeological tourism, and other forms of tourism within the context of Bangladesh's traditions and cultures. The policy placed a strong emphasis on privately-run tourism. For marketing and promotion abroad, a tourism board has been established. To encourage foreign investment and the sustainable growth of the industry, a regulation titled "Exclusive Tourist Zone and Tourism Protected Area" was recently passed. One of the few industries in which Nepal has a comparative advantage is tourism. Through the multiplier effect, the industry has had an impact on various aspects of Nepal's economy and social system, including hotels, restaurants, transportation, shopping, entertainment, and other related economic activities (Ibid). Bangladesh has all the makings of a desirable travel destination. The country's tourism and hospitality sectors can help unemployed youth by providing income and employment possibilities. With direct and indirect support services including hotels, resorts, restaurants, transportation, and entertainment, tourists from both abroad and within Bangladesh earn an estimated Tk 100 billion in revenue annually. Not even one percent of this income is used to buy the items or services that the RMG firm needs. This is a reliable revenue that can be increased through public-private cooperation. For small and medium-sized businesses to develop new prospects for empowerment, this is likely the industry with the greatest promise. Government must serve as the intermediary. Government policies that are encouraging would encourage domestic travel, which would help the sector's activities grow. The hospitality and tourist sector has the potential to significantly contribute to the expansion of the global economy. The contribution of travel and tourism to Bangladesh's GDP is depicted in the graph below (figure 6).

3.6 Some Probable Measures to Improve and Develop Tourism Industry in Bangladesh

This article's first section discussed how Bangladesh's tourism industry is growing. To become a fascinating tourist destination in South Asia, this country, which is presently not well-known on the tourism map, has a lot of promise. A research conducted on the Cox's Bazaar sea beach in March 2005 by academics from the Department of Tourism and Hospitality Management at The People's University of Bangladesh surveyed 1,153 tourists to get their opinions and recommendations on how to help the country's tourism industry flourish. Some of the top recommendations from both tourists and researchers are as follows:

- 1) The Cox's Bazaar should be designated as the center of tourism for the growth and development of this sector.
- 2) To ensure contemporary and effective management and development, the government should adopt the appropriate policy and strategy.
- 3) A tourism board should be established by the experts in the area.
- 4) A modern Coast Guard with adequate training and an information center must be established. The current research's findings show, however, that the tourism sector in Bangladesh mostly lacks government initiatives, private sector investment, and public private partnership (PPP) funding. The National Development Policy gives absolutely no attention to the specialized knowledge, efficiency, innovation, and investment that are required to create this business. In this regard, the government policy-making authorities may urgently take into consideration the following actions for the development of the tourism industry in Bangladesh, per the recommendations of both service-providing organizations and tourists (local and foreign).
 - In order for infrastructure to develop and improve quickly, steps must be done to entice both domestic and international tourists and foreign investors to invest in this sector.
 - Upgrade and update security measures from the capital city to popular tourist destinations.
 - Ensure that tourists have access to contemporary recreation facilities (like Boating, wind surfing, Horse racing and other playing) The spot locations should have the necessary steps to give food items for the tourists and high-quality food.

- The cost of food and drink in tourist regions is kept at a level that ensures the caliber and standard of the meals served by the hotels and restaurants. Additionally, hotel and lodging rates should be competitive with those in other SAARC nations.
- The government may offer specific incentives to domestic and international investors, including PPP investors, who wish to invest in this sector. The development of the tourism industry in Sri Lanka is encouraged by 100 percent FDI.
- Install and develop lighting systems next to roads leading from the major city to tourist destinations, as well as powerful lights along the beach.
- Police stations should be located closer to tourist destinations in order to boost security. In order to handle any unwelcome situations and guarantee tourists' safety, there should be mobile police in tourist regions, much like in other foreign countries.
- The government may offer tax breaks to encourage the expansion of the tourism sector and the construction of hotels and restaurants in popular tourist locations across the nation, which will pique the interest of international investors in the sector.
- Professionals with experience in this industry should maintain the hotels'/motels' standards. The district commissioner (DC) of the city is the legitimate party responsible for upholding the standard of the hotels and motels, although he lacks the necessary expertise. Therefore, for the amicable growth of this business, both the government and BPC should reconsider the situation.
- Establish a training facility for resource people and tourist experts. The initiative taken by BTB in this area is insufficient and improper.
- It is crucial to create weather forecasting systems in tourist areas and zones in order to control natural disasters.
- Travel agents should be provided at the hotels and motels of popular tourist destinations like Cox's Bazar and others to ensure proper and prompt communication facilities for tourists traveling fairly and comfortably throughout the nation.
- Cooperation between the political and governing parties can lead to political stability. If not, no development—especially in terms of tourism development—would be guaranteed in this nation.



**CHAPTER 4:
FINDINGS AND
ANALYSIS**

4.1 Promotional strategy available for promoting tourism

4.1.1 Advertising

This is one of the most popular and often applied marketing strategies for promoting travel. Take out ads in trade journals to draw travel agents' attention across the nation to our goods. For our location, develop a brand that expresses what you have to offer and why. For instance, Las Vegas launched the "What happens in Vegas stays in Vegas" campaign to bolster its secretive escapist reputation. Discover the identification of our location and explain it to the general public so they are aware of the appeal.

4.1.2 Have a Modern Looking Website

It goes without saying that attracting today's tourists requires a website that has been expertly updated. Before deciding where to vacation, people want to see high-quality pictures with thorough explanations and price breakdowns. To get the greatest traffic, make sure your website is professionally designed and maintained.

4.1.3 Create a Social Media Presence

New marketing methods have never existed before the introduction of social media. The key to increasing the number of people who see your services and products is to be active on social media as a business. Although it may be tempting to promote yourself in every post, it is preferable to follow the 1–7 rule. Make sure to include seven informative posts with minimal marketing after each promotional post. With useful material, you'll be able to promote yourself more effectively while gaining more followers.

4.1.4 Utilize Online Booking and Payment

Online booking and payment are incredibly undervalued. People will be much more interested in your location if they can pay for their hotel rooms and make reservations for leisure activities online. Remember that many people work a 9–5 schedule and may find it quite challenging to contact your business during normal business hours. Tourists are encouraged to visit you if you accept payments and reservations 24 hours a day.

4.1.5 Take Advantage of Search Engine Optimization

The greatest strategy to advertise your website online is with modern SEO. Even the most attractive site with all the conveniences will be meaningless if no one visits it. To improve

your search engine ranks, SEO makes use of keywords and embedded links. You will become more visible to relevant traffic by moving up the search engine results pages.

4.2 The promotional activity undertaken by Bangladesh Tourism Board in promoting tourism

The promotional activity that is undertaken by Bangladesh Tourism Board in promoting tourism is described below.

4.2.1 Kuakata beach carnival

The beach carnival is being held by Bangladesh Tourism Board (BTB) to familiarize visitors with the SagarKanya beach, which has yet to be discovered (daughter of sea). At a press conference conducted on Sunday in the presence of Civil Aviation and Tourism Minister Rashed Khan Menon, BTB Chief Executive Officer Akhtar uz Zaman Khan Kabir announced the event. Cultural programs, beach football, beach cricket, ha-du-du, volleyball, dariabandha, and a kite festival were just a few of the unique characteristics that the three-day carnival was built with. Along with water bikes and boat rides, the carnival also included ATB rides.

4.2.2 ICC Cricket World Cup 2011:

India, Sri Lanka, and Bangladesh co-hosted the 2011 Cricket World Cup. The Bangladesh Tourism Board had been chosen by the International Cricket Council to serve as the host nation's local partner for the 2011 Cricket World Cup in Bangladesh. The Bangladesh Tourism Board successfully achieved the tasks given to it. Throughout the World Cup, informational kiosks were set up in various areas. The Sher e Bangla National Cricket Stadium in Dhaka, the HazratShahalal International Airport in Dhaka, and the Shaheed Zahur Ahmed Stadium in Chittagong were popular tourist destinations. These informational kiosks were set up to promote Bangladesh's tourism to foreign visitors and draw in international cricket match viewers. In order to provide interested travelers with useful tourism information about Bangladesh, an unique tourism help line with the number 13801 was also established for the Cricket World Cup event. Such an attempt was quite effective and received high appreciation from both Bangladesh's general populace and foreign tourists.

Additionally, the Bangladesh Tourism Board installed billboards with advertisements in order to draw tourists to several significant spots in Bangladesh. During the World Cup in Dhaka, 27 billboards in total were erected up at strategic areas. The International Cricket Council-approved cricket wallet, billboard, fascia, display stand, and tickets all bear the Bangladesh Tourism Board's emblem. In the eight cricket matches that took place in Dhaka and Chittagong venues, the emblem of the Bangladesh Tourism Board was also inscribed on the pitch mat near mid-wicket. Through printed picture ads glued into the official International Cricket Council match mementos, Bangladesh's tourism-related features were advertised. Bangladesh was able to attract tourists from around the world as a result of the unique tourism promotion that was launched during the ICC Cricket World Cup 2011.

4.2.3 Digital Marketing Campaign:

In order to conduct a digital marketing campaign, the Bangladesh Tourism Board established its own website, www.tourismboard.gov.bd. For the digital marketing effort, a different website with the domain name www.visitbangladesh.gov.bd that was developed during the 2011 Cricket World Cup was revamped.

The Bangladesh Tourist Board's initiatives have increased awareness-raising, improved Bangladesh's image, and expanded the country's tourism potential on a global scale.

4.2.4 Bangladesh Folk Festival 2011:

The Bangladesh tourism board organized a whole day-long event called "Indigenous Fair / Folk Festival" to highlight Bangladesh's rich folk history to foreign media journalists covering the ICC World Cup 2011. In front of all of Bangladesh's media, the ceremony was opened by the honorable chairman of the Bangladesh Tourism Board and the ICC Media Manager. The festival's arrangements were pretty impressive. The participants included well-known national folk fashion houses, regional cuisines, historical information about Dhaka, voting booths for the Sundarbans, etc. The fair featured 40 distinct stalls provided by 40 different businesses, most of which displayed and sold their products. The majority of them traveled from various regions of the nation to exhibit their unique tribal cultures and traditions. Numerous well-known Bangladeshi boutique stores also opened their doors to the local fair. Each piece was highly distinctive and different from the others. The customers had a wonderful experience with several different products in one location. The festival featured some traditional food item stalls in addition to craft booths. They were offering a variety of delectable Bangladeshi dishes at the fair, which received a positive response from the

attendees. The event's attendees had access to a variety of interactive arrangements in the program. Some of them were badornach, face painting, snake charmers, etc. The fair's finale featured an amazing cultural program. For the entertainment of the international visitors, many well-known singers and artists from the nation performed. A feast with authentic Bangladeshi food marked the event's conclusion. The fair attracted about 2000 locals. Media representatives from outside and locally attended the fair. Many hotel guests attended the fair as well and were appreciative of the Bangladesh Tourism Board's initiative. Personnel from the Bangladesh Tourism Board put in a lot of effort to make the event a success. Both print and digital media in Bangladesh gave the Folk Festival extensive coverage. A few foreign media outlets also posted details about the program online. In a nutshell, both the foreign crowd and the local crowd found the event to be successful.

4.2.5 Bangladesh Premier League 2011:

The Bangladesh Tourism Board partnered with and co-sponsored the first Bangladesh Premier League, which was held by the Bangladesh Cricket Board. Many well-known foreign athletes competed in the Bangladesh Premier League, an international standard T20 cricket tournament. Numerous overseas spectators were attracted by such foreign players' participation. The Bangladesh Tourist Board was able to promote the country's tourism business to a worldwide audience through numerous television commercials as a benefit of being co-sponsors in an international sporting event like the Bangladesh Premier League.

4.2.6 Asian Tourism Fair 2011:

In order to develop shared tourism-promotion strategies for Asian countries while promoting their own distinctive regional qualities, a three-day regional tourism fair was conducted in Dhaka city from September 29 through October 1. The first of its type in the nation, the "Asian Tourism Fair 2011," focused on the potential of the tourism business in the area to draw visitors from all over the world to the region's eye-pleasing tourist attractions. With the assistance of the Ministry of Civil Aviation and Tourism, Bangladesh Parjatan Corporation, and the Bangabandhu International Conference Center (BICC), the fair was co-hosted by ParjatanBichitra and the Bangladesh Tourism Board (BTB) (BPC). The fair was inaugurated by GM Quader, Minister of Civil Aviation and Tourism.

4.3 Problems faced by BTB in promoting tourism

4.3.1 Budget constraints

The budget announced by Government of Bangladesh is relatively low in case of Bangladesh tourism board comparing with another sector. For promoting and development of tourism this sector will need a huge budget and in this case this sector faced limitations.

4.3.2 Expert personnel

Bangladesh tourism board required the expert personnel who will understand the tourism and the requirements of promoting tourism. Expert personnel will highly require who have the proper knowledge about the promotional strategies.

4.3.3 Lack of professionals from tourism Background

For promoting tourism BTB need graduates from tourism Background, but in previous days the tourism was not that much popular and for that reason the people were unwilling to study in this purpose. University of Dhaka opened the department named Tourism and Hospitality management in just 9 years ago. But there is lack of interest of those graduates to stay in hospitality industry. To promote tourism BTB will encourage the graduates to stay in Hospitality industry. Because the graduates have huge theoretical knowledge on tourism purpose and they can implement their study in practical work.



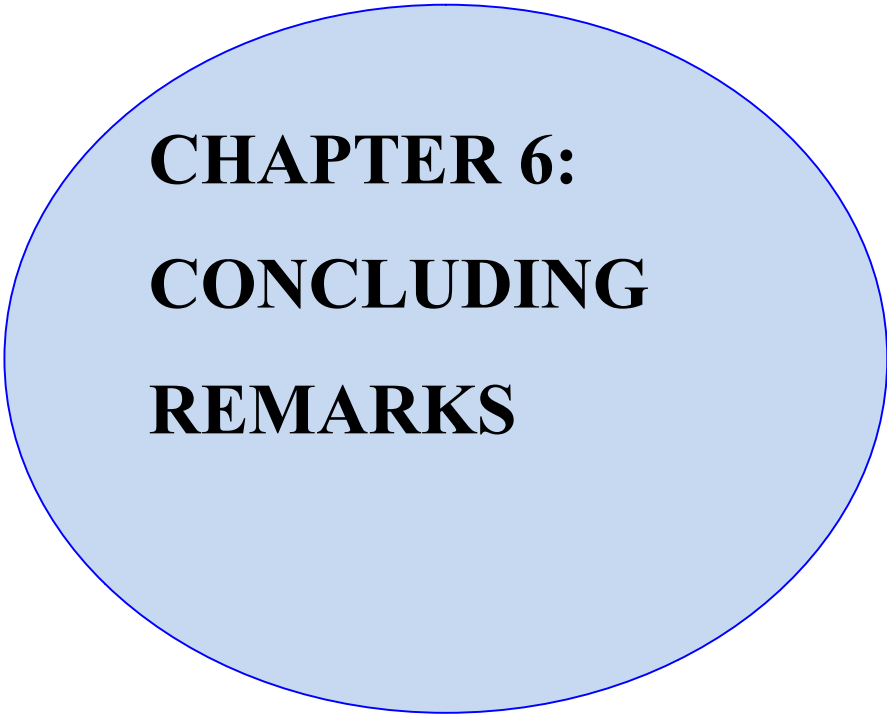
**CHAPTER 5:
RECOMMENDATION**

5.1 Suggestions for the Future Development of Tourism

The following suggestions have been made for the future growth of tourism in Bangladesh by the four private tour operators.

- The tourist sector in Bangladesh requires significant investment to create infrastructure facilities and marketing strategies. Due to resource limitations, the government is unable to meet the demands of this substantial investment; therefore, in order to grow and promote Bangladesh's tourist industry, the government should think about encouraging private sector investment from both domestic and foreign companies. The government should provide some incentives to the private investors to stimulate private investment.
- The Internet may play a key role in fostering worldwide information exchange to promote any nation's tourism business. Additionally, the World Wide Web (WWW), the most widely used Internet application, can be used productively for a variety of tourism marketing objectives, including direct sales, advertising, customer assistance, etc. The appropriate application of this technology for the industry's marketing must be taken into account by the Bangladesh Tourism Authority. It is important to note that even if BTB has its own website, it should be professionally developed and have all the necessary details.
- Foreign tour operators can be a key factor in encouraging potential travelers to visit a certain tourism destination. In order to persuade foreign tour operators to send more tourists to Bangladesh, BPC and private tour operators in Bangladesh can continue to communicate and coordinate with them. The brochure, trinkets, and tourist maps of Bangladesh tourism can also be distributed by foreign trip companies. They require some incentives for this reason. Through foreign tour operators, Bangladesh is able to provide package tours at a considerable discount.
- The need to create new tourist attractions, goods, or services.
- More marketing initiatives need to be implemented.
- Create and maintain a visually appealing website to offer potential tourists the necessary information.
- The government needs to prioritize this sector's development.
- Tourists' safety needs to be guaranteed.
- BTB should have complete autonomy to make timely decisions

Improved transportation infrastructure; infrastructure development for the tourism industry; uninterrupted power supply; development of human resources in the tourism industry; preservation of scenic locations; improved government marketing strategies; and proper government planning to ensure sustainable tourism



**CHAPTER 6:
CONCLUDING
REMARKS**

Bangladesh has not seen the same trend, despite the huge global growth of tourism. It's not because Bangladesh lacks interesting tourist sites; rather, it's because inefficient marketing tactics were used. The world's longest unbroken sea beach, miles of golden sands, towering cliffs, surfing waves, rare conch shells, Buddhist temples, pagodas, and delectable sea food are just a few of the incredible tourist attractions that Bangladesh failed to market. Other incredible attractions include the world's largest mangrove forests, which are formed at the Ganges delta, cultural heritage, pristine beauty of the nature, etc. Bangladesh's tourism contributes very little to world tourism. The nation's standing among the SAARC countries is ultimately what matters. It's in the area directly over Bhutan. As a result, tourism has a small economic impact on Bangladesh.

The literature that is now accessible also shows that, mostly as a result of weak marketing efforts, Bangladesh's tourism industry has not reached its full potential and has not attracted more tourists. Even while employing the global media to promote Bangladesh tourism can be expensive, it can be effective at piquing the interest of potential foreign tourists. Due to budgetary constraints, the country must rely on local media and certain low-quality printed materials to market the industry, which has an adverse effect on the accomplishment of the goal from this business. Rarely is information technology used to promote tourism in Bangladesh. The current home page for Bangladesh on the internet The Parjatan Corporation website is unattractive and poorly constructed, and it is unable to give potential tourists all the information they need.

Bangladesh tourism needs to make more promotional efforts if it wants to keep up with the current competition among the destination nations. Bangladesh might plan more tourism-related activities to attract both domestic visitors and foreigners who currently live there. The dissemination of various printed materials about Bangladesh tourism and advertising in local periodicals both have the potential to contribute to the achievement of the objective.

Through participation in international tourism fairs, distribution of various types of high-quality printed materials to potential foreign tourists, advertisements in some international newspapers covering at least the major tourist-generating countries to Bangladesh, etc., the promotion of the same in Bangladesh may be more successful. Bangladesh's facilities for its foreign missions may play a major role in drawing tourists to. More effective ways to draw

tourists to Bangladesh include mutual agreements with a select group of foreign tour operators and providing incentives to them.

Because potential visitors require advance awareness of the destination's attractions and services, information technology may be utilized to assist spread information more widely. In order for potential tourists to easily find all the information they need on the page, Bangladesh tourism may make the effort to upgrade its current website in a well-designed manner. There should be enough web resources to support online reservations for all reservations connected to travel. There should be some enticing offers available, like low airfare or hotel rates, for a group vacation and a longer visit. All of these will encourage prospective travelers to pick Bangladesh as their travel destination.

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