Some aspects of problems and prospects of Tourism Sector in Bangladesh : A critical review of relevant studies.

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[Abstract : Tourism industry in Bangladesh has bright prospect due to heavy demand and expectations of foreign tourist and our local people because of our cultural heritage located in Cox's Bazar, Kuakata, Sundarbans areas, Saintmartin's Island, Bandarban, Rangamati, Khagrachari and Sylhet areas. We have constraints in providing security measures, accommodation facilities protection of the interesting spots and providing satisfaction for the tourists. We hope that with the completion of seven tourist development areas their satisfaction will be given through govt. initiatives in cooperation with emerging entrepreneurs.]

Introduction

Tourism industry in Bangladesh has an immense prospect due to our excellent Tourist centers by the side of the Bay of Bengal located at the Cox'sBazar, Kuakata, Sundarbans areas, Saintmartin, Bandarban, Rangamati, Khagrachari and Sylhet areas etc. We know that foreign tourists enjoy our different tourist centers in a very nice way and their perceptions towards the magnificent tourist center in Bangladesh are very satisfactory. We have increasing number of tourists, good earnings, good attractions, nice image in this vital sector. There is also heavy potentiality of this emerging sector in the eyes of global demand.

The objective of the study is to find out the problems and prospects of this vital sector. The study is based mainly on secondary data collected through intensive library work.

Need for the study

We have nice natural world heritage centers which need regular maintenance and protection. There might be increasing revenues from the preservation and conservation of our cultural heritage through long term strategic plans.

We need more attractions for our local and foreign tourists through ensuring security measures and providing incentives for their day to day attractions. This study will be beneficial to the policy marks and other stakeholders to arrive at concluding remarks.

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Observations in related research studies

We know that various studies have been done on our Tourism sector, related papers are reviewed as follows : Hossain (2007 : 69-85) made a study on "Domestic Tourists Attitude Towards the Tourism destination and Retention in Bangladesh". The major object of the study is to focus the Local tourist attitudes towards their destination and retention in Bangladesh, Three tourism destinations are studied narrating 20 indicators. Findings of the study are that tourists have the highest attraction for Cox's Bazar area. Cost in destination, Extent of Hospitality of local community, opportunity for adventure, availability of transports, and historical impact are the major attributes drawing the attention of the sample tourists. We need strategic plans for the sustainable development of our tourist centers through initiative of our government.

Harun and Himel (2016 : 115-122) studied on "Tourism Destination Branding and 7 Ps : A Case on Bangladesh". Objectives of the study are to measure the contribution of the 7 Ps in tourism industry of Bangladesh and to utilise the same for wide branding of the tourist destinations. They interviewed 3 tourists groups of 6 tourist sites of Bangladesh 130 respondents were there . Findings are that tourism marketers follow seven 7Ps like product, place, price, promotion, people, physical evidence, perceived image and process for increasing the awareness for destination, image of the destination as to develop the brand equality among the interested tourists so that their attractions become more. Poor entertainment facilities, lack of efficient service providers, lack of consistency in the service, reliable information for the centers, few pages in face book of Bangladesh etc, are the major constraints. Tourism Board may have the responsibility for the development of the vital sector.

Rahman (2017 : 97-115) authored an article on "Unique Selling proposition : An attempt to set Bangladesh's Tourism apart from Balancing diversity and Ambiguity". He found that in spite of having unparalleled potential, tourists are not confident of their better services at the centers. We need the wide use of USP approach for branding the unusual situation in Bangladesh and controlling the rough image in the minds of the tourists.

Tuhin et al., (2014 : 29-46) had a study on "Tourists Attitude towards Archaeological Tourism site of Bangladesh : A Study on Mainamoti Boudhavihar Comilla". The object of the study is to assess the tourists' attitude for the Mainamati Boudhavihar as an archaeological place of tourists' interest. Secondary and primary data are used. They observed that archaeological history of Mainamoti is yet to be traced out. Facilities made there are not sufficient rather unplanned and inconvenient. We need creation of better services for the tourists in these places though using marketing strategies for the satisfaction of the local and foreign tourists.

Lincoln (2008) wrote an article on "Tourism Industry in Bangladesh : A Tremendous Potential for Foreign Currency". He analyzed the various tourism products and services available in Bangladesh. He found that our tourism industry has bright prospect. Our tourism season is 6 months as against 3 months in Europe and USA. We have also healthy weather, largest sea beach in Cox's Bazar and Kuakata. There is easy journey opportunity from Cox's Bazar, Saintmartin's Island, Rangamati, Khangachari and Bandarban.

Major difficulties are shortage of international standard Hotel or restaurant. Dhaka to Chittagong communication is difficult, security in Sea beach is also questionable.

Islam (2008 : 69) had a study on "The significance of Tourism Products in Bangladesh". The aim of the paper was to analyse the various impacts of tourism products on the economic development of Bangladesh. The study is based on both primary and secondary data. He narrated that quality of hotels product and services has negative impact on the perception of tourists.

Prices and charges are reasonable and it shows positive impact. Cultural background history of our tourist's products are really very much prospective, sports tourism products are of below standard.

He suggested for raising tourists products, creating tourists interest, security and other safety measures.

Kamal (2008 : 83-90) developed an article on "Economic Impact of Tourism and Globalization in Bangladesh". He found that tourism growth has positive impact on our economic development in the context of global challenges. He found that the combined effects of the growth of foreign tourism and globalization are very much contributory. Our trade balance and govt. accounts are in better position due to increasing revenue from this vital sector.

Sarkar et al., (2008 : 105-110) had an article on "Sustainable development of Eco-Tourism in the southern part of Bangladesh". They found that tourism has immense social, economic, environmental cultural benefits. If also helps in poverty alleviation programs through creating employment opportunity for the local poor.

They suggested for increasing awareness for eco-tourism, conservation of tourism centers, further research activities, security measures, more hotels and restaurants and creating satisfactory image of our available tourism centers.

Conclusion

We know that in Bangladesh Govt. motivates the private sector to participate in investment in Tourism sector. That will generate employment opportunity and

raising income of the stakeholders. During 2017, following seven important projects are approved for rapid implementation through public private partnership collaboration in this vital sector.

Integrated Tourism and entertainment village at Cox'sBazar,Five star hotel Chittagong, International standard tourism complex, Cox'sBazar,Sabrang exclusive tourist zone, Star hotel at Sylhet, Star hotel at Khulna & Star hotel at Mongla etc.

We need active cooperation of our young entrepreneurs to cooperate with govt. initiatives for the easy implementation of the projects and fulfill the desires of our tourists as well as other stakeholders in the face global challenges for the achievement of sustainable development goals of our Bangladesh.

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