

## Different Aspects of Tourism Marketing Strategies With Special Reference to Bangladesh: An Analysis

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### Abstract:

*Tourism marketing depends on successful formulation of strategic planning and its implementation. Tourism can add value in the economy if proper marketing plan and strategy can be built and implemented. Tourism market may be segmented on the basis of local and foreign tourists as well as income level of the tourists. Tourism sector should be properly explored, so that it will have positive contribution towards increase of Gross domestic product. Entrepreneurship development is required in the tourism sector and regional cooperation can bring benefits for Bangladesh. The article tried to analyze various aspects of tourism marketing strategies. Growth of the tourism industry of a country largely depends on domestic and global environment. The situation of the globe as well as current situation of the tourism sector in Bangladesh was also discussed. The study is based on both primary data and secondary data. Time period of the study is in between 1st November, 2005 and 31<sup>st</sup> January 2006. Through estimating a regression equation, authors observe that for Bangladesh- spots and cost of services have positive impact on the tourism sector. Authors suggested that tourism should be acted as an important ingredient of economic development of the country for which synergy may be applied between tourism marketing plan and its implementation process. Integrated marketing communications channel should be used to develop tourism sector of the country*

**Key Words:** Tourism Marketing, Advertising, Pricing strategies, integrated marketing Communications

### Introduction and Background:

Tourism can be defined those who travel for the reason of recreation and leisure beyond his/her normal environment for maximum one year so that the he/she can be able to get the services for mental and physical satisfaction. Through tourism one can increase his/her productivity as mental agony can be removed and can maximize his/her level of satisfaction.

Tourism can be developed as a number one industry in Bangladesh like many other countries. This sector can be treated in many countries as one of the economic earnings sector in terms of foreign exchange earnings as well as creation of employment generations. World tourism is the world's largest export earnings sector and is an important aspect in the balance of payments position of many countries. As a whole tourism sector is an integrated sector depending on the cultural heritage, scenic beauty of spots, archeological and historical places, socio-political and infrastructural development of a country. For effective development of the tourism industry, balanced development is needed. It is also related to current affairs and economic diplomacy. Security of the tourist spot is vital for arranging tour program. However, when violence or political

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instability prevails than tourism won't prosper. According to Bangladesh Parjatan Corporation(2007) during the year 2006 ,total number of foreign tourists visited in Bangladesh is 84,831 which is 42.35% of the total visitors arrival by purpose of visit in Bangladesh .

Tourism sector as a whole is a combine element of diverse organizations including tourism spots, easy communication and transportation facilities, provision of accommodations starting from world class to poorer income group of tourists, securities, rescue system, diversified food items for multiple group of people with high quality and different prices depending on the nature of the tourists, tax free shops, tour operators, travel guides, multiple languages etc. Tourism sector should be properly explored, so that it will have positive contribution towards increase of Gross domestic product.

During ancient period, foreign tourists are used to visit the then ancient Bengal. At that time Bengal was well known for its loveliness as well as its ancient industrial base. But after English rule and latter on Pakistani period, Bengal lost its own image. Even independence of Bangladesh fails to explore to attract tourists .

Economic diplomacy can be used to explore production, exchange of products and services from one place to another, movement of labor and foreign direct investment.

World economic issues have vast impact on local issues and in this process economic diplomacy can help to attain fulfillment of basic needs of a country. Due to international phenomena, wide area of new dimension and strategy has been created in economic diplomacy. Activities for enhancing in sequence, larger precision and more advertising, it has positive impact on world tourism.

Tourism can be included in the export industry. It is a commodity for sale, which is consumed at the point of production. Tourism is growing fast as a global industry and it is comparatively a cheaper way to earn foreign currencies. Tourism is the leading source of foreign exchange earnings.

Current affairs are directly related to world tourism. If we consider the history of world civilization we shall find that during the peace and prosperity, mobility of tourists from one place to another rises. The same thing is happening in the twenty-first century. In the area of the globe where political stability prevails and terrorist activities don't prevail -tourism will boost up.

Major mechanisms to develop marketing strategy of the tourism sector can be mentioned below:

- To attain competitive marketplace of the tourism sector;
- To implement and support day to day operations of tourism sector;
- To develop future planning and successful implementations in the tourism sector.

Tourism 2020 Vision is the World Tourism Organization's long-term forecast and assessment of the development of tourism up to the first 20 years of the new millennium. An essential outcome of the Tourism 2020 Vision are quantitative forecasts covering a 25 years period, with 1995 as the base year and forecasts for 2010 and 2020 which is shown in the Table:1 of Appendix(Source: <http://www.unwto.org/facts/eng/vision.htm>). Bangladesh is also trying to develop tourism 2020 vision (Source: Bangladesh Parjatan Corporation,2004). Bangladesh Parjatan Corporation(2004) in its study report on the Tourism vision 2020 aims at contributing to overall development of the

country in terms of job creation, poverty reduction, increasing national GDP ,development and conservation of tourism.

When tourism sector can be developed it will have an impact on Gross domestic Product, which in turn develops the economy as a whole. Tourism marketing depends on strategic planning. Vision and mission to increase tourism should work together. The activity of attracting local and foreign tourists to tour different areas of Bangladesh requires proper maintenance of the archeological, historical and natural scenic beauty spots and arranging for advertising and promotional campaign. This paper mainly intends to see whether tourism industry can be developed with the aspects of taking proper marketing strategies.

#### **Literature Review:**

Jahangir(1998) argued that Bangladesh's share in the total arrivals in the south Asian region is too small. Almost all the countries of South Asia, backed by organized efforts, are far ahead of Bangladesh in respect of development of tourism.

Ali(2004) found that from the ancient period this area is famous for scenic beauty. Foreign tourists praised this country for its wonderful natural beauty, rich cultural heritage and hospitality of the people.

Kotler,Bowen and Maken(2004) described that some of the major psychological determinants of demand for tourism includes prestige, escape, sexual opportunity, education, social interaction, family bonding , relaxation, self -discovery. These determinants can be used in segmentation variables. Demographics and lifestyles are also important segmentation variables used for tourism purposes.

Hossain and Nazmin(2005) commented that being tourism services are quite complex and heterogeneous in nature, the marketing of these services is quite challenging. Besides, heterogeneous business group supplies a variety of services to the divergent tourist groups, which is required for the highest possible co-ordination and integrated efforts among different tourism firms in their service strategies. They opined that tourism marketers in Bangladesh should try to bring tourist dreams in reality and close the gaps between tourists' needs and their achievements through proper service strategies.

Ansari,Akter and Huq(2006) observed that in St.Martin's Island of Bangladesh ,although tourism provides a mixed consent of in its benefits and impact on the island ,the result of the study shows that support of the tourism provides a mixed consent of benefits and impacts on the island, the result of the study shows that support of the tourism is strong among the local residents and they are also in favor of its expansion. They suggest that directing tourism growth towards local needs, interest and limit can greatly enhance tourism's value to the community and help to create a sustainable tourism industry.

Islam and Islam (2006) argued that Bangladesh is a country of Asian region holding high potentiality of tourism. Since long past, Bangladesh was an attractive destination to the tourists. But at present her position is not significant in terms of international tourism.

There is an increasing trend in the arrivals of foreign tourist in Bangladesh, foreign exchange earnings and contribution of Bangladesh Parjatan (tourism) Corporation (BPC) to national exchequer. The maximum tourists came in Bangladesh during October to March. Largest portion of tourists visiting in Bangladesh came from the countries of Asian region. India occupied the first

position in the list of tourists importing countries in Bangladesh. Most of the foreign tourists come in Bangladesh by airway. Concerned authorities should take steps to create positive image of the country to all over the world especially in the countries of Europe, America and Middle East. The legal formalities are also need to be relaxed. Further, the authorities should develop the infrastructure facilities of the existing tourist spots.

Hossain and Nazmin(2006) depicted that according to the foreign tourists of Bangladesh ,scenic beauty ranked first, cost of services second ,attitude of people third ,and so on down to facilities ranking the tenth.

Amin (2007) argued that travel and tourism is now one of the largest industries in the world contributing over 10% to global GDP. Economically, travel and tourism creates jobs and contributes to a country's GDP as well as bringing in capital investment and exports.

Nath (2007) observed that level of satisfaction with the overall tourism facilities and services is at a level of 51% .The tourists judged by very poorly the level of night entertainment, tour information, advertisement, and traveling agency services.

Okaka(2007) described that the media can spur the current prospects for the African countries to actively collaborate in a wide range of eco-tourism enhancement activities which include: joint product or service development, research, human resource development and management, exchange of tourism experts and tourism information within the existing economic and trading regional blocks.

Deggan (2007) argued that in the context of the overall macroeconomic activity there is good reason to believe that tourism can be significant contributors to economic development in the years ahead if an appropriate emphasis and strategy is developed.

Thepphawan , Tachumpa and Vichitr(2007) described that in Thailand strategic marketing to attract the tourists to the Intra-city tourism route can apply the tourism marketing mix strategy as follow(1)Product: Creating product design of the Intra-city tourism to differentiate as the differential strategy. The three tourism sites should set up museums to show their history and background of their beings. Build their own images of distinct characteristics of their human resources, their hospitality and communicative language ability of the target tourists' nationalities – English, German etc. Emphasize in safety measure of the tourists in health, lives and belongings. The government tourism agency and public transportation combine service in public transportation in the Intra-city tourism route to physically connect these three tourism sites together and easily access to the sites.(2)Price: The package price service should be considered to have special packages to the customers. Then offer the travel agencies to have price discrimination by providing total service of Intra-city tourism route – traveling, accommodation, excursion are included in the package. Privilege price strategy should be used to attract the regular customers and to give more promotion in VIP Membership, which the travel agencies have already had this special offer. The price of public transportation of this route should be set. (3)Place: Participate with the road show of Tourism Authority of Thailand. Put this Intra-city tourism route into the map and projects of Tourism Authority of Thailand. Publicize and promote this route through the travel agencies around the world.(4)Promotion: Creating media to put in the road show of Tourism Authority of Thailand both in Thailand and the target groups abroad. Create the attractive presentations to image the route. The famous presenters such as Miss Universe or Thai famous stars should be hired for this presentation. Website is made to promote the route via the Internet. The advertisement in the newspaper, magazines, journals, airlines magazines, and tourism magazines are essential. Also the TV commercial, documentary programs of Tourism

Authority of Thailand on UBC 9 and TATV should be considered. The tourism office in Chiang Mai province should participate and cooperate in this project. Billboard along the route should be put on the promotion. Besides those mentions, the event marketing strategy should be used to create events that drive the promotion of the route such as the festival of tourism of Art-Culture Handicraft Tourism Route.

In the literature review, it has been well described by different authors that tourism marketing is essential for economic development of a country. The study intends to do research work considering both primary and secondary sources. Most of the authors do either conceptual framework or secondary sources. Ansari, Akter and Huq (2006) did their research work in St. Martin's Island only. But this study wants to do research from the perspective of overall marketing strategy of tourism of Bangladesh. Though Nath (2007) did his research work on the basis of the primary sources but he did not estimate regression analysis. To mitigate the gap of the research work this study will use both quantitative and qualitative research work.

From the literature review it has been observed that following variables are very important to enhance tourism sector of the country: Spots, Security, Accommodation, Entertainment, Political stability, Cost of Services, Tour operator and Tour information and advertisements. Therefore, the study has been designed to achieve the following objectives.

#### **Objectives of the Study:**

Objectives of the study are given below:

- To evaluate tourism services, impact of spot for attracting tourists, cost of services, Entertainment, political stability, level of security, accommodation etc. in the tourism sector;
- To apprise Bangladesh's tourism industry's benefit and impact on the economy;
- To provide some recommendations for developing proper tourism marketing strategies so that economic development can be attained.

#### **Methodology of the Study:**

The study is based on primary and secondary data sources. Primary data were collected through a questionnaire responded by randomly selected 115 domestic and foreign tourists of the country during the period from 1st November, 2005 to 31<sup>st</sup> January 2006. As the primary data is concentrated on the Tourists only, from the primary source the study purports to see the demander side views of the tourism sector. For the primary sources one questionnaire has been prepared. Tourists are randomly selected from Dhaka city, Cox's Bazar, Rangamati, Maynamoti and Paharpur area.

The study uses hypothesis testing that when two or more variables of tourism facilities will be raised then number of tourists will also rise.

In the questionnaire we used rating system as proxy determinants of the variables. Variables are as follows: Spots, Security, Accommodation, Entertainment, Political instability, Cost of Services, Tour operator and Tour information and advertisements. To rate the each variable, depending on the need of the tourists the study use: 1=Strongly needed; 2=Needed; 3=Not Too Much needed and 4=Not Needed. After gathering data, we tabulate the data and prepare for regression analysis. On the basis of the tabulate data an ordinary least square regression equation has been estimated. The study determines adjusted  $R^2$ , Z-test, F-test, D.W. Stat.

From the literature review, following variables have been chosen to estimate ordinary least square regression equation:

$$TOT = f(SP, SY, AN, E, PI, CS, TR, TIA)$$

Where TOT: Tourist;

SP=Spots;

SY=Security;

AN=Accommodation;

E=Entertainment;

PI=Political stability;

CS=Cost of Services;

TR=Tour Operator;

TIA=Tour information and Advertisement

A priori relationship is as follows: If the spots are eye-catching, tourists will be attracted to visit the area i.e. positively related. When security measures are sufficient, tourists will feel safe to tour. Accommodations are positively related to tourism i.e. when accommodation can be provided on the basis of the different criteria of the tourist then it will have positive impact on increasing tourism. Entertainment will have direct relationship on tourism. Political stability is one of the determining factors for tourism, which is positively related. Cost of services if can be kept minimal then tourism will be raised. If Tour operator provides better services than numbers of Tourists will be raised when tour information and proper advertisement can be displayed then tourism may be raised.

The major sources of secondary sources include publications of various authors, research reports, journals, website etc. that are indicated in the references. In addition, SWOT analysis of Bangladesh's tourism industry will also be prepared from the respondents' response collected through the questionnaire. This SWOT analysis has also been undertaken to examine the tourism marketing strategy relating to current affairs.

#### **Limitations of the Study:**

The study mainly considers secondary sources. For the primary sources, the study only sees demanders' side views of the tourism sector through collecting data on the basis of the questionnaire. But it doesn't take supply side views, as huge costs and enormous time will be required in the process.

#### **Present Scenario:**

This section is divided into two sub sections i.e. result of the primary data and observations of secondary sources.

**Result of the primary data:**

On the basis of respondents' response, we have done ordinary least square regression equation. The summary of the result is given below:

**Equation No. 1**

Dependent Variable: TOT

Method: Ordinary Least Squares

VARIABLE	COEFFICIENT	STD.ERROR	Z-STATISTIC	PROB.
LE	NT			
C	1207.031	244.975	0.500317	0.5321
TIA	0.769263	0.126223	0.893742	0.3847
SP	2.006123	0.253491	7.541287	0.0000
SY	110.1066	23256.87	0.564163	0.5805
TR	123.1060	433.1351	0.758103	0.8544
CS	0.591710	10.18382	6.094455	0.0000
E	0.024128	0.051351	0.469862	0.6448
PI	12.78251	12.34615	0.352681	0.5424
AN	0.018766	0.037822	0.496173	0.6265
Adjusted R-squared		0.903876	F-statistic	54.36334
Durbin-Watson stat.		1.584800	Prob(F-statistic)	0.000000

In equation: 1, we observed that spots, cost of services is positive at 1% level of significance. However, value of tour operator is too large and insignificant at 10% level of significance. The equation provided a good fit at 90% of the observed variation in Tourist. We observed that if the attraction of spots rises by 1%, then the tourists will be raised by 2%. Durbin-Watson statistics is 1.584800, which indicates that no autocorrelation prevails at 1% level of significance. F statistics is significant at 1% level of significance.

From the aforesaid estimation, we found that hypothesis of the study that when two variables of the tourism facilities will be raised then number of the tourists will increase.

**Observations of Secondary Sources:**

**Overall perspective:** Economic gains are major driving force for the growth of tourism sector in developing countries. The initial period of growth occurred in the late 1960's and 1970's, when tourism was perceived as a key activity for generating foreign exchange and employment generation through private as well as government organizations. Tourism is one of the world's most important sources of creation of employment and reduce poverty level. It creates new avenues of investment in infrastructural development, and may lead to help to improve the living standard of local people. Government of a country may earn substantial tax revenues from this sector.

Employment generation and reducing poverty related to tourism sector has been creating in developed and developing countries due to promotional campaign of tourism. Intercultural awareness and cross-boarder face-to-face gathering is feasible through tourism. As such it is a powerful tool for improving international understanding and contributing to peace among all the nations of the world. However, World Tourism Organization (WTO), a specialized agency of the United Nations, is the leading international organization in the field of tourism. It recognizes that tourism can have a negative cultural, environmental and social impact if it is not properly

planned, managed and monitored. WTO encourages governments to play a vital role in the tourism sector, building partnership with the private sector, local authorities and non-governmental organizations.

**Global perspective:** In 2007, international tourist arrivals grew by an estimated 6% to reach a new record figure of nearly 900 million – an astonishing achievement given that the 800 million mark was only reached two years earlier. This represents nearly 52 million more arrivals than in 2006, well over the total count for either the Middle East or Africa. In fact, world tourism enjoyed its fourth consecutive year of growth in 2007 above the long-term forecast of 4.1% and, surprisingly, it even exceeded the 5.5% increases recorded in 2005 and 2006 (Source: [http://www.unwto.org/facts/eng/pdf/barometer/UNWTO\\_Barom08\\_1\\_excerpt\\_en.pdf](http://www.unwto.org/facts/eng/pdf/barometer/UNWTO_Barom08_1_excerpt_en.pdf)).

Different tourism sponsors in correlation with ICT arranging the encouragement and expansion of tourism, through advertising, promotional campaign for visiting the attractive places for the current and target tourists through publishing some web publications. The Internet and other computer technologies are modernizing tourism industry's logistic supports. ICT and sightseeing convey mutually a small number of high-level experts for developing the tourism industry, private enterprises and researchers.

Tourism developments may stop people from having the right of access to land, water and natural resources. Adverse social impacts also include poor working conditions, low wages, child labor and sex tourism. In 1998 it collaborated with ECPAT (End Child Prostitution and Trafficking in Children for Sexual Purposes) to draw up a code of conduct for tour operators in relation to child prostitution and tourism. Signatories to ECPAT's code of conduct commit themselves to (Source: <http://www.ecpat.net/eng/index.asp>):

- working against child exploitation in their policy documents;
- training staff on how to combat child exploitation;
- provision of information to customers;
- putting pressure on suppliers by including a clause against the commercial sexual exploitation of children in the contract (with hotels, for example);
- provision of information to key local people and organizations by creating a network in destinations to raise awareness amongst local people.

Worlds Top 10 Destinations and Tourism Earners are shown in the Appendix (Table: 2). Largest number of tourists arrived in France in the year 2005 while largest amount of receipts were in USA (Source: Bangladesh Parjatan Corporation, 2007). World Tourist Arrivals and Receipts 2001-2006 are shown in Table: 3 of Appendix. It reveals that during 2006, growth rate of world tourist arrivals are 4.47% in comparison to the year 2005.

The member countries of South Asian Association for Regional Co-operation do have pleasant spots to attract tourists but lack of proper infrastructural development and security problem tourist are not very positive to visit in these areas. Though some events have been taken in these countries, but these efforts are segregate to attract tourists. In this area under systematic planning for developing tourism culture and environment through regional cooperation may be established. Second Summit of the BIMSTEC put emphasizes on mutual cooperation among the members countries for development of the tourism. On the other hand, all the member countries of ASEAN are well developed in the tourism sector. They have jointly developed this field from beginning to closing stages- promotion and creation of market not only within their region but worldwide.

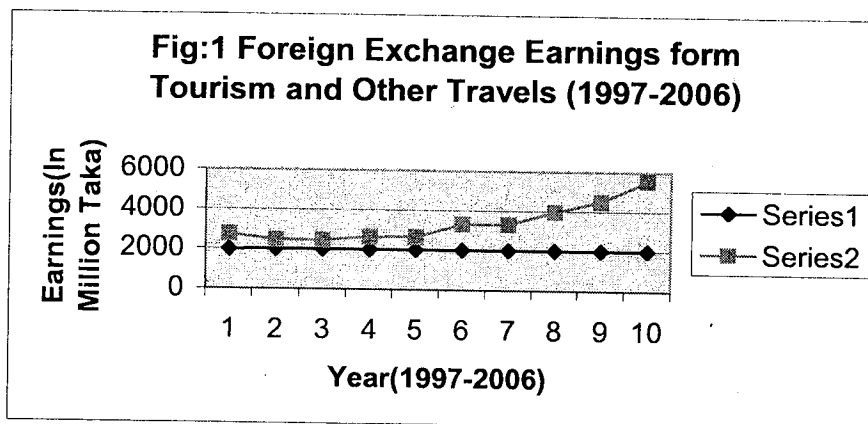
**Bangladesh perspective:** In Bangladesh we can divide tourism spots in three broader view points: Archeological, historical and natural beauty. Most potential areas of Bangladesh include



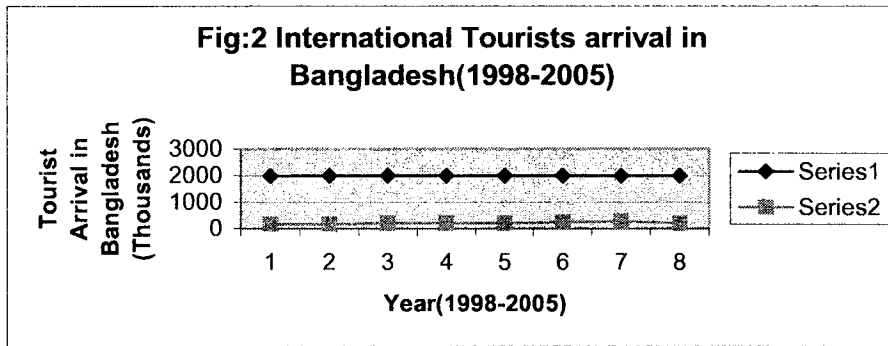
developing tourism centering Sunderbans forest, Rangamati, St.Martin's Island ,sca beach resort in Cox'sBazar, Himchari,Patanga sea beach , Boga lake,Foy's lake ,World War II Cemetery in Chittagong, cultural tourism based on Buddhist and Islamic archaeological and historical - monuments, general interest features in the Dhaka region especially Sonargaon, Madhabkunda and tea plantation in Sylhet area, Maynamoti at Comilla region ,Bhawal national park at Gazipur and bird watching tours in the Jahangiranagar area. Mahastangar in Bogra district, Rajshai , Shat gumbaj Mosque at Bagerhat and Barisal region also full of tourist spots. Paharpur buddist vihar was included in the world heritage list. Bangladesh is the country where language movement was held and also became independent in the year 1971. Tourists can visit central shahid minar, national martyrs memorial etc. Even they can visit head office of the grameen bank.

Normally with the advent of winter season in each year, thousands of home and overseas tourists are visiting Rangamati, Khagrachari and Bandarban to enjoy the scenic beauty of the hilly region, acquaint themselves with the life style of the tribal people and pass some days in solitude far away from their busy life schedule. Moreover, they can also visit other parts of the country. The entrepreneurs associated with the hotel business and other tourism related activities would suffer heavily when the law and order situation causes any sort of disturbances. This in turn will have negative impacts on other sectors of the economy. Furthermore, security and safety, problem, lack of tourist guides, rent seeking, language problem for communication and overall law and order situation in the tourist spots like Cox'sBazar ,Rangamati, Bandarban, Sundarban are creating problem to attract tourist in this country. Lack of mutual cooperation among the SAARC and BIMSTEC counties are not playing positive role to enhance tourists of Bangladesh.

Now we have illustrated figure:1 which is related to foreign exchange earnings related to tourism and other travel in Bangladesh.



Source: Bangladesh Parjatan Corporation (2007): Tourism Statistics of Bangladesh-2006  
 Figure:2 depicted international tourists arrival in Bangladesh.



Source: Bangladesh Parjatan Corporation (2007): Tourism Statistics of Bangladesh-2006

From the aforesaid figures it was observed that foreign exchange earnings as well as number of arrival of international tourists are very negligible. Marketing strategy is not appropriately developed in Bangladesh. Though Bangladesh Parjatan Corporation (National Tourism Organization) was established in the year 1974 but their effective role in the tourism sector has not been working. Advertisement and Promotional activities to promote tourism in Bangladesh are very narrow and do have little impact. As obtained from the regression analysis we observed that in case of tourism in Bangladesh tour information and advertisement is insignificant. This is due to lack of strategic marketing policies and practices. How to attract new tourists or to retain current tourists there are no research and development. Dissemination of information of the tourism sector is not feasible.

**SWOT Analysis of Bangladesh’s Tourism Industry:**

On the basis of the respondents’ response of the Questionnaire, we have done following SWOT analysis:

Strengths	Weaknesses	Opportunities	Threats
---Natural beauty: Bangladesh is renowned for its natural beauty, greenery, archeological and historical places. and hospitality of people. It has numerous rivers ,longest sea beach of the World.	--- Problems Related to safety, , security and hygiene, Lack of Entertainment Facilities both physical and recreational	--- Globalization and dissemination of information; Scope for Expansion of Communication media	---Political instability; Foreign tourist may not communicate with local people due to lack of language problem.
---Scope for expansion of world tourism.	--- Lack of new investment; Low quality Services; Lack of safety and Security	---To attract tourists if regular research and development may be done by the policy makers,	---Infrastructure for enhancement of the tourism is not developed
--- Low cost of products and services	---Non Professional Tour operators	--- Tourist spots should be more attractive;	Strong competition within the region
---Rich Cultural heritage.	---Visa Requirements	---Synergy for Promotional Strategy of Tourism	---Conservative Social system
--Emphasis on development of tourism and hospitality skilled manpower	--- Lack of Infrastructural development	--- Development of tourism culture	---Barriers to overcome Image crisis of Bangladesh

Source: Empirical findings

### **Concluding Remarks and Recommendations:**

Bangladesh is an infant stage of tourism sector. This stage should be pushed upward. From our regression analysis we observed that spots, cost of services have positive impact on tourism sector. Spots should be more lucrative for the tourists. Beautification of the spot and easy communication system will facilitate tourism. Though cost of services is some how justified for the foreign tourists of the developed nations but it is much higher for most of the domestic tourists of the country as well as member countries of the SAARC and BIMSTEC. Moreover, those who visit from developed nations, maximum of them did not belong to the affluent class. As such cost of services should be kept minimum without compromising quality. This cost of services may be included starting from arrival of Bangladesh to departure from Bangladesh. In each stage cost should be kept low so that accumulated cost visiting of tourist spots, including staying at hotel, transportation cost from one place to another etc. should not be higher. Our findings have some similarities with Hossain and Nazmin's(2006) observations. Though they found that foreign tourists of Bangladesh, scenic beauty ranked first, cost of services second but we do not observed relevance of other factors such as attitude of people, facilities etc. Entertainment facilities for the foreign tourists especially at night may be raised which was observed by Nath (2007). This was one of the major reasons for dissatisfying tourists.

Advertisement and promotional campaign should be used to increase tourism. Media can play vital role in developing a good atmosphere and also promoting tourism culture as observed by Okaka'a(2007) may be followed for Bangladesh. Integrated marketing communications channels should be used in this respect. Moreover, Bangladeshi embassies located at different places of abroad can be used to arrange personalized marketing to attract tourists as well as connecting hub for international travel agencies. As such special wing may be opened in each embassy to promote tourism.

Proposal for Thailand's strategic marketing to attract the tourists may also be considered for Bangladesh as proposed by Thepphawan, Tachumpa and Vichitr(2007). Through tailor made their proposal in consideration of the cultural-religion-environmental condition of the country and this should also take care about practicing ethical values.

Proper safety, and improvement of law and order situation is necessary to develop tourism sector of Bangladesh as observed by Islam and Islam (2006). Actually supply chain management of the country for ensuring well equipped so that distribution channel of tourism facilities should be enhanced. Behavior of the members of the law and enforcement agencies should be more polite. However, we should be careful about the negative impact of the tourism on the domestic economy, as evil activities might be occurred due to increase of tourists.

Tourism should be acted as an ingredient of economic development of the country for which applying synergy between tourism marketing plan and its implementation is required. Integrated marketing communications should be used to develop tourism sector. In today's extremely competitive market place a strategy should ensure a dependable approach to offering tourism products or services to supersede competitors. Marketing strategy of the tourism sector must have a clear attitude for implementing the strategy. Tourism sector should simultaneously utilize its assets and abilities in the real life scenario of the country to add value. High quality products at a low price, arrangement for entertainment, development of infrastructure, security, accommodation, aggressive promotional campaign etc. are also required. Growth of the tourism industry largely depends on national and global condition. Pricing strategy of the tourism sector is very important for which all categories of tourists including high-income group and low-income group may get the opportunity to tour. Product differentiation technique should be used to attract tourists and fulfill their demands. Tourism industry should be comprised of accumulating all courses of action for which efficiency and effectiveness in the strategic marketing is being required.

### **Recommendations:**

- Natural scenic beauties, historical monuments and archaeological places starting from ancient period of Bengal to till to date are essential to display for tourists. The country

won independence from West Pakistanis through liberation war. Arrangement for maintaining the tourist spots are being needed very much. Moreover, the country has rich cultural heritage from the ancient period. As such the country has lot of things to display towards foreigners and also domestic tourists. New ventures should be taken to display attractive areas in a structured manner. New tourist spots should also be created and arrangement should be made so that tourists can understand lifestyle of the tribal and non- tribal people.

- Foreign tourist will bring valuable foreign exchange earnings. Tourism market should be segmented on the basis of income level. This is not only applicable for foreigners but also domestic tourists. On the other hand upper class people of the country who tours abroad can be inspired to tour within the income group and lower income group of people of the country, tourism facility should be created within their purchasing power capability.
- Unskilled tour operator should get proper trainings. Though Bangladesh Parjatan Corporation has been taking initiatives to train manpower in different trades of the tourism industry but most of their trained people are not up to the mark. Recently University of Dhaka and some other private universities opened Dept. of Tourism and Hospitality. This will definitely encourage to create skilled manpower in the tourism sector and as a result new generation may use innovative ideas to capacity building and opportunities to attract tourists in the country.
- Tourism sector can be well developed under package deal policy. Starting from security measures, creation of pro tourist visit places, tour operators, advertising and personalized marketing, effective pricing strategy, accommodations-hotel, resort arrangements, infrastructural facilities, tourism products, logistic, retail, distribution etc. should be arranged under package deal policy.
- World Tourism day on September 27 may be declared as a holiday or to celebrate with greater enthusiasm to create awareness among the prospective tourists. Under Private and public partnership seminars, symposiums etc. may be organized to publicize the necessity of the Tourism. This will enhance to create tourism culture in Bangladesh. Moreover to create habit of tourism among the local people from childhood, special arrangements may be taken by the Bangladesh Parjatan Corporation or school authorities to take school students to visit different historical /archeological places or natural scenic beauty places of the country.
- In the tourism sector we need entrepreneurial activities .As such both public and private sector partnership may be developed in the tourism sector of Bangladesh. Young entrepreneurs' especially female entrepreneurs may be encouraged to prepare various types of goods and services reflecting rich cultural heritage including art- craft of the country for selling to the foreign tourists. Tribal people of the country may be encouraged by the policy makers and/or non govt. organizations to undertake entrepreneurial activities associated with tourism.
- Facilities in the private sector are required to encourage investing in the tourism industry. From the tourism sector we can raise our growth rate of GDP subject to the enhancement of the numbers and expenditures made by tourists. New opportunities for creation of employment will be occurred if tourism sector can be properly developed. Value chain may be created in the Tourism industry. This will in turn help to add value in the economy of Bangladesh.
- Rules and procedures for foreign tourists may be changed so that tourist visas on arrival at airport can be given to the tourists. For domestic tourists those who are working in public and private sector, leave with full pay for one month per annum may be provided

by the authorities' .If necessary Govt. can give some subsidiary so that habit of tourism can be developed in the country.

- In the tourism industry, the issue of protection and safety measures is really important. Government should acquire obligatory enterprises to protect tourism industry from negative impacts of safety and security and for this they should take appropriate decision-making strategies and plans. They should give appropriate stress on premises accountability, steps to rescue during sea tour if any problem arises, attacks on tourists, health related problems, drug trafficking, stealing, street burglary and hijacking. Local people should also be aware to look after the welfare of the tourists.
- Political stability is also one of the important preconditions to attract tourists. Infrastructure should be developed with a target oriented planning, which must be properly implemented.
- Image of Bangladesh should be raised in the eyes of foreign nationals and to attract tourists -innovative ways of marketing strategy accompanied with efficient and effective measures should be taken. Bangladesh Embassies in abroad should work in this respect.
- To develop tourism culture, attract new tourists and retain current tourists to tour in this region - combined cooperation among the SAARC member countries or under BIMSTEC appropriate steps are required.
- The country can increase market shares in the tourism sector through creating its competitiveness. Technological innovations in the communication sector especially media can contributes towards cross boarder cultural and spread of global ideology. E-marketing strategy may be followed.
- In the tourism sector, marketing mix strategy may be followed: *Product*: To create product design of the tourism to separate as the degree of different strategy. Highlight in safety measure of the tourists in health, rescue system, lives and belongings; *Price*: Pricing of the products and services in the tourism related industry should be minimized as per the segmentation of the tourist's income level .Special discount may be given who will tour in a group. *Place*: Tourist spots should be shown in attractive manner for which arrangement for the road show by the Bangladesh Parjatan Corporation as well as campaign with the help of Internet /E-mail; *Promotion*: Involvement of electronic and print media should be arranged by the Bangladesh Parjatan Corporation within the country and the target groups abroad. Bangladesh Embassies at abroad may be encouraged to participate in the promotional campaign at abroad. Websites can be prepared to encourage tourism. Involving the attractive personalities to increase image of the country in the promotional\*campaign is required. The famous media personalities and film stars can work as presenters. Rich cultural heritage of Bengal may be explored. The advertisements in the newspaper, magazines, journals, etc. are essential. Also the TV/Radio commercial, documentary programs, art films, short films considering market segmentation may be prepared by the Bangladesh Parjatan Corporation and should arrange for broadcast at home and abroad. They may take the assistance of Bangladesh embassies at abroad and non-resident Bangladeshis to inspire foreigners to tour Bangladesh. International and national travel agencies should be contacted for promotional campaign (Source: Thepphawan , Tachumpa and Vichitr 2007).
- Policy makers as well as social thinkers may take proactive arrangements for avoiding negative effect due to the tourism . They may be cautious so that negative impact can not be outweighed positive impact of the tourism sector.

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## Appendices

**Table: 1** Tourism 2020 Vision of UNWTO

	Base Year	Forecasts		Market share (%)		Average annual growth rate (%)
	1995	2010	2020	1995	2020	1995-2020
	(Million)					
<b>World</b>	<b>565</b>	<b>1006</b>	<b>1561</b>	<b>100</b>	<b>100</b>	<b>4.1</b>
<b>Africa</b>	<b>20</b>	<b>47</b>	<b>77</b>	<b>3.6</b>	<b>5.0</b>	<b>5.5</b>
<b>Americas</b>	<b>110</b>	<b>190</b>	<b>282</b>	<b>19.3</b>	<b>18.1</b>	<b>3.8</b>
<b>East Asia and the Pacific</b>	<b>81</b>	<b>195</b>	<b>397</b>	<b>14.4</b>	<b>25.4</b>	<b>6.5</b>
<b>Europe</b>	<b>336</b>	<b>527</b>	<b>717</b>	<b>59.8</b>	<b>45.9</b>	<b>3.1</b>
<b>Middle East</b>	<b>14</b>	<b>36</b>	<b>69</b>	<b>2.2</b>	<b>4.4</b>	<b>6.7</b>
<b>South Asia</b>	<b>4</b>	<b>11</b>	<b>19</b>	<b>0.7</b>	<b>1.2</b>	<b>6.2</b>

Source: <http://www.unwto.org/facts/eng/vision.htm>

**Table:2** Worlds Top 10 Destinations and Tourism Earners -2005

Rank	Country	Arrivals Millions	Rank	Country	Receipt Billion US\$
1	France	75.91	1	USA	81.68
2	Spain	55.91	2	Spain	47.89
3	USA	49.20	3	France	42.27
4	China	46.80	4	Italy	35.39
5	Italy	36.51	5	UK	30.67
6	UK	29.97	6	China	29.29
7	Mexico	21.91	7	Germany	29.20
8	Germany	21.50	8	Turkey	18.15
9	Turkey	20.27	9	Australia	16.86

Source: Bangladesh Parjatan Corporation (2007): Tourism Statistics of Bangladesh-2006

**Table:3** World Tourist Arrivals and Receipts 2001-2006

Year	Arrivals Millions)	Change (Percentage)	Receipt (US\$ Billion)	Change (Percentage)
2001	688	-	463	-
2002	709	3.05	480	3.67
2003	697	-1.69	524	9.17
2004	766	9.9	623	18.89
2005	806	5.22	680	7.40
2006	842	4.47	-	-

Source: Bangladesh Parjatan Corporation (2007): Tourism Statistics of Bangladesh-2006



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