

Victoria university

of Bangladesh

Final assessment

Sub: Cases and current issues in hospitality management

Sub. Code: HM645

Program: BTHM

Semester: Summer 2022

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QUESTION NO :01

Elaborately discuss the prospects of cultural tourism in Bangladesh?

Answer to the question no :01

Bangladesh is a significant source of many fascinating cultural diversions that can make a fancy trip to many domestic and international tourists.

Cultural Tourism is experiencing continuous expansion and diversification in recent years. It has become a popular and attractive sector to impart mental recreation and as an instrument for education. Bangladesh is a country of diversified culture enriched with cultural resources.

Tourism has been tested with continuous growth and concentrating diversification over the decades to become one of the fastest-growing economic sectors within the world. Current tourism trends are closely related to further development and encompass a growing number of latest and alternative destinations. These growing demands have changed tourism into a key driver for socio-economic advancement. Cultural tourism is one of the oldest forms of travel and still continues to be a cornerstone of the tourism industry in most parts of the world. The broad concept of culture has led to a growing supply of cultural goods and services, along with a rise in cultural practice (Escudero, 2018). According to the World Tourism Barometer (2019), Statistical Annex, January 2020 and OECD Tourism Statistics (Database) the provisional data indicates that destinations worldwide registered around 1.5 billion international tourist arrivals in 2019, an increase of 3.8% year-on-year (OECD, 2020). Cultural locations, attractions, events and competitions provide a crucial motivation for travel, and travel in itself generates culture (Richards, 2018). Cultural tourism is a meeting with diverse cultures in the world which help to know different people and their ways of lifestyle, customs, traditions, and cultural heritage.

Cultural Tourism is one of the largest commercial and entertainment sectors for a country or region. It is the pool of traditional & cultural activities which creates much interest to domestic and foreign tourists especially to the cultural tourists.

Culture and heritage, as a crucial a part of the demand for knowledge of the place visited, create the experience of the tourist's visit that permits to possess the power to form the choice to return, recommend and promote the destination as a prominent part of his historical heritage experience (Poletto, 2003). Cultural and heritage-based tourism has long existed, but recent geographical, social, and cultural changes within the main source countries have open on to an increasing number of new niche markets in destination countries, including culture-oriented holidays (Ismail et al., 2014).

Many developing and developed countries have realized that cultural tourism is worth pursuing because it is a high-spending like tourism involving highly educated individuals (Richards, 2014). Cultural Tourism of Bangladesh includes the experiencing of regional or urban or local cultural & traditional activities such as different types of cultural festivals, cultural food, cultural clothes, religious values, cultural heritage, traditional drama, music and dance, cultural sports, museums etc. It's also encircling the lifestyle, monuments, heritage sites and participation of arts-related activities in Bangladesh.

According to Md. Wahidur Rahman (Rahman, 2012), the primaeval culture of Bangladesh, the customs of its people, the traditions, religious values, etc. embodied the means for Cultural Tourism. It is quite possible and very natural to attract any cultural tourist by regional/local cultural activities to a tourist destination with a nice presentation of hospitality.

The extensive nature of the cultural tourism phenomenon has also tended to generate an expanded category of definitions for Bangladesh. Most of these definitions has been formulated for a specific objective, and therefore tend to address only one major aspect of cultural tourism. Nowadays cultural tourism becomes the most popular chapter in the tourism sector.

Tourism in Bangladesh

Bangladesh is located within the northeastern part of South Asia. The magnificent Himalayas stand away to the north, while within the south lays the Bay of Bengal. There is a West Bengal approximate the west and within the east lie the hilly and forested regions of Tripura, Mizoram (India) and Myanmar. These picturesque geographical boundaries frame a low lying plain of about 1,47,570 square kilometres crisscrossed by abundant rivers and streams. Mighty rivers are the Padma (Ganges), the Brahmaputra (Jamuna) & the Meghna and also the Karnafuli.

Bangladesh is plaited together by quite 700 rivers, producing a beautiful lush landscape with more reminder green than one ever imagined. Travelling by boat may be a way of life here, and provides an exquisite opportunity to ascertain the country from a strange angle. Bangladesh is the most densely populated country in the world but once slowly floating downriver on a bit wooden rowboat, it's easy to imagine you've got it all to yourself.

Bangladesh is a home of many tourist attractions, including archaeological sites, historical mosques and monuments, the longest natural unbroken beach of the world, green landscape, swamp forests and wildlife, hill tracts with rolling tea gardens and tribes. Tourists find the rich flora and fauna and vibrant tribal life very enchanting. Each and every region of the country offers distinctly different topography, flavours and food. It is also the home to the Royal Bengal Tigers, freshwater pink dolphins, historical temples made from the red earth.

Besides Cox's Bazar the Longest Unbroken Sea Beach of the world, the largest mangrove forests and tigers of the Sundarbans, Buddhist remains at Paharpur and therefore the 15th-century Sixty Dome Mosque and mausoleums of Bagerhat, both of which are UNESCO World Heritage Sites (Pathfriend, 2020). While modern Bangladesh is majority Muslim, its hill tracts are still home to Buddhist and Christian indigenous peoples, while temples in Dhaka and beyond attest to the influence of Hindu culture on the country. Bengali culture is famously renowned in the world for its welcoming and hospitality. The tourism sector can help to flourish the economy of Bangladesh. By ensuring proper improvement of this area, it's potential to earn a great deal of foreign currency which can donate to the expansion of the economy of the country. The tourism industry also offers ample employment opportunities for the people that are directly or indirectly involved in this sector, since it's a service-providing sector. The joblessness problem of the country will be reduced partly to develop necessary infrastructures of this sector. It'll help to extend household income and also because the revenue collection of the government

will rise consistently (Latif et al., 2016).

According to the WTTC, the direct contribution of travel and tourism to Bangladesh Gross Domestic Product (GDP) is forecast to grow by 2.0% pa by 2025 (2015). Certainly, Bangladesh has distinctive tourism resources and has the potential to develop tourism as a crucial means for its social and economic development. Sound and evidence-led tourism policies and political support alongside the participation of the private and voluntary sector are essential for Bangladesh to become a successful and sustainable tourism destination.

Cultural Tourism in Bangladesh

Bangladesh is historically very rich with authentic cultural amusement activities and its culture is thoroughly reflected in its lifestyle, art and architecture, language and literature, music, dance, painting and clothing. There are three primary religions of Bangladesh (Hinduism, Buddhism and Islam) that have had an excellent influence on its culture and history. The people of Bangladesh's way of life structure the culture of Bangladesh. The country features a diverse culture that has evolved over time with influences from diverse social groups (Kiprop, 2018).

The culture of Bangladesh refers to the way of life of the people of Bangladesh and it evolved over the centuries and encompasses the cultural diversity of several social groups of the region (*Culture & Traditions* 2016). The Bengal Renaissance of the 19th and early 20th centuries noted Bengali writers, authors, scientists, researchers, thinkers, music composers, painters, and filmmakers have played a serious role in the development of Bengali culture. It's illuminated in various forms including music, dance and drama; art, architecture and craft; folklore; languages and literature; philosophy and religion; festivals and celebrations; moreover as in a significantly distinct cuisine and culinary tradition (*Bengal Renaissance* 2021).

Therefore, Bangladesh is able to offer desirable tourism product services and experiences with infinite demands for finite government and non-government resources. As a part of tourism, cultural tourism is making a good demand & playing a great role in developing the economic sector in Bangladesh. The journey of people to specific cultural destinations that offering our Bangladeshi cultural attractions, including folklore, historic sites, artistic, cultural events and shows, with the aim of disseminating and same time acquiring new knowledge and experiences that meet the intellectual needs and individual growth of the traveller. As a form of tourism, it allows tourists to be immersed in local cultural related activities such as rituals and festivities. It leads the destination in providing opportunities for authentic cultural exchange between locals and visitors.

Cultural Attraction for Tourists

There are lots of cultural festivals, traditional music and foods, clothes in Bangladesh. Every single thing has related to Bangladeshi cultures. The cultural festivals, cultural music, cultural clothes and traditional foods of Bangladesh are discussed below:

Cultural Festivals

Bangladesh is also known as a land of festivals. There are different forms and types of festivals are celebrated here in Bangladesh whereas some of the festivals have religious and cultural values, some of the festivals have traditional and historical backgrounds, some of them are celebrated as national festivals. Most of the national festivals of Bangladesh

are associated with the history of Bangladesh.

Symbolism

Bangladesh has become an independent country in 1971. The 26th March is celebrated as Independence Day and 16th December is the Victory Day of Bangladesh. The symbol of the Bangladeshi flag is started with red & green colours where green stands for beautiful green nature and red stands for the sun.

Pohela Baishakh

'Pohela Baishakh' is known as the New Year of the traditional Bengali calendar and the word 'Pohela' means 'first' and 'Baishakh' means the first month of the traditional Bengali calendar. Every year Pohela Boishakh is celebrated on the 14th of April. On this day, people enjoyed their time with everyone especially with friends, relatives, neighbours, family etc. They eat traditional Bengali food, wear cultural dresses, and attend the Bengali fair and cultural program.

Ekushey February

The 21st of February is known as the Ekushey February or Shaheed Dibas (Martyrs' Day) of Bangladesh. This is only one nation in the world that fought for its mother language (Bangla). Now February 21 has been celebrated as the international mother language day since 2000 by UNESCO in recognition of the sacrifices made by the people of Bangladesh for their mother tongue (*International Mother Language Day 2021*)

Eid-ul-Fitr

The majority of the people of Bangladesh are Muslims but the enjoyment and happiness of the occasion are spread everywhere the people of Bangladesh no matter their religion. Eidul Fitr is widely celebrated in Bangladesh with great radiance. Eid-ul-Fitr is the first day of the Arabic 'Shawal' month.

Eid-ul-Azha

Eid-ul-Azha is one of the most important religious festivals of the Muslim community in Bangladesh. Eid-ul-Azha is celebrated with the spirit of sacrifice on the 10th day of the month of the lunar Islamic calendar after the holy Hajj, the annual pilgrimage to Mecca in Saudi Arabia. Muslim community of Bangladesh offered special Eid prayers in the morning seeking divine blessings, peace and prosperity.

Durga Puja

Durga Puja, the most important and popular religious festival of Bengali Hindus is celebrated widely across Bangladesh. It is also an event for reunion and rejuvenation, and a celebration of traditional culture and customs besides being a religious festival for the Hindus.

Pohela Falgun

According to the Bengali calendar 'Pahela Falgun' is the first day of the month of Falgun (spring). It is celebrated in the most awaited season of spring. Pahela Falgun brings new life to the cultural festivals of the Bengali speaking people. Nature takes a green look

during this season, with new leaves in the trees; butterflies and bees flying from flower to flowers, blooming in the garden

Nabanna Utshab

‘Nabanna Utsab’ (the festival of new harvest) is widely known by the rural people across the country during the Bengali month of Agrahayan (Nov-Dec). The occasion is very significant for farmers of the country as they begin harvesting new crops on the very first day of the Bengali month of Agrahayan after waiting for months

Poush Parbon

‘Poush Sankranti’ is an annual celebration in Bangladesh and also called ‘Makar Sankranti’, which means the end of the Bengali month of ‘Poush’ (Sankranti means ‘end’ in Bengali). ‘Poush Sankranti’ is the first Bengali event in the Gregorian calendar that culminates on 15 January. The main attraction of the festival is traditional ‘Pitha’s (cake) and the tradition also includes the exchange of dishes and greetings among relatives, friends and neighbours.

Shakrain

‘Shakrain’ is a ‘Kite Festival’ celebrated at the end of ‘Poush’, the ninth month of the Bengali calendar (January 14 or 15 in the Gregorian calendar) at ‘Old Dhaka Town’ of the capital city Dhaka and is one of the oldest annual festivals of Bangladesh (*Shakrain - Young Observer* 2018).

Cultural Music

Bangladesh features a very rich musical heritage since music has always played a crucial role in the lives of the people. In past, the song was usually linked to prayer and this will still be seen somewhat today in the singing of folksongs that always praise certain gods and their creation. Music, a part of intangible cultural heritage, including classical, folk and modern are often a major source of amusement for foreign tourists.

Traditional Dress

Bangladesh has its own cultural dress and people have unique dress preferences. Most of the males traditionally wear ‘Panjabi’ on religious and cultural occasions, and females ‘Saree’ is the main and traditional dress in Bangladesh. Most significantly, each particular fabric contributes to representing the culture and traditional art in Bangladesh.

Traditional Food

Bangladeshi cuisine is distinctively influenced by its landscapes and also the resources produced from the land, the rivers and the sea. The country is extremely embodied by low lying altitude and an abundance of water, particularly the monsoon. Besides the land and geography, Bangladeshi cuisine has been heavily moulded on Dhaka’s historical trade routes and many of the predominance’s. Particularly the Mughals brought with them Turkish and Persian techniques and foods. Bangladeshi foods mainly reflect the country’s culinary past and its rich heritage influenced by the predominant cultures and the cuisine is decidedly South Asian in nature. Therefore the cuisine is unique in its bountiful tradition of fish and a variety of often hot pastes made from ground roots, spices and chillies. Rice is a

must on the dinner plate of a Bangladeshi is typically eaten with two or three items such as stuff prepared with vegetables, fish, meat, lentils, dry fish (locally called 'Shutki'), etc. The most traditional food of Bangladesh is 'Pantha Ilish' and Bangladeshis can't imagine the celebration of 'Pahela Boishakh' without 'Pantha' (Pantha is made from the rice after putting water on it for some time) and Ilish' (the 'Hilsa' fish, called 'Ilish' in Bengali).

Cultural Sports

A nation's own culture is the true identity of its ethnicity and culture is the heritage of that nation. Cultural games and sports is an integral part of the culture of Bangladesh and a very popular source of amusement. There are many types of local games in Bangladesh. 'Ha-dudu' (Kabaddi), 'Dariabandha', 'Kanamachhi', 'Gollachut', 'Kho Kho', 'Lathi Khela', 'Boli Khela', 'Nouka Baich', 'Sharer Lorai' are examples of Bangladeshi cultural sports. Bangladesh's national sport is Kabaddi. But the most popular game in the country among the generation is cricket and football.

Cultural Heritage Sites

The cultural heritage of Bangladesh is influenced by the interventions of many ancient regimes and found in the remnants of pre-historic civilization as well as other magnificent monuments of a different era. UNESCO has recognized two cultural and one natural World Heritage Sites in Bangladesh and these are the Historic Mosque City of Bagerhat, Ruins of the Buddhist Vihara at Paharpur, and the Sundarbans.

Role of Cultural Tourism in Bangladesh

Cultural tourism is one of the potential and significant sectors in the tourism sector of Bangladesh. Cultural and heritage-based tourism is a fast-growing section of the tourism industry, inventing and sustaining jobs also providing opportunities for marginalized groups (Horaira, 2018). It also strengthens social bonding and creates networks among the social groups that come together for a mutual and collective purpose. Cultural tourism basically takes place with the intention of travelling to seeking knowledge and experience of the places that authentically represent the stories and folks of the past and present. It includes irreplaceable historic, cultural and natural resources. Cultural tourism has various forms like cultural villages, cultural routes, art, crafts and native dances that are offered to tourists. It gives clear ideas to the tourists regarding the various touch of life-style and the difference in the culture of people. Bangladesh has enormous cultural attractions which are considered attractive to visitors (Howlader, 2016).

A number of these are the lifestyle of the tribals of hill tracts and other ethnic groups of the country, historic and archaeological sites like Sonargaon, Mynamati, Paharpur, Mohastangar, Shat Gambuj Mosque, World War II Cemetery, Batali Hill, ancient mosques, temples, church, pagoda, ethnological museums, different rajbari, historical places, ancient buildings, different monuments, different religious traditions and festivals, music and cultural events etc. The man-made cultural resources for tourist attractions in Bangladesh are historical and archaeological sites, diverse cultural infrastructure, different art and crafts that link the whole country together. Bangladesh is a small country having at least 55 ethnic communities which is quite significant in the world and interestingly a number of them still follow lifestyles that have remained intact for

hundreds of year. Moreover, the people of Bangladesh are very friendly and simple which are very popular with both international and domestic tourists. Above mentioned factors can make Bangladesh a preferred destination for cultural tourism in the world.

Cross-Cultural Connection

Cultural tourism considers not only the aspects of the physical environment but also the dimensions of the social and cultural environment of destinations. Nowadays, cross cultural psychology also playing a significant role in identifying the substantive dimension of cultural tourism in Bangladesh. In recent years the interest in cultural tourism has boomed, emerging as a large and growing section of the tourism industry (Reisinger & Turner, 2011). Still, in spite of its global and local implications, the area has not been adequately explored by tourism researchers, who first studied cultural tourism by measuring visitors to cultural attractions like museums, festivals, fairs, exhibitions, plays, concerts, dance performances, etc.

A destination value chain is unfurled to capture the possible impact of culture and cultural values on tourism behavior (Weiermair, 2000). Cultural norms have an impact on both tourists' expectations and their perceptions of received service quality for any of the service elements often applied in tourism analyses. Tourism service encounters happen within the context of a tourism culture which is formed by four components such as the national or regional settings of the tourist and also the host region, and different subcultures of the tourists' and also the organizational culture of tourism entities within the tourism receiving region.

Satellite, social media (Facebook, Twitter, Instagram, Snap Chat, and YouTube), TV shows, movies, internet web browsing etc. are the popular medium for cross-cultural exchange. Sometimes it is good for knowledge, experience and enjoyment but adaptation and popularisation of foreign culture are often a threat to the indigenous cultural tourism of Bangladesh. Geographically unique Bangladesh has its own proud history of the people, language, music, arts, drama, festivals, foods and so on. But sometimes it seems like the culture and tradition of Bangladesh may lose their cultural identity due to the influence and intervention of neighbouring countries' culture and Western culture. Culture and cultural tourism in Bangladesh should be one of the first concerns for all the stakeholders of Bangladesh.

Impacts of Cultural Tourism in Bangladesh

The culture and heritage of a country express the values of its historical importance (Wickramasinghe & Kumara, 2021). Cultural heritage is developed paralleling with a specific scale of meanings and values (Corsale, 2017). Cultural tourism occupies a large scale market share as compared with other segments within the tourism industry. Cultural tourism activities may include all products related to public archaeological promotion including a visit to archaeological sites and museums, interpretation of inscriptions, reenactments of historical events and therefore the re-discovery of indigenous cultural festivals. Cultural tourism can bring many economic, social and environmental benefits particularly in rural areas and developing countries compared to mass tourism which is redundant to negative effects (Chandra & Roy, 2015). The most common positive impacts of tourism on culture comprise growing cross-cultural interaction such as understanding, maintaining and keeping local culture, arts, crafts and traditions as well as empowering

host communities, and strengthening cultural values (Shahzalal, 2016). Tourism can only be sustainable if it is carefully driven and cut down the possible negative effects on the host community and therefore the environment should not be sanctioned to outweigh the economic benefits.

Economic impact

Tourism can provide direct jobs to the community, like tour guides and hotel housekeeping (Chandra & Roy, 2015). Indirect employment is basically created through other industries like agriculture, food production and retail. Infrastructure development and visitors' expenditure generate income for the local community and result in poverty alleviation. The positives of economic impact such as the society around the destination have better income because it generates new businesses, creates employment opportunities, develops infrastructure and available transportation facilities and the negative such as higher cost of goods and services, routine expenses, more expensive of property, the coming of the nonresidences

who take benefits of the local community (Pramanik & Ingkadijaya, 2018).

According to WTTC (2020), Travel & Tourism (inclusive its direct, indirect and induced impacts) calculated for 1 in 4 of all new jobs created across the globe, 10.6% of all jobs (334 million), and 10.4% of the world GDP (US\$9.2 trillion). The international visitor spending amounted in meantime about US\$1.7 trillion in 2019 (6.8% of total exports, 27.4% of world services exports). Whilst the world economy grew by 2.5%, GLOBAL DATA 2019 Travel & Tourism grew significantly more at 3.5% in Bangladesh.

Social impact

Social and cultural impacts of tourism are the process through which tourism is contributing to changes in societal value systems, individual behaviour, moral conduct, creative expressions, family relationships, collective lifestyles, traditional ceremonies and community association (Pizam & Milman, 1986). Positive socio-cultural effects of tourism as recognizing and experiencing different cultures, contributing to the formation of cross cultural diversity, tolerance and peaceful environment, recognition and appreciation of emerging cultural values and traditions and the negative socio-cultural impacts as disruption in the mother language, change and emulation in local identity and values, commodification of culture, loss of originality, disruption of traditional lifestyle and hospitality, social ties and weakening of family bonding and cultural conflicts between tourists and the local community (Ozturk et al., 2015). For instance, these are the effects on the people of host communities of their direct and indirect connection with tourists. In addition to the revenue, tourism can bring a real sense of pride, identity to communities and it allows them to look at their history and community identity. This helps the local residents to maintain their traditions and culture in Bangladesh (Chandra & Roy, 2015).

Environmental impact

Typically tourism industry is an environment-friendly industry that belongs to low resource consumption and small environmental destruction. However, there is still a great deal of "non-ecological" phenomena and certain energy consumption and pollution emission, which have certain impacts on the ecological environment (Zhao & Min Li, 2018). The positive impacts of tourism development have the potential to form beneficial effects on

the environment by contributing to environmental protection and conservation and at the same time can gradually demolish the environmental resources on which it depends (Carol & Nkamnebe, 2019). The improper arrangement of infrastructure of a country seems to comprehend negatively by the international visitors to choose a destination (Henderson, 2011). Most of the traditional lifestyle and cultural beliefs in tourism locations in different parts of the world often maintain a balance between nature and human activities by trying as much as possible not to harm nature because of conserving biodiversity and natural ecosystems. Their beliefs and values are that nature is life which provides them with a direct connection with their ancestors. With the introduction and influence of the latest or outside cultures, however, it's going to erode such practices which will ultimately end in the degradation of natural ecosystems. Tourism provides financial support for the conservation of ecosystems and natural resource management, making the destination more authentic and desirable to visitors for tourism in Bangladesh.

Future Prospects of Cultural Tourism

The present trend of tourism across the world is to enjoy the culture and tradition of rural habitation. As a matter of fact, cultural tourism products comprise both tangible and intangible heritages, which are major attractions to foreign tourists. Bangladesh is full of multifaceted cultural and traditional attractions and its inherent heritage is abundantly reflected through its architecture, literature and cultural activities including dance, drama, music and painting (Husain, *The arts of Bangladesh*). Bangladesh has been a meeting place of diverse races and manifested in a junction of civilizations influenced by great mainstream religions exemplarily Buddhism, Hinduism, Islam, and Christianity. As a matter of fact sculpture, tapestry, engravings have been developing along with the mainstream contemporary art and drama mainly of indigenous origin and these have distinct features of intangible heritage.

Inherently Bangladesh is having its own novelties in drama, pantomime, puppet, theatre, caricature, acrobatics and circuses that contribute to intangible cultural heritage. Besides, Bangladeshi music has developed through centuries significantly in the three mainstreams genres folk, modern and classical. Folk, tribal and classical are the prominent forms of dances that also fall under the intangible cultural heritage resources.

Nowadays the development of cultural tourism is very important for Bangladesh because the popularity of Bangladeshi cultural tourism to all classes of people in the world will help us for our economic growth. Cultural tourists and visitors from home and abroad help to increase our economic status and GDP in Bangladesh. Not only that, it also increases the benefits for the host community like the airlines, travel agencies, hotels etc. So it's very clear to utilize that cultural tourism in Bangladesh is new hope for the country.

Cultural tourism can play a significant role in the development of the travel and tourism industry of Bangladesh. Cultural tourism based on tangible and intangible resources plays an important medium in revitalizing and conserving cultural traditions because these can attract tourists significantly. Intangible heritage components have a significant impact on communities that connects and consolidate community members in terms of their attitude, achievements and their uniqueness. Intangible cultural heritage is the immaterial manifestation of culture, represents the variability of the living heritage of

humanity additionally as the most significant vehicle of cultural diversity (Lenzerini, 2011). According to Howlader (2016), intangible heritage plays an inseparable part in identifying a community and it is an effective way for transmitting knowledge to younger generations.

or a country like Bangladesh where culture and tradition are unique with long historical background, the installation of adaptable technology is necessary for their conservation and preservation.

To promote our Bangladeshi cultural tourism, we also need to focus on a strong strategy that will combine many strategic phenomenons such as marketing strategy, a good selling strategy, advertising strategy, branding strategy, etc. Before making this strategy we need to thoroughly study our tourists, especially cultural tourists. A tourist who has deep cultural experiences can be simply defined as a cultural tourist. After targeting the cultural tourists we also need to determine the cultural promotions of Bangladesh. So, a promotional strategy of cultural tourism in Bangladesh will be a new truing point that will help increase the popularity of Bangladeshi tourism worldwide.

Question no :02

Explain the current top management issues in the hospitality industry?

Answer to the question no :02

Hospitality industry is a unique industry with special needs much differentiated from other types of industries. Hospitality industry produce services much more that goods produced by other industries. Goods produced from claver machines while services produced from well trained employees. the success of the hospitality industry is related on how well employees perfome their duties in workplaces. This means the hospitality management is fundamental importance to the success of hospitality organizations I today competitive and very demanding global environment.

Travel and hospitality is a lucrative industry that always has something new to offer to guests. Year on year the industry witnesses a rise in travelers globally. Covid-19 definitely put a major halt to this industry. But now as travel restrictions are being lifted, the wanderlust vibes are here again. And many hotels are already experiencing great business.

It's no secret that the hospitality industry has struggled in the past year and will continue to recover and grow in 2022.

Hospitality businesses are continually faced with many challenges regarding trends and customer expectations; the industry is rapidly growing, and organisations are struggling to keep up with the demand. Here We have gathered together the top challenges facing the hospitality industry in 2022 listed below.

Implementation of Technology:

Over the past year technology has ramped up within the hospitality industry; self check-ins, contactless service, online ordering and payment via apps has become the new norm.

It's a challenge for the industry to provide a good customer experience with a mix of human and tech-enabled interactions; customers crave experience thus the company must be doing everything they can to adhere to this. If the technology system is not in place at all or is down it can stop the whole production system, thus organisations need to have back-up plans in place to be prepared for any issue thrown at them with the world of technology.

Reputation Management:

Online platforms are becoming increasingly popular every year, with customer giving companies online reviews, through comments, ratings and photos. The hospitality industry has been battling to establish strong relationship with their consumers to increase their reputation. Reviews and comments can destroy or glamorise companies, thus the industry needs to utilise certain platforms to their advantage and manage their reputation, a challenge that organisations will face in 2021.

Hiring and retaining the staff:

The hospitality industry is known for high turnover rates, with about one-third of workers quitting their jobs after working for just six months and around 45 percent of workers holding on for an average of two years.

The industry is continuing to grow with more employees being expected to be hired every year, thus for companies to remain competitive they need to ensure they have employees with strong qualities, skills and knowledge. Employee expectations are always changing and growing, organisations need to keep up with the latest trends for attracting and retaining employees, which is proving to be an ongoing challenge within the hospitality industry.

Training the new workforce on a regular basis is the only remedy available. Retaining a qualified staff requires you to employ a few tactics. For example, cultivating a feeling of belongingness (culture) and value for the team members will make them attached to their jobs and instill a sense of responsibility in their minds

Environmentally Friendly Practices

Environmental pressures continue to shape today's hospitality industry, over the past 10 years it has been a key focus for all organisations to invest in. Sustainable practices make hospitality companies stand out, consumers want to know that the business they purchase from follow environmentally, socially and culturally sound practices. Especially evident with Millennials and

Generations Z'ers, consumers will pay more for products that don't harm the environment or affect wildlife.

A complete overhaul of the organisations systems and products to follow sustainable measures will become expensive and won't last, whereas small steps over time to adhere to socially responsible guidelines will have a lasting effect on your customers and the environment, increasing the company's reputation. A massive challenge that businesses will continue to face in the future as sustainability is becoming a way of life to the public and organisations.

Personalizing Customers Experience:

Customers today have grown to expect to be recognised and treated as individuals, rather than a steam-lined operations system. While consumers expect a greater level of personalization, businesses still struggle to translate data and insights into actions.

This information provides companies with customers past buying habits and their interests, enabling the hospitality industry to tailor their offers and promotions to specific customers. The industry needs to continually find new and unique ways to personalise a customer's experience to keep a competitive edge.

Loyalty Programs:

Loyalty programs are one of the top-level marketing strategies to obtain returning customers and most individuals expect a loyalty system when purchasing from an business. The hospitality industry battles each other to attract a loyal customer base and provide the best deals / product to consumers. There are multiple challenges companies face when implementing a loyalty program mainly inaccessibility and confusion, as some customers will not participate in a system that has complex accessibility or that people do not understand. Furthermore, loyalty programs that are unappealing and obsolete to consumers are also extremely unsuccessful.

Rising cost of daily consumables:

Price inflation of daily use products, eatables, and other supplies has risen steeply in the last few years. While that has affected all industries, it takes a huge portion of the issues and challenges faced by the tourism and hospitality industry.

A visible solution to this would be to keep a constant check on the inventory, control stock, and reduce the wastage as much as possible. Consider implementing useful cost-saving strategies at your property, which would help you manage the rising costs.

Political and Security challenges:

This again is one of the top management issues in the hospitality industry.

The issue of managing the macro issues dealing with the socio-political as well as economic challenges.

Skilled labour shortage, staff turnover and Irregular working hours

This is one of the major challenges in the hotel industry. Staff turnover in the hospitality industry is almost double the average across industries. This can be said to be the biggest management issue in the hotel industry.

In recent years, the high turnover and increasing competition have only added flame to the issue of the skilled labour shortage in the hospitality industry on the whole.

Booking and Revenue challenges:

Today, guests have several options to choose from, which has forced managers to up their marketing and advertising game.

This has created revenue challenges whereby if managers are unable to keep up with their competitors, they risk losing loyal customers and share of the local business.

It is thus important to understand the booking ecosystem and have the best strategic partners in place.

Increasing cost and decreasing revenue come up as one of the key management issues in the hospitality industry.

Seasonality of the hospitality industry:

Peak seasons in the hospitality industry tend to bring a lot of business but it also brings with undue stress to the management and its staff.

Managers are also charged with the responsibility of keeping up with the ongoing changes in booking and pricing, which can be daunting for anyone.

Everyone is required to make the most during peak season.

While more staff, as well as resources, are required during peak season, the percentage drop heavily during the lean season making it difficult for hospitality managers to ensure profitability.

Innovation, diversification and effective management would continue to hold the key in terms of managing the issue of seasonality in the hospitality industry.

Here, we have outlined a few of the top management issues in the hospitality industry. It is important to acknowledge the issues few of which would continue to pose threats in the future. We need to understand the nature of these threats and the devise ways to counter these management issues.

Questions no :03

Write down the top 5 world's class hotels name, address, features, amenities and accommodations facilities and uniqueness with proper reference.

Answer to the question no:03

Whether you prefer luxurious safari lodges, all inclusive resorts or castle hotels, these are incredible places to stay. These expensive hotels are listed in on particular orders as they all have their own charms.

Here we define the details of 5 world class hotels below:

Burj Al Arab

Dubai's most iconic hotel and dubai's seven star hotel.

The **Burj Al Arab** (Arabic: برج العرب, *Tower of the Arabs*) is a luxury hotel located in the city of Dubai, United Arab Emirates. Managed by Jumeirah hotel group, it is one of the tallest hotels in the world, although 39% of its total height is made up of non-occupiable space. Burj Al Arab stands on an artificial island that is 280 m (920 ft) from Jumeirah Beach and is connected to the mainland by a private curving bridge. The shape of the structure is designed to resemble the sail of a ship. It has a helipad near the roof, at a height of 210 m (689 ft) above ground.



The Burj Al Arab was designed by the multidisciplinary consultancy Atkins, led by architect Tom Wright. The design and construction were managed by Canadian engineer Rick Gregory, also of WS Atkins. Construction of the island began in 1994 and involved up to 2,000 construction workers during peak construction.

The building opened on 1 December 1999.

The hotel's helipad was designed by Irish architect Rebecca Gernon.

Features

Several features of the hotel required complex engineering feats to achieve. The hotel rests on an artificial island constructed 280 m (920 ft) offshore. To secure a foundation, the builders drove 230 40-metre-long (130 ft) concrete piles into the sand by drilling method.

Engineers created a ground surface layer of large rocks, which is circled with a concrete honeycomb pattern, which serves to protect the foundation from erosion. It took three years to reclaim the land from the sea, while it took fewer than three years to construct the building itself. The building contains over 70,000 m³ (92,000 cu yd) of concrete and 9,000 tons of steel, one of which are for the skeletal structural frames.

Inside the building, the atrium is 180 m (590 ft) tall. The 18 storied atrium is enclosed by 12 individually tensioned two-layer membrane panels form the north facing façade.

Given the height of the building, the Burj Al Arab is the world's fifth tallest hotel after Gevora Hotel, JW Marriott Marquis Dubai, Four Seasons Place Kuala Lumpur and Rose and Rayhaan by Rotana. But where buildings with mixed use were stripped off the list, the Burj Al Arab would be the world's third tallest hotel. The structure of the Rose Rayhaan, also in Dubai, is 333 metres (1,093 ft) tall, 12 m (39 ft) taller than the Burj Al Arab, which is 321 metres (1,053 ft) tall.

The hotel has 199 exclusive suites each allocated eight dedicated staff members and a 24-hour butler service.

The Royal Suite, billed at US\$24,000 per night, is listed at number 12 on world's 15 most expensive hotel suites compiled by CNN Go in 2012.

The Burj Al Arab is very popular with the Chinese market, which made up 25 percent of all bookings at the hotel in 2011 and 2012.

The hotel provides many services including shuttle service with a variety of luxury vehicles like Rolls Royce and Lamborghini. The hotel has golf carts that assists guests to and from the beach.

There are six restaurants in the hotel.

The Burj Al Arab is a five-star hotel, the highest official ranking. While the hotel is sometimes erroneously described as "the world's only 'seven-star' hotel", the hotel management claims never to have done that themselves. The term appeared due to a British journalist who had visited the hotel on a tour before the hotel was officially opened. The journalist described Burj al Arab as "more than anything she has ever seen" and therefore referred to it as a seven-star hotel.

THE OPPOSITE HOUSE

GROUPS: Swire Hotels

DATE OF CREATION: August 2008

HOTEL GENERAL MANAGER: Mark Passmore, Area General Manager. An energetic, pro-active and performance oriented senior manager with the necessary drive and determination to excel in a demanding multi-faceted role, excelling in ultra luxury and boutique establishments.

HOTEL POSITIONING: Luxury Boutique Hotel

HISTORY & STORY: The Opposite House is an intriguing urban hotel designed by eminent Japanese architect, Kengo Kuma. Its contemporary style and abundant space perfectly complement the refreshingly individual service. All of which go towards making this hotel a relaxing and unique experience.

MAIN STRENGTHS, SPECIAL TOUCH: Uncluttered and contemporary, yet with subtle touches of traditional Chinese decor, each studio and suite are designed to provide a sense of space, warmth and above all, comfort. All rooms come with natural wooden floors, king size bed and the most luxurious spa inspired bathrooms.

LOCATION: Conveniently located in the cosmopolitan district of Sanlitun, the hotel is just 30 minutes from the airport and close to the central business district and embassies. It is also a central feature of Beijing's most exciting and innovative open-plan development – Taikoo Li Sanlitun where fashion mixes with dining, arts, and entertainment.

KEY SITES/ACTIVITIES IN THE AREA: Taikoo Li Sanlitun — Taking inspiration from the hutongs, courtyards, and alleyways of Beijing's past and mixing it with its more worldly cosmopolitan present, Taikoo Li Sanlitun offers more than 200 shops, plus cafes, restaurants and bars, an 8-screen MEGABOX cinema, a unique cultural entertainment space, The Orange, and parking for more than 880 cars.

FUN FACTS: A 22-meter stainless steel swimming pool and advanced gym equipment provide one-of-a-kind workout experience. Flexible check-in/check-out times, subject to availability.

ACCOMMODATION:

Studio 45: 43 rooms including one accessible

Studio 70: 46

Studio 95: 7

Studio 115: 2

Penthouse: 1

- Complimentary wireless Internet
- Complimentary mini-bar
- Luxury down bedding by Plooh
- Exclusive toiletries and premium bath essentials by Appelles
- LCD TV, VGA connection, and Denon in-room entertainment
- Spa-inspired bathroom with rain shower, deep soaking oak tub
- Mood lighting system
- French press coffee
- Nespresso coffee machine in Studio 95 and above

RESTAURANTS & BARS

Sureño — A wood-fired oven and open kitchen evoke the casual style of the Medi menus terranean with drawing on the freshest ingredients of Southern Europe

Jing Yaa Tang — A restaurant concept that celebrates Beijing roast duck at its heart with a menu extending to a wide range of favorite dishes from different regions across China.

Village Café — A spacious and naturally lit setting, offering casual dining throughout the day with contemporary interpretation of international favorites.

Mesh — A cool, contemporary lounge catering to sophisticated tastes with an impressive wine list and equally inspiring cocktails.

WELLNESS

- Swimming pool
- Gym center

CORPORATE & CELEBRATION EVENTS

- Green Room
- BEI

NUMBER OF EMPLOYEES

300+

The opposite hotel (GREATER CHINA) got many hotel and restaurant awards.

Atlantis Paradise Island

Its As one of the most stunning hotels in the Caribbean, Atlantis island resort features 11 swimming pools, a magnificent water park, 18-hole golf course, 21 restaurants, gym, tennis courts, a spa and even a Pilates and yoga studio. With a whole array of activities from family friendly fun to after dark nightlife, there is truly something for everyone at this awesome resort.

Atlantis Paradise Island is an ocean-themed resort on Paradise Island in the Bahamas. It is built around Aquaventure, a 62-hectare (154-acre) waterscape.

The largest and most diverse meeting destination in The Bahamas, Atlantis can accommodate up to 4000 guests in world class conference center.

Location: Atlantis, Paradise Island is a lush, oceanside resort located on Paradise Island, a small island that's technically part of Nassau.

One Casino Drive, Suite 41, Paradise Island, Bahamas.

Open: 1968(as paradise island hotel and casino) December 11,1998 (as Atlantis paradise island)

Number of rooms : 3,805



Number of suites: suites (Royal, coral, beach, cove, reef, harborside), Super suites (Royal bridge)

FOR GROUPS AT ATLANTIS, PARADISE ISLAND ACTIVITIES ABOUND

From championship golf to celebrity-chef dining to swimming with dolphins, Atlantis offers endless and amazing activities for your conference, reception or reunion. Paradise Island provides an exceptional ambiance coupled with world-class amenities and guest services to ensure your group's stay will be truly unforgettable. Whether you choose to utilize our conference facilities or to celebrate a special occasion with family or friends, you will be immersing yourself under star-studded Bahamian skies and wrapped in the sounds of the ocean. If you are looking for a luxury meeting resort destination, Atlantis has plenty of fun to offer!

Attractions:

Mayan Temple Slides

The Mayan Temple is an attraction at Atlantis Paradise Island, with a height of over six stories. The structure features a series of water rides, including the Leap of Faith, a 18-metre (60 ft) near-vertical plunge that sends riders through a clear acrylic tunnel submerged in a shark-filled lagoon.

The Rapid River

The Rapid River is a 1.6-kilometre (1 mi) water ride including waves, artificial tidal surges, rapids, and environmental effects such as steam, special lighting, and waterfalls. The Falls and the Drop water coasters are accessible from The Rapid River without the guest needing to leave their inner-tube. The Rapid River has changed only slightly since its 2007 opening, with an optional rapids waterway closing.

Power Tower

The Power Tower is the tallest feature of Aquaventure, at 120 feet tall. The tower is home to four water slides.

The Dig

Atlantis is home to 14 lagoons and more than 50,000 aquatic animals representing over 250 marine species. The Dig simulates the long-lost 11,000-year-old continent, providing a look at the civilization, home to sea creatures. The goal of The Dig is to provide guests with a taste of life in the fabled city of Atlantis.

A Predator Lagoon is full of sawfishes, barracudas, stingrays, and sharks. A 100-foot (30 m) clear acrylic tunnel runs underwater, allowing visitors to obtain unobstructed views of the marine environment.

Golf

The Ocean Club Golf is a private 18-hole, par 72 championship golf course that stretches for over 7,100 yards. The course features a restaurant and bar located at the clubhouse. Many

professional golf events are hosted at the Ocean Club Golf including the LPGA Pure Silk Bahamas Classic.

Pieces of 8 Tours

Atlantis guests can experience the new nearby island excursions on charter boats. Guests can swim with the pigs, relax for the day on the private Rose Island, or snorkel the shallows. Guests are also able to discover Paradise Island and Nassau Harbour onboard Atlantis customized luxury boats. Pieces of 8 tours have 12 m (38 ft) Fountain powerboats that cruise up to 72 km/h (45 mph).

Accommodations:

The cove 600 suites, 62-158 sq. meters, open-floor plan suites with step-down parlor, panoramic ocean views, The cove pool.

The Plaza, New York City

Based in midtown Manhattan, The Plaza has been one of New York's most treasured landmarks since 1969. For over 100 years, the hotel has welcomed guests from around the world, including dignitaries, Hollywood royalty and world leaders.

Providing a luxurious backdrop for famous blockbusters, guests can indulge in an opulent five star stay whilst being conveniently situated near New York City Center, Rockefeller Center, the Radio City Music Hall and Central Park.

The Plaza Hotel (also known as The Plaza) is a luxury hotel and condominium apartment building in Midtown Manhattan in New York City. It is located on the western side of Grand Army Plaza, after which it is named, just west of Fifth Avenue, and is between 58th Street and Central Park South (a.k.a. 59th Street), at the southeastern corner of Central Park. Its primary address is 768 Fifth Avenue, though the residential entrance is One Central Park South.

A predecessor hotel of the same name was built from 1883 to 1890. The original hotel was replaced by the current structure from 1905 to 1907; Warren and Wetmore designed an expansion to the Plaza Hotel that was added from 1919 to 1921, and several major renovations were conducted through the rest of the 20th century. The Plaza Operating Company, which erected the current building, operated the hotel until 1943. Subsequently, it was sold to several owners during the remainder of the 20th century, including Conrad Hilton, A.M. Sonnabend, Westin Hotels & Resorts, Donald Trump, and a partnership of City Developments Limited and Al-Waleed bin Talal. The Plaza Hotel was renovated again after El Ad Properties purchased it in 2005, and the hotel was subsequently sold to Sahara India Pariwar in 2012 and then to Katara Hospitality in 2018. The hotel has been managed by Fairmont Hotels and Resorts since 2005.

The Plaza Hotel, a French Renaissance-inspired château-style building, contains 21 stories and is 251.92 ft (76.79 m) tall. The hotel's floors are numbered according to European usage, where floor 1, corresponding to the second story, is directly above the ground floor. The building was designed by Henry Janeway Hardenbergh in 1907.

The hotel has a steel frame superstructure with hollow tile floors, as well as wired-glass enclosures around all stairways and elevators. Originally, five marble staircases led from the ground floor to all of the other floors.

There are also 282 hotel units on the southern side of the building. Of these, 152 condo-hotel units occupy the eleventh through twenty-first stories, respectively labeled as floors 10 through 20. The condo-hotel units serve as residences for investors or staff for up to four months a year, and are used as short-term hotel units for the remaining time. In addition, there are 130 rooms exclusively for short-term stays on the fourth through tenth stories, respectively labeled as floors 3 through 9. The hotel portion of the building retains a butler on each floor, reminiscent of the hotel's original ambience.

Emirates Palace, Abu Dhabi

Located in the heart of Abu Dhabi, Emirates Palace is a lavish, golden exterior property overlooking the shores of the Arabian Gulf. Offering an array of worldwide cuisines, 1.3km of private beach land, a private marina and coral rooms with garden views, this iconic hotel welcomes guests into a world of indulgence. Emirates Palace is a testament to Abu Dhabi, showcasing Arabian culture at its finest via its whopping three-billion-dollar construction.

Emirates Palace in Abu Dhabi stands pride of place in the capital, backing onto the Arabian Gulf's shores at the end of the Corniche. It is famed for all things dripping in gold, including 24-carat gold edible flakes on coffees, a gold vending machine in the lobby and the world's most detailed gold domes, 114 of them.

Most of the restaurants at Emirates Palace Hotel require smart casual attire for lunch and dinner. Long trousers are required for men and shorts are not allowed. At breakfast, the hotel asks guests to avoid shorts and t-shirts, sandals, flip flops or beach wear.

The Emirates Palace is a luxury five star hotel in Abu Dhabi, United Arab Emirates. It has been operated by Mandarin Oriental as of 1 January 2020. The hotel project was launched in December 2001 and was initially operated by Kempinski from its opening in November 2005 until 1 January 2020.

Due to the change in management, the Palace will be renovated over the course of two years, after which it will be fully rebranded as a Mandarin Oriental property.

The building was designed by WATG Architects. The design of the hotel is a mix of Islamic architectural elements such as balance, geometry, proportion, rhythm and hierarchical emphasis alongside modern methods of design and construction. The central dome features elaborate geometrical patterns and 114 smaller domes are spread over the building.

Emirates Palace consists of 390 residences, including 92 suites and 22 residential suites. The residences are spread over two wings as well as a primary central building. The majority of the suites are furnished in gold and marble. The main primary building houses an expansive marble floor and a large patterned dome above, picked out in gold. The penthouse floor has six Rulers' Suites which are reserved exclusively for dignitaries, such as royalty.

The facilities include 2 spa facilities, over 40 meeting rooms, a 1.3 km long beach, a marina, 2 helicopter landing pads, a ballroom that accommodates up to 2500 people, various luxury shops and international restaurants.

The construction costs were around US\$3 billion (11.02 billion dirhams) making it the third most expensive hotel ever built, surpassed by the Cosmopolitan of Las Vegas in Las Vegas (\$3.9 billion).

Question no 04

What are the prospects and constraints of tourism sector in Bangladesh and how to overcome the constraints? Explain.

Answer to the question no 04

Tourism industries in Bangladesh have an increasingly vital economic, social, cultural and environmental impact, both globally and on the national scale. This continuing growth of tourism and tourism-related activities has diverse implications for the attainment of sustainable development for the country. It is a dominant service sectors that can contribute to a large GDP growth, employment generation, earning foreign exchange and making ecological balance of the country. Tourism industry is getting competitive in Bangladesh day by day. Bangladesh is processing the largest unbroken sea beach, the largest mangrove forest as well as lots of Archeological and Ecological tourism spots. But the rate of arrival of foreigners and local tourist is not up to the mark. Over the last 4 years Bangladesh maintain almost a constant growth in this sector. But this growth of 8% to 10% is not satisfactory comparing to the world standard. In India the growth rate was over 20% and in Nepal 23% in last year.

Tourism is one of the most growing industries all around the world. Bangladesh is blessed with unparalleled divine beauty. We can see a huge employment opportunity in the tourism sector. Every single sector is related to the tourism industry. Food, transportation, hotel, motel, resorts, accommodation, travel agencies, festivals, and events, sports, etc are also related to the tourism industry. Tourism generates 12% of the global gross national product and it employs around 200 million people worldwide. Tourist arrivals are estimated to reach 1billion by 2010 and 106 billion by 2020 worldwide. As it evolves, tourist arrival is encouraging an atmosphere of growing confidence for investment in the travel and tourism sector in Bangladesh. When we see a great probability of its coronavirus make them stop. All sectors are stopped for this virus. Every country is plagued by the global epidemic Coronavirus. The procession of death does not stop. It's growing rapidly and continuously.

Bangladesh is one of the immense potentials in the world tourism industry. The natural diversity of this country is unique and unique from other countries of the world. Bangladesh is a land of

natural beauty. The travel and tourism industry has suffered the most due to Covid-19, where every sector is involved. From vehicles to food. Maintaining social distance, the tourism industry seems to be in a dilemma to deal with Covid-19. The trend of economic development has come to a halt in tourist destinations as it was not a few days ago. There was no system of income for the people. Tour Operators, Travel Agencies, Hotels, Motels, Resorts, Guest Houses, Restaurants, Airlines, Tourist Coaches, Tourist Ship Agencies, Tourist Guiding Agencies, Street Food, Community-Based Tourism. Today they are suffering from unemployment.

The livelihood of 15 million people depends on the travel and tourism industry. Bangladesh has a huge opportunity to build up its tourism sector. Few Foreigners are known about Bangladesh has a natural beauty but not well known as a tourist destination. Only 6 lacks foreign tourists came to Bangladesh in 2019. Not more than 70% came for business and official purposes.

We need to concentrate more on the tourism sector if we want to earn more foreign currencies and attract foreign tourists. That's why every tourist spot should be evaluated properly and every tourist spot should get the same preferences.

We can build our tourism sector by developing infrastructural structure and building awareness, transportation, food services, hotel management and also we can show our natural beauty by YouTube and also social media so that tourist can see every spot clearly and attract smoothly.

Tourism is predicted to increase in the future. The number of international tourists is predicted to increase by 3.3% per year up to 2030, reaching 1.8 billion tourist arrivals (Lee, 2017). Although all areas are set to grow, the fastest growth will be in emerging economies in Asia, Africa and the Middle East.

PROBLEMS OF TOURISM SECTOR IN BANGLADESH:

A number of significant factors affect the image of tourism in Bangladesh. Tourism industry of Bangladesh is suffering from numerous problems like;

Poor Image of Bangladesh, as a tourist destination.

Lack of proper publicity

Bangladesh is often projected in foreign electronic and print media as a country of flood, cyclone, strike, political violence etc.

Unavailable forging aids or investment in the tourism sector of Bangladesh

Lack of social and political commitment

Lack of well trained, skilled and efficient manpower

Terrorism and robbing are common incident

Lack of required fund allocation in national budget

Development planning of the government does not give importance to proper infrastructure development in the tourism sector.

Problems of security, accessibility and accommodation for tourist.

Complicated visa and travel formalities in Bangladesh mission.

Lack of initiative to preserve, conserve and maintain the tangible tourism products.

Lack of proper marketing plans for tourism products for the generation countries of the world.

Lack of institutional capacity of the ministry of civil aviation and tourism in general and the BPC in particular.

Continuous campaign against Bangladesh by certain quarters as a fundamentalist country is another obstacle.

Key Policy Recommendations The past several years of tourism marketing for the development of its business was quite insufficient. After long, elaborate and lively discussion on Tourism business made the following recommendations:

- Having realized the importance of tourism's multinational effects
- Need sufficient publicity
- A robust need for tourist guides and training centers
- Taking necessary policies to attract foreign and private sectors investment
- Ensure safety and security for tourists, especially at the tourist sports. Use specially trained-up police in tourism security or "tourist Police".
- Establish coordination among all the concerned ministries, department agencies.
- Simplify the visa and immigration formalities
- Allocate fund in the national budget and initiate immediate loan system for private sector tourism entrepreneurs and tour operators including BPC to create more facilities
- Entrust BPC with the responsibility to issue registration to hotels /motels and tour operators and strictly monitor the performance
- Exempt tourism industry from the purview tax and vat
- Run tourism business both by the government and private sector simultaneously to maintain the standardization of services.
- Community awareness and participation, social tolerance for tourist should be created.
- Government should take initiatives to develop infrastructural facilities so that tourists feel interest to visit the country.

At present, the tourism resources of Bangladesh are immense and the simple & friendly people of Bangladesh along with its indigenous communities, which live isolated from modern society and possess their own distinct culture and way of life, make Bangladesh a unique place of attraction for tourists. Bangladeshis are always happy to extend their hospitality to visitors, who should find it an enjoyable place. The significance of tourism is viewed from many angles like economic, social, cultural, political etc. For many developing countries, in particular the Least Developed Countries (LDCs), tourism is considered to be the one of the fundamental pillars of their economic development. is a country of Asian region holding high potentiality of tourism. Although Bangladesh is a least develop country from nearly 150 million people with limited resources and huge unemployment circumstances, an ongoing effective master plan by the

government, Bangladesh Parjaton Corporation (BPC) and collaboration of private sectors of development can contribute for the development of tourism business in Bangladesh. Tourism can only contribute for the developing countries of economic, socio – cultural and environmental progress apparently. In fact, Bangladesh government needs to keep attention for staggering its strategic planning for tourism business development as well as the strategic marketing to flourish the existing resources and facilities of the destination.