

Some Issues on Foreign Tourists Generation for Bangladesh Tourism : An Analysis

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Abstract

There has been a great potentiality of tourism industry in Bangladesh. Neighbouring SAARC countries like India, Nepal, Srilanka have achieved a lot in this connection. The present study tried to identify major problems and potentials of tourism industry in Bangladesh; seasonality of foreign tourists' coming to Bangladesh and to know about the SAARC and other top countries which are producing tourists for Bangladesh. For collecting data 5 tourist spots (Cox's bazar, Kuakata, Moinamoti, Lalbagh Fort and Foiaz Lake) were selected purposively and then 50 foreign tourists were selected randomly from those five tourist spots. Moreover, tourism statistics from Bangladesh Parjaton Corporation (BPC) and from report of World Travel and Tourism Council (WTTC) were collected for analyzing. It is found that transportation and accommodation are the major problems and Cox's Bazar & the Sundarbans are the major potentials of Bangladesh tourism industry; there is no top foreign tourist generating month in Bangladesh because in different year different month became the top tourist generating month during the study period. In overall consideration, India is the top tourist generating country by providing 38-40% tourists for Bangladesh. On the other hand, considering foreign tourists from only SAARC countries to Bangladesh India is the top SAARC country by providing 77.18% (2011) tourists. In the year 2013 the contribution of tourism sector of Bangladesh to the economy is Tk. 460.03 billion. The achievement of the study could be useful guideline for policy implications.

Keywords: Bangladesh Tourism Corporation, Tourist Spots, Arrival, SAARC, Tourist Generation.

Introduction

Travel & tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has a significant indirect and induced impacts. The UN statistics division approved Tourism Satellite Accounting methodology (TSA) which quantifies only the direct contribution of travel and tourism. But WTTC recognises tourism's total contribution (WTTC, report on Bangladesh 2014). Tourism can be a major catalyst for economic and social development because it could generate jobs, provide foreign exchange, generate taxes and other indirect revenues for government, stimulate activities in the agricultural, industrial and commercial sectors of the economy that come into contact and foster foreign and local investment (Alleyne and Brown 1974, Bhuiyan 2010). Many developing countries of the world have improved their economy through tourism. For example, in Mexico 46% of the total revenue from exports and services is accounted for tourism (Theuns 2002, Amin 2011). Even in the context of

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small and comparatively undiversified economies like Caribbean Islands, a modest tourism industry has a significant impact (Holder 2000). As far as Bangladesh is concerned, tourism industry is still at its developing stage (Hasan 1992, Islam and Islam 2014). In course of history, this part (Bangladesh) of the Indian subcontinent had always attracted the foreigners some times as invaders and sometimes as tourists. That means Bengal had always been a good destination for the international tourists (Hasan 1992). Sonargaon (now Dhaka) had been visited by many famous travelers like Fa-Hien in 399 AD, Hiuen-Tsang in 629 AD, Ibn Battuta in 1346 AD, Niccolao Manucci in 1503, Caesar Frederick in 1565, Ralpp Pilch in 16th century, Mandclslo in 16th century. Francois Berncir in 1666, Sebasiiion Manrich in 1640 and others including many famous preachers of different religious ideologies (Bangla Pedia 2003). But with the passage of time Bengal has lost its attraction as a major tourist destination (Hasan 1992, Hasan 2010) and at present Bangladesh could be placed no where in the list of major tourist importing countries of the world (Mondol 2001). Where as, in many countries toursim is top regulatory of the economy (Islam, 1994, Hossain & Firozzaman 2013). There is an increasing trend in the arrivals of foreign tourists in Bangladesh and foreign exchange earnings. The concerned authorities should take steps to create positive image of the country to all over the world (Islam and Islam 2014). But the major problems of Bangladesh tourism to attract foreign tourists are over population, natural disasters, and lack of capital investment (Hall 2012).

Literature Review

For the purpose of the study a number of related literatures were reviewed. Considering space few of them are presented below :

Hossain and Firozzaman (2013) mentioned that tourism industry and its market have grown world wide but there is no significant growth and development of tourism in Bangladesh. They expected, within the existing infrastructure and facilities, there are still a lot of scopes of tourism development in Bangladesh if necessary policy framework supports are available.

Hasan & Chowdhury (2012) conducted a study and indicated, the status of Bangladeshi hotel and restaurant services and their importance as well as the contribution to the development of the country's tourism industry. They also informed that there is a lack of adequate official statistics on hotel and restaurant services in Bangladesh.

Hossain and Khan (2014) conducted a study and found that there is an increasing trend in the arrivals of foreign tourists and in foreign exchange earnings in Bangladesh. They also suggested, concerned authorities should take steps to create positive image of the country allover the world.

Bhuiyan (2014) launched a study and find, Bangladesh is a country of developing status. It could choose tourism as a means of economic development but lack of well communications are always creating hurdles for Bangladesh in this connection.

A study has conducted by Kael (1985) with the following findings : Hotel expansion has grown with additional improvement in transportation and tourism. Worldwide growth of travelers' accommodation now called the hospitality. The hospitality industry is the supplier of important services fulfilling human needs and contributing to domestic and international economic benefits. Proper arrangement and management of hotels can ensure additional travelers and tourists.

Olokesusi (1989) observed, there is no doubt that tourism has come a long way in recent years, with a large percentage of the development programmes as enormous foreign exchange earning, employment generating activities and the desire to use previously unused or underutilized natural resources, facilities and monuments. He argued tourists' arrivals as the success of the industry.

It is revealed by Brown (1998) that the time has long gone and international tourism is considered an obvious and easy means of contributing economically to the advancement of developing countries. So, developing countries should attract foreign tourists through fulfilling their demands.

Anand (1976) investigated and find, in recent years in the most countries of the world the potentiality of tourism has been a growing realization and countries are developing tourism in accordance with the comprehensive development of the country.

Ahmed and Bhuiyan (2003) conducted a study and showed, basically there are three ways of increasing the wealth and business activity of a country, viz., the development of the agricultural front, progress in the industrial sphere and development in the tourist field to attract tourists increasingly.

Francisco (1998) investigated and found, tourism is not a recent phenomenon in the Caribbean but a long-standing magnet for North American and European visitors and investors. Many attractive beaches and an ideal climate have given the Caribbean an advantage in competing for international tourists. However, in the late 1950s and early 1960s tourism has become a major economic activity in the Caribbean region. Proper arrangement of tourist resorts has given the chance to the Caribbean.

Talukder (1984) examined and find, tourism industry is well organized today. Its contribution to the process of social and economic development has also been proved to be significant in different countries of the world. Bangladesh has bright prospects for developing this industry but Bangladesh tourism industry bears an unimpressive profile basically due to improper planning. A sound plan for the development of tourism in Bangladesh should start with the task of identifying the motives that induce people to undertake tour and then finding out the proper ways and means to enrich those motives to the maximum possible extent keeping in mind the existing social, economic and technological constraints.

In a research Mondal (2001) informed, Bangladesh is often projected in foreign electronic and print media as a country of floods, cyclones etc. Even normal floods caused by rain that is necessary for agriculture get wide publicity. This creates a negative impact on the mind of foreign

tourists. Bangladesh as a tourist destination is geographically far away from the traditionally tourist generating countries of Europe and Americas. Planned marketing and publicity could play a vital role to promote tourism products or destinations.

Hasan (1992) performed his study to conjoin the theoretical aspects of tourism to the prevailing tourism environment of Bangladesh. The study described and analysed the tourism inventory of Bangladesh, its potential market, and the marketing strategies. It also contains some pragmatic suggestions for overall development of tourism.

Hasan (1988) reported, tourism is an important force for fostering universal peace and friendship. It is also an important source of income for many third world countries. Bangladesh is also trying to develop this industry relentlessly since its liberation. However, the major problem is to answer the question why the international tourists will select Bangladesh as their destination. He understood, tourism resources are enough in Bangladesh.

Statement of the Problem

Since 1950 tourism has become an important international economic activity and during the past 30 years a mass tourism has grown to replace the traditional individual ways of traveling (Brown 1998, Hasan 2012). A complex tourism industry has developed to respond to consumers' demand (Kale and Weir 1990). Tourism industry closes the gap between the tourists (the "consumer" in economic terms) and the international destination through providing communication, shelter and other comfortable arrangement. The industry comprises a wide range of individual enterprises supporting the mass movement of people across regions or international borders. Tourism include a multifunctional and geographically dispersed system of wholesale and retail travel agents, airline companies, hotels, tour operators, advertising agencies, and other related enterprises. The product offered by tourism is different from those sold by other economic sectors. It is an export item made up of a series of services. Tourism is thus an invisible export (Young 1992, Hossain and Khan 2014). International tourism has become the second largest international trade item in the world surpassed only by oil. According to the World Tourism Organization (WTO) international tourism in 2013 generated earnings of U.S. \$75 billion, a figure representing 5.5% of international trade. It has also been estimated by WTO that Europe and North America jointly accounted for 85% of international arrivals and 80% of tourist earnings in 2013. Developing countries enjoy only a minor share of the industry.

Even so, developing countries are fully aware of the potential benefits to be derived from tourism. A modest tourism industry can have a significant impact on social, economic, and environmental development. Nevertheless, it is often argued that tourism can be a major catalyst for economic and social development (Kadt 2002, Bhuiyan 2014). In this circumstances normally questions are raised what are the problems and potentials of tourism industry in Bangladesh; what is the favourable season for foreign tourist coming to Bangladesh mainly for what purpose foreigners come to Bangladesh and which countries are top tourist producing countries for Bangladesh? Against this back ground, the present study has been undertaken to achieve some objectives.

Objectives of the Study

The general objective of the study is to understand the overall situation of tourism industry in Bangladesh. The specific objectives are as follows :

1. to understand the problems and potentials of Bangladesh tourism industry;
2. to perceive the seasonality of foreign tourists' coming to Bangladesh;
3. to judge the top tourist generating countries for Bangladesh; and
4. finally, to formulate recommendations for policy implications.

Research Methodology

Sample Size

This study is on the basis of primary and secondary data. A total number of 50 foreign tourists were selected randomly from five (These sample five tourist spots were selected purposively on the basis of popularity, experts' opinion; previous studies) tourist spots (Cox's bazar—10; Kuakata—10; Moinamoti—10; Mahastan ghar-10 and Foiaz lake-10) considering age, number of visits to Bangladesh and purpose of visit. It is to be noted that foreigners under the age of 24, visiting Bangladesh for the first time and holding purpose other than recreation are avoided in the selection. These 50 foreign tourists constituted 05 belonging to European countries; 05 belonging to American countries; 10 belonging to far East countries; 20 belonging to SAARC countries (Because higher number of foreign tourists come to Bangladesh from SAARC countries) and 10 belonging to Middle East countries. At the same time some tourism statistics from Bangladesh Parjatan Corporation (BPC) and World Travel & Tourism Council (WTTC) were collected for analysing.

Questionnaire Preparation and administration

A structured and an unstructured questionnaire were prepared on the basis of literature review, experts' opinion and consulting prospective respondents. A pilot survey was done on 10 tentative respondents by using 10 questionnaire of each type to judge the appropriateness of the questionnaire.

Method of Data Collection

Structured and unstructured questionnaire had been used to collect data. In addition to this, some selected respondents were exclusively interviewed for in-depth analyses to strengthen the dimension of the study. Unstructured questionnaire was used to take interview.

Data Processing

The data collected through the field survey and secondary source were analyzed by applying SPSS programme. In some cases only percentage and cross table analysis is done.

Scope and Limitations of the Study

In many countries tourism is one of the major means of economic development (Thenus 2002, Bhuiyan 2010). It is now appreciated in the developed as well as in the developing world. Since liberation Bangladesh also began to reorganize its tourism industry in an institutional shape though success is not so significant (Mondol 2001, Hossain and Firozzaman 2013). But it is sure that some sorts of advancement are already achieved by Bangladesh tourism industry. In this circumstance this sector demands a number of critical studies. The scope of the study is covering the problems and prospects of tourism industry in Bangladesh, seasonality of tourist arrivals, visitors’ purpose of visit and tourist arrivals from SAARC and other countries in Bangladesh. This study is not free of limitations. Here the vital limitations are time and money. Besides a number of foreign tourists not conceived the value of research. They become worried when asked questions. So, in many cases it was very difficult to collect genuine data. A number of avoiding tendency from some tourists also created problems. Some of them refused to answer. In spite of these shortcomings, this study fulfilled its objectives which could be very helpful to make future plans for sustainable development of this sector.

Results and Discussion

Major Problems of Tourism in Bangladesh in the Eye of Foreign Tourists

The present study requested the opinion of foreign tourists regarding major problems of Bangladesh tourism industry. Table-1 showing the distribution of opinion.

Table-1 : Distribution of Opinion of Foreign Tourists Regarding Major Problems of Tourism in Bangladesh, |N|=50

Problems	Frequency	%
Transportation	14	28
Accommodation	13	26
Restaurant	12	24
Visa collection system	3	6
Immigration formalities	4	8
Mismanagement of tourist spots	4	8
Total	50	100

Source : Field Survey

Table-1 showing, 28% foreign tourists identified transportation; 26% foreign tourists identified accommodation and 24% foreign tourists identified restaurant problems as major problems of Bangladesh tourism. At the same time 06%, 08%, and 08% foreign tourist identified visa collection system; immigration formalities and mismanagement of tourist spots respectively as the major problems of Bangladesh tourism industry during their visit to Bangladesh. It is a matter of great regret that three identified major problems (transportation, accommodation, restaurants) by foreign tourists are the major components of tourism industry (Hossain 2002, Hossain and Khan 2014). This identification indicates that tourism industry in Bangladesh is running with a lot

of basic problems. Taking a comprehensive infrastructural development program these problem could be solved. Another three problems (visa collection system, immigration formalities, mismanagement in tourist spots) identified by the foreign tourists are mainly managerial issues which could be solved by managerial steps.

The present study tried to understand from the sample foreign tourists what types of problems regarding those six issues are being faced by them? They informed, these are low quality buses and trains; lack of road, water or air connections with tourist spots; low quality residential hotels, non-availability of seats in need; absence of hygienic food, absence of cleanness; bureaucracy in visa processing and time consuming visa collection system; misbehaves of stuffs and employees in air ports; undue subscription in immigration formalities; lack of security, lack of guide in tourist spots etc. Here it is to be noted that regarding all the problems foreign tourists suggested to follow well known tourist spots in the world.

Major Potentials of Tourism Industry in Bangladesh in the eye of Foreign Tourists

The present study also identified the potentials of tourism industry in Bangladesh. Potentials identified by the foreign tourists are presented below in table-2.

Table-2 : Potentials of Tourism Industry in Bangladesh in the Eye of Foreign Tourists, N =50		
Potentials	Freq.	%
The largest Mangrove forest in the Word	17	34
The largest sea beach in the world	19	38
Commodities available in low price	7	14
Peoples are cordial and interesting to foreigners	4	8
Low cost in motels, restaurants, hotel and transportation	3	6
Total	50	100%

Table-2 shows that 34% foreign tourists believe, the major potential of Bangladesh tourism industry is the largest mangrove forest (The Sundarbans) in the world; 38% foreign tourists think that the major potential of Bangladesh tourism industry is the largest sea beach (Cox’s bazar) in the world; 14% think, commodities available in low price as the major potential of Bangladesh tourism; 8% think, the people of Bangladesh are very cordial and interesting to foreigners and this is the major potentiality of tourism industry in Bangladesh and rest of the 6% foreign tourists have taken availability of low cost hotels, restaurants, motels and transportation services as the major potential of tourism industry in Bangladesh. Information presented in table-2 identified that Bangladesh possesses a lot of tourism potentials. But arrivals of foreign tourists in Bangladesh are not parallel to other SAARC countries (Presented in the next portion of the present study). In response to the question what is the feeling about the Cox’s bazar or the Sundarbans tourist spot(s) in Bangladesh? They replied (foreign tourists) with smile that internationally recognized commodities for tourists are not available in the spots of Bangladesh.

Arrival of Foreign Tourists in Bangladesh by Years and Months
Seasonality is very important for tourism (Anand 1976). Tourists always think to select a favourable season to pay a visit to a land. Table-3 showing the arrival of foreign tourists in Bangladesh by years and months.

Table-3 : Arrival of Foreign visitors by Years and Months (2009-2013)										
Months	2009	%/Rank	2010	%/Rank	2011	%/Rank	2012	%/Rank	2013	%/Rank
Jan	23,670	8.71 (5th)	20031	9.72 (1st)	20111	9.73 (1st)	16100	8.10	16600	5.74
Feb.	25830	9.51 (3rd)	15080	7.31	15784	7.63	13401	6.74	17200	5.95
Mar	24130	8.88 (4th)	19150	9.29 (3rd)	19653	9.50 (3rd)	13580	6.83	17530	6.07
Ap.	23183	8.53	16231	7.88	16231	7.85	12111	6.09	23886	8.26
May	14960	5.51	1853	8.99 (4th)	18530	8.96 (4th)	20780	10.49 (2nd)	20900	7.23
June	23240	8.55	17430	8.46	17450	7.12	17020	8.56 (5th)	24700	8.54 (5th)
July	26201	9.64 (2nd)	19770	9.60 (2nd)	19771	9.56 (2nd)	25204	12.67 (1st)	32100	11.11 (2nd)
Aug.	21840	8.04	15201	7.38	15220	7.36	14244	7.16	21033	7.28
Sep.	19981	7.35	13200	6.41	13167	6.36	16550	8.32	18520	6.41
Oct.	22040	8.11	15,884	7.71	15564	7.53	17230	8.66 (4th)	27042	9.36 (4th)
Nov.	27108	9.98 (1st)	18122	8.80 (5th)	18300	8.80 (5th)	14734	7.41	30301	10.48 (3rd)
Dec.	19490	7.17	17385	8.44	17112	8.27	17921	9.01 (3rd)	39211	13.57 (1st)
Total	2,71,673		2,06,015		2,06,789		1,98,875		2,89,023	
Increase			(24.17)		.38		(3.82)		45.32	

Average increase rate : 4.43 (Calculated from the table)
Source : Bangladesh Porjatan (Tourism) Corporation

Table-3 is showing consecutive tourist arrivals in Bangladesh during 2009-2013. It confirms, tourism industry in Bangladesh is going on with a fluctuating out come. In comparison to other countries' tourism industry this fluctuating result is not satisfactory (Bhuiyan 2010).

Monthly ranking in 2009 shows, November is the first, July is the second, February is the third, March; is the fourth and January is the fifth month in providing foreign tourists. Same ranking the 2010 shows, January is the first, July is the second, March is the third, May is the fourth and November is the fifth month. In 2011, January is the first, July is the second, March is the third, May is the fourth and November is the fifth month in supplying foreign tourists. In 2012, July is the first, May is the second, December is the third, October is the fourth and June is the fifth month. Last of all in 2013, December is the first, July is the second, November is the third, October is the fourth and June is the fifth month in providing foreign tourists for Bangladesh. It is quite normal that some natural disturbances could reduce tourist flows from countries to countries. So, seasonal favours and disfavours should be investigated carefully (Holder 2000, Hasan & Chowdhury 2012). Bangladesh tourism also suffers some seasonal fluctuation. Considering this seasonality, Bangladesh may arrange various religious and social programs colourfully presented to attract tuorists (Hasan 1992, Hasan 2010).

From the statistics presented (table-3) it is clear that among the twelve months November, December, January, February, March, June and July are the popular months to the foreign visitors to Bangladesh.

Tourists trend (presented in table-3) also differs with the tourist entertainment in tropical countries. Tropical countries entertain the large number of tourists during winter (Anand 1976). But Bangladesh is receiving a large number of tourists in April-May, June and July. Month wise analysis (See table-3) also confirms popularly known term seasonality which is very important for improved planning and controlling of tourism.

Statistics (See table-3) positively says, November—March is the tourist season in Bangladesh. November, December, January and February comprise winter in Bangladesh. Winter presents a very favourable climate for tourists. At the same time Durgapuja, Tablig Estema, X-mas etc. are also favourable to tourist coming during October, November, December and January. In February, many visitors come to Bangladesh to observe the observance of 21's language day. Many foreign tourists also come to Bangladesh to enjoy the Pahela Baishak (the 1st day of Bangla year). July is the new academic session starting month. For study purpose many visitors come to Bangladesh in July. Some business people come to Bangladesh in the beginning of the new fiscal year in July.

An important point here to be mentioned is that during the years 2009-2013 foreign visitors' flow decreased in the years 2010, 2011 and in 2013 but it increased in the year 2013 (See table-03). The present study identified the causes. The main cause is the absence of political stability before national election in October 2011.

Arrivals from Member Countries of SAARC

Bangladesh receives a number of tourists every year from SAARC neighbouring countries. This is an indicator of success of Bangladesh tourism industry. The present study has taken a step to represent the status of SAARC countries in providing tourists for Bangladesh. Table-04 is showing tourist arrivals from member countries of SAARC in Bangladesh.

Table-4 : Tourist Arrivals from Member Countries of SAARC (2009-2013)

Countries	2009	%	2010	%	2011	%	2012	%	2013	%
Bhutan	1288	1.27	983	.98	1213	1.24	1490	1.97	1648	1.60
India	84302	82.86	80640	80.89	85130	86.93	60803	80.54	79568	77.18
Maldives	182	.18	98	.09	220	.22	693	.92	1321	1.28
Nepal	3904	3.84	3144	3.15	3378	3.45	3422	4.53	4537	4.40
Pakistant	9238	9.08	11997	12.03	5671	5.79	6680	8.85	12224	11.86
Srilanka	2831	2.78	2826	2.83	2322	2.37	2410	3.19	3799	3.68
Total	1,01,745		99,688		97926		75498		103097	

Source : Bangladesh Porjatan (Tourism) Corporation

Table-4 indicates that during 2009-2013 India is the first, Pakistan is the second and Nepal is the third SAARC countries by providing tourists for Bangladesh. In 2013, India provided 77.18%; Pakistan provided 11.86% and Nepal provided 4.40% tourists for Bangladesh.

SAARC countries are our neighbouring countries. Among the SAARC countries, India and Nepal have achieved a lot through tourism (Rao 1986). Like India and Nepal, Bangladesh has a great deal of natural resources to attract tourists. SAARC country Srilankan success in this connection should not be looked down upon (Ladman 2000, Islam and Islam 2014).

Performance of Bangladesh tourist industry comparing with India, Nepal, Pakistan and Srilankan tourism industry is not satisfactory. Because, average increase rate of Bangladesh tourism is 4.43% (Calculated from table-3) where as in India 18.4%; in Nepal 38.54%; in Pakistan 16.29% and in Srilanka 10.11% (Tourism statistics, Bangladesh Tourism Corporation 2013).

Bangladesh is dependent mostly on one country for tourist supply that is India (Ahmed and Bhuiyan 2003). Among the SAARC countries, India has provided 77.18% (in 2013, see table-4) tourists for Bangladesh.

Top Ten Tourist Generating Countries for Bangladesh

The Present study has taken a step to understand the top countries which are producing tourists for Bangladesh. Table-5 is showing top 10 tourist generating countries (2011-2014).

Table-5 : Top 10 Tourist Generating Countries for Bangladesh (2011-2014).

Years Country	2011	%	2012	%	2013	%	2014	%
India	79,200	39.18	81900	38.45	78568	38.27	83,602	39.25
UK	50800	25.13	56100	26.34	51,314	24.99	54,120	25.41
USA	12,700	6.28	13020	6.11	14,638	7.13	11,112	5.22
Pakistan	11,723	5.80	14,122	6.63	12,224	5.95	13,132	6.17
China	11,628	5.75	10,829	5.08	11,825	5.76	13,620	6.39
Canada	10,832	5.36	11,008	5.17	10,573	5.15	9,892	4.64
Austrilia	6,900	3.41	7300	3.43	7,902	3.85	7,100	3.33
Malaysia	6030	2.98	5,989	2.81	6408	3.12	7,002	3.29
Korea	6301	3.12	6928	3.25	6,020	2.93	7100	3.33
Japan	6029	2.98	5782	2.71	5851	2.85	6300	2.96
Total	2,02143	100%	212978	100%	205323	100%	212980	100%

Source : Bangladesh Tourism Corporation

Table-5 indicates that India is the top tourist generating country for Bangladesh. The UK and the USA are continuing the second and the third positions respectively. Other leading tourist generating countries are Pakistan, China, Canada, Australia, Malaysia, Korea and Japan. Mainly which countries are producing tourists for a country is a very important consideration for tourism planning, management and control. Because it is hospitality which should be as per guests' demand (Armstrong and Francis 1994, Amin 2011). Considering top ten tourist generating

countries (See table-5) India is providing near about 38-40% tourists for Bangladesh. This percentage was 49% and 43% respectively in a same type of previous studies on the basis of statistics of years 1993-2002 and 2004-2008 (Bhuiyan 2004, 2010). This testifies, Bangladesh dependence on India for tourists supply is reducing. Dependence on one country for anything is very risky. It could also be true for tourism. In exchange of any economic or political activity, India could take unfavourable decision for Bangladesh tourism industry. This could reduce national income as well as could collapse the tourism industry. This is what happened, in Fiji in 1987 following the military coups (Ladman, 2000, Islam & Islam 2014). On the other hand economic reliance on tourism could create political dependence. A study shows, Caribbean region is politically dependent on U.S.A. because of USA based tourism dominated economy (Bhuiyan 2014).

Contributions of Tourism on Bangladesh Economy

The on going study made an additional step to show the contributions of tourism on economy. Table-6 is showing this contributions.

Contribution areas	Contribution	
	In 2013 TK (Billion)	Growth in 2014
Direct contribution to GDP	222.6	7.7
Total contribution to GDP	460.3	7.9
Direct contribution to employment generation	1328	4.0
Total contribution to employment generation	2.846	4.2
Domestic spending	370.6	7.0
Leisure spending	276.9	6.5
Business spending	102	8.8
Capital investment	40.5	3.4

Source : WTTC report on Bangladesh 2014, Page-11

Table-6 indicates that in 2013 tourism sector of Bangladesh contributed to GDP by Tk. 460.3 billion. In 2014 this contribution achieved growth by 7.9%. In 2013 the same sector contributed employment generation by Tk. 2.846 billion which also secured growth by 4.00% in 2014. Capital investment is very important to flourish any sector. The growth of capital investment in 2014 is 3.40%. This percentage is very hopeful for Bangladesh tourism.

Conclusions and Recommendations

Foreign tourist arrivals in Bangladesh are not satisfactory and in comparison to other SAARC leading countries like India, Pakistan, Nepal and Srilanka (Ladman 2000, Amin and Salina 2001, Bhuiyan 2014). There is a wrong notion in abroad that Bangladesh is a country of natural disaster (Hasan 1988, Hall & Page 2012). This nation could be overcome by a positive propaganda. Bangladesh mostly dependent on one country (India) for foreign tourists. It is very risky for the industry. So, Bangladesh should search newer markets for tourism. Some major problems are attacking foreign tourist arrivals in Bangladesh, such as poor infrastructure, transport, communication, accommodation, hotel and restaurant facilities, mismanagement in spots etc. Government should take comprehensive programs to resolve these problems in phases to give the institutional shape to Bangladesh tourism industry. Initiating easy immigration formalities, development of tourist spots and avoiding mismanagement government could ensure more foreign tourists for Bangladesh.

If above mentioned problems are solved and steps are taken then Bangladesh tourism industry could get a high status because Bangladeshis are so cordial to foreigners, Bangladesh has the largest sea beach in the world, largest mangrove forest, valuable archaeological and historical places, attractive cultural heritage etc.

On the basis of above analyses and discussion the following recommendations are made to generate more foreign tourists for Bangladesh:

- (i) This study understood, transportation problem is the great problem in the way of receiving a vast number of foreign tourists. Communication development is the overall infrastructural development of the country. Development of this sector demands a huge investment. It would be tough for the government to arrange this investment itself. So, a huge private investment partnership could be encouraged in this connection.
- (ii) The study identified mismanagement in tourist spots. In many cases government management is not efficient. But foreign tourists' attraction in a spot demands dynamism and speed in management. So, to resolve this problem private management could be taken to manage tourist spots on a contract basis.
- (iii) Tourism resources in a country are very important. For the development of tourist spots, an upto date inventory of tourist resources could be prepared to bring these resources under development plans. Foreign tourists attraction is very important for foreign exchange earning for Bangladesh. To attract foreign tourists within shortest possible time a very limited number of spots could be developed upto international level. This investment is possible for the government.
- (iv) To attract foreign tourists 'Tourist Fair' could be arranged abroad near the possible tourist markets. This will attract foreign tourists in the country. At the same time it will form positive image of the country abroad.

- (v) International seminars and workshops always increase the image of the country. At the same time opinions of foreigners could be collected through international seminars and workshops. Exchange of views and ideas of experts could also be possible through international seminars and workshops. So, to attract foreign tourists and to expand tourism industry, international seminars and workshops could be arranged frequently.
- (vi) It is known to all that mangrove forest, the Sundarbans is well known in the world. Through well preservation and maintenance of the Sundarbans Bangladesh could attract foreign tourists to Bangladesh.
- (vii) Education and training could help a sector to survive. To develop and continue tourism industry in Bangladesh more training institutes and training courses should be run. To develop training courses foreign experts could be invited.
- (viii) The term foreign investment is very popular now a days. Developing countries always search foreign investment. Tourism could be a sector to encourage foreign investment.
- (ix) Foreign tourists use land, air and water modes of transport. Normally, biman is a very popular mode of transport to foreign tourists of far countries. So, to attract more and more foreign tourists to Bangladesh "Biman Bangladesh" should be improved and its service and comparative standard should be modernised.
- (x) Standard of hotel-restaurants are very important factor to attract foreign tourists. A trained working group in this connection could only ensure the standard and development of this (catering service) sector. So, government should establish some international standard catering and restaurant service training institutes. Steps also could be taken to arrange training abroad in this connection.

Recommendations for Future Researchers

An in-depth further study could be launched covering the areas of tourism and internationalism, cultural sharing, environment pollution, damage of natural originality, damage of Islands and economic impact of tourism.

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