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of Bangladesh

Final assessment

Sub: Community and cultural Issues in Tourism

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Question No: 01

What are the benefits of cultural tourism we can see in our society?

Answer to the question no 01

According to the United Nations World Tourism Organization, cultural tourism is “movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages.”

Cultural tourism experiences include architectural and archaeological treasures, culinary activities, festivals or events, historic or heritage, sites, monuments and landmarks, museums and exhibitions, national parks and wildlife sanctuaries, religious venues, temples and churches.

The United Nations World Tourism Organization (UNWTO) defines cultural tourism as trips with 'the main or concomitant goal of visiting sites and events with cultural and historical value.'

Cultural tourism began to be recognized as a distinct product category in the late 1970s when tourism marketers and tourism researchers realized that some people traveled specifically to gain a deeper understanding of the culture or heritage of a destination (Tighe, 1986).

Culture and tourism have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of places, regions and countries. Culture is an increasingly important element of the tourism product as it creates distinctiveness in a crowded global marketplace.

It helps local communities to embrace their own heritage and showcase it to visitors, boosting economic growth. Tours that are specifically geared towards cultural experiences encourages local communities to celebrate and promote what distinguishes their culture from others. Culture and tourism are inseparable. Culture is the soul of tourism development, and tourism is the platform for cultural development!

The state of tourism and the competitiveness of its products are ultimately reflected in the competition of culture, and the soft power of culture is to a large extent promoted and disseminated through the path of tourism.

Accelerating the pace of development will be full of vitality; only by organically integrating tourism and culture can national cultural resources be fully tapped and effectively used, and the development of the cultural industry can maintain a sustainable and strong momentum.

Cultural Tourism is a real economic driver: More visits mean new money into the area economy, growing businesses and increasing tax revenues. Creates new jobs, businesses, events and attractions, thus helping diversify the local economy. Supports small businesses and enable them to expand.

In addition to its intrinsic value, culture provides important social benefits. With improved learning and health, increased tolerance, and opportunities to come together with others, culture enhances our quality of life and increases overall well-being for both individuals and communities.

Through cultural tourism, people and groups define themselves, conform to society's shared values, and contribute to society. Thus culture includes many societal aspects: language, customs, values, norms, mores, rules, tools, technologies, products, organizations, and institutions.

Culture makes people of society understand the social, religious, as well as economic benefits. It helps in the well being of all people and also the society. culture plays important role in the formation of the society as people of similar cultures, behavior, ideas and values form together society.

Question No 02

What do you mean by historical tourism? Write down the archeological attractions in Bangladesh?

Answer to the question no: 02

Historical Tourism

Historical or heritage tourism means traveling with the primary purpose of exploring the history and heritage of a place. It may mean simple sightseeing of renowned historical architecture, visiting local museums that document the past through artifacts, art, and literary remains, or even something as quaint as sampling authentic historical recipes in their place of origin.

People often combine their love of history with other tourist delights like shopping, amusement park visits, and luxurious resort stays. So places that have a rich heritage and have, at the same time, designed a fine tourist infrastructure to cater to all categories of tourists get rated the highest in terms of popularity as tourist destinations.

Take for an example Budapest – the city offers some marvelous delights including architectural grandeur and historical baths that take one back in time – and all this becomes all the more alluring when coupled with the fantastic nightlife, of which its trademark ruin pubs are a prominent part.

Cultural heritage tourism is important for various reasons; it has a positive economic and social impact, it establishes and reinforces identity, it helps preserve the cultural heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture and helps renew tourism.

Archeological Attractions in Bangladesh

The origin of Archeology from the Greek words 'Archaia' and 'Logos'. It means antiquities and knowledge or science. In general, archeology is the "knowledge of antiquities".

Archaeology is one of the must-see things in Bangladesh. Various sources advocate that there are about 2500 archeological sites in Bangladesh. But researchers have located 452 archaeological sites in Bangladesh.

The Bangladesh Archeology Directorate works to preserve, discover and maintain these archaeological sites. Likewise, let's know about some of the most famous archeological spots in our country.

1. Lalbagh Fort, Dhaka

The Lalbagh Fort is the only historical landmark of Bangladesh during the Mughal period, which has been used simultaneously with stone, marble stone, and colored tile. Apart from Lalbagh Fort, no such historical combination has been found in any other historical landmark of Bangladesh. Lalbagh Fort is located in Lalbagh, Old Dhaka. Shah Azam designed the Lalbagh fort. Azam Shah, the third son of the Mughal emperor Aurangzeb, began construction of the fort as the residence of the Subedar of Dhaka in 1678. Emperor Aurangzeb called him to Delhi to suppress the Maratha rebellion before the construction of the fort was over. As a result, after the construction of a mosque and court hall, the construction of the fort stopped. Nawab Shaista Khan came to Dhaka in 1680 and started construction of the fort again. However, after the death of Shaista Khan's daughter Paribibi, the fort was considered a waste and Shaista Khan stopped its construction in 1684. Paribibi was buried in the middle of the court hall and the mosque. The name of the fort was Aurangabad at first. Later it became known as Lalbagh Fort.



2. Hajiganj Fort, Narayanganj

Hajiganj Fort is located on the west bank of the *Sitalakshya* in the Hajiganj area of *Narayanganj city*. It takes about an hour to reach the Hajiganj fort from Dhaka. Hajiganj fort is also known as *Khizirpur Fort*. The fort is built at the confluence of the old Buriganga with the cool shield. The fort was constructed by Mughal Subedar Islam Khan to prevent the invasion of the Mugs and Portuguese pirates along the river immediately after the establishment of the Mughal capital in Dhaka. Hajiganj fort is a 500-year-old historical place on the banks of the Shitalakshya river.

3. Shashi Lodge, Mymensingh

During the rule of Suryakanta Acharya Chowdhury, the golden dimension was added to the town near the Brahmaputra. He did a lot of philanthropic work in the broader context of managing the land for about five years. Established multiple aesthetic installations in Mymensingh. At the end of the nineteenth century, Suryakanta erected an extraordinary two-storeyed building on 8 acres of land in the city center of Mymensingh. The building was named after Shashikanta Acharya Chowdhury, the adopted son of the infant Suryakanta.

4. Bagha Mosque, Rajshahi

Bagha Mosque is a historic mosque located in Bagha Upazila, about 41 km southeast of Rajshahi district headquarters. Sultan Nasiruddin Nusrat Shah founded the mosque in 1523. The mosque was built by Sultan Nusrat Shah, the son of Alauddin Shah, the founder of the Hussein Shahi dynasty, in 1523-24. Later, the mosque was renovated at different times and when the domes of the mosque were demolished, the ruined mosque was given a new roof. The mosque is located on 256 bighas of land.

5. Paharpur Buddhist Vihar, Naogaon

Paharpur Buddhist Vihar or Sompur Vihar or Sompur Mahabihar is an ancient Buddhist monastery that is currently destroyed. Sri Dharmapaldev, the second king of the Pala dynasty, built this monastery in the late eighth century or the ninth century. In 1879 Sir Cunningham discovered this great place. UNESCO gave it the status of a World Heritage Site in 1985. Paharpur can be called the largest Buddhist monastery in the world. This may be compared to the *Nalanda Mahabhihar* in India.

6. Mahasthangarh, Bogra

Mahasthangarh is one of the oldest antiquities in Bangladesh. Famous in the city's history, it was also known as Pundravardhana or Pundranagar. Mahasthangarh was once the capital of Bengal. Archaeological evidence shows that a civilized town was established here some 2,500 years before the birth of Jesus Christ. It was declared the cultural capital of SAARC in 2016. Within this walled city, there are archeological traces of various periods. For centuries, this place was the provincial capital of the mighty Maurya, Gupta, Pala and Sena rulers and later the capital of the Hindu feudal kings.



7. Tajhat Palace, Rangpur

Tajhat zamindarbari of Rangpur is one of the oldest palaces in Bangladesh. Although many of our achievements were lost in the course of time, Tajhat Zamindarbari still survives. It's located at a short distance from the city. It takes about half an hour to reach here by the rickshaw. Tajhat zamindarbari in Rangpur city is one of the most memorable of Bangladesh's history and heritage. Manna Lal Roy, the founder of the Tajhat Zamindar Bari. He came from Punjab and started living in Mahiganj, Rangpur. At that time, Mahiganj was a district town in Rangpur. It is said that the area was named Tajhat because of the attractive crown of gold and pearls.

8. Kantajiu Temple, Dinajpur

Kantajiu Temple in Dinajpur, built on following the Indo-Persian sculpture, is the most beautiful temple in the country. Most of the architects were brought from Persia, not only for their construction but also for excellence. This temple is dedicated to Sri Krishna.

9. Sixty Dome Mosque, Bagerhat

The Sixty Dome Mosque is an ancient mosque located in the southwest of the Bagerhat district of Bangladesh. There is no inscription on the mosque. So no exact information is available about who built it or when it was built. However, looking at the architecture of the mosque, there is no doubt that it was built by Pir Khan-i-Jahan. He is believed to have built it in the 5th century. The mosque was built for many years and cost a lot of money. It is one of the three world heritage sites in Bangladesh.

10. Ahsan Manzil, Old Dhaka

Nawab Abdul Gani, the founder of Ahsan Manzil, is located on the banks of the river Buriganga in Islampur, Old Dhaka. Construction of the building in 1859 began and ended in 1872. Nawab Abdul Gani named Ahsan Manzil as his son's name. The building witnessed many historic events, such as the meeting of the building in 1906, decided to establish the Muslim League. The building is currently being used as a museum.



Other Archaeological Sites in Bangladesh:

- Sitakot Vihar
- Shalvan Bihar, Mainamati
- Wari-Botswara
- Somapura Mahavihara
- Puthia Rajbari
- Gaur
- Panam City

Question No: 03

What is community based Tourism?

Answer no :03

Community based Tourism

Community based tourism is not a new concept; it is most likely the oldest way of conduction tourism.

Community-based tourism not only encourages a deeper connection between the host and visitor, but it also promotes environmental protection, cultural conservation, social responsibility, and the enhancement of livelihoods.

Community-based tourism is defined by three characteristics: Indigenous leadership, sustainability, and cultural immersion.

The purpose of community-based tourism is Creating Impact Within The Community. In fact, much community-based research seeks to identify and build on strengths, resources, and relationships that exist within communities in order to address their communal health concerns.

The term “community-based tourism” signifies a form of sustainable tourism where community members invite visitors in and provide them with an authentic experience. It helps residents access 100% of the financial benefits instead of corporations or a third party. Community--based refers to a philosophical approach in which communities have an active role and participate in highlighting and addressing the issues that matter to them.

Community based tourism is not a type of tourism that put emphasis on increasing profits for the stakeholders but also more concerned about the various negative impacts of tourism activity on the local communities and natural resources available at the destination. “Community based tourism is tourism that takes environmental, social and cultural sustainability into consideration. It’s owned and managed by the neighborhood, for the neighborhood, with the aim of enabling visitors to extend their awareness and learn in regards to the community and native ways of life”.

“Community based mostly tourism (CBT) is a community improvement tool that strengthens the ability of rural communities to manage tourism assets whereas ensuring the local community’s participation. Community based tourism is socially sustainable tourism which is initiated and nearly all the time operated exclusively by local people.

Various elements of Community based Tourism are as following:

- a. Natural and Cultural Resources.
- b. Local Community Organizations.
- c. Management of Tourism Business. • There are well set rules by the community for management of cultural, environmental and social tourism.
- d. Learning.

OBJECTIVES OF COMMUNITY BASED TOURISM

There are various principles listed below presents the concept of Community Based Tourism and the way in which the local residents can use tourism for the development of community.

Community Based Tourism Should:

- Promote Community Pride.
- Identify and encourage most of ownership of tourism business by community.
- Involvement of local residents from the beginning.
- Enhance the life style and quality of life.
- Encourage ecological sustainability.
- Conserve the local area culture and traditions.
- Encourage Cross-cultural learning.
- Respect the other cultures and traditions and human dignity.
- Fair distribution of benefits among the local residents.

IMPORTANCE OF COMMUNITY BASED TOURISM

Community based tourism put emphasis on active participation of local community in tourism planning, management and empowerment of local people in the tourism opportunity.

Need of Community Based Tourism

The need to Community based tourism is as following:

- To minimize the negative impacts of tourism activity at the local destination.
- To educate and aware about the sustainability.
- To encourage the interest in Sustainable development.
- To provide employment opportunities to the local residents.

Question No 04

How can cultural tourism product can be defined?

Answer to the question no 04

Cultural tourism is the act of travellers visiting particular destinations in order to experience and learn about a particular culture. This can include many activities such as; attending events and festivals, visiting museums and tasting the local food and drinks.

Cultural tourism can also be an unintentional part of the tourism experience, whereby cultural immersion (with the local people, their language, customs, cuisine etc) is an inevitable part of a person's holiday.

Cultural tourism product can be defined as anything that can be offered to tourists for participating in cultural tourism to satisfy their cultural needs and wants by using the cultural tourism resource as basis.

As defined by UNWTO, a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle".

Nowadays, culture has been a major driver of tourism. Cultural tourism is another form of tourism by involving cultural elements. Some people traveled specifically to gain a deeper understanding of the culture or heritage of a destination. In order to satisfy tourists' cultural needs and wants, cultural tourism products typically attracts consumers by the cultural attributes. A cultural attest is not a cultural tourism product unless it transforms itself into products that could be consumed by tourists. The market value of cultural tourism can be realized by cultural tourism products.

Cultural tourism product

When we explore the cultural tourist's motivation for visiting a particular destination, services are seen as facilitators of primary cultural experiences but they are not the reason for the travel itself. The provision of services such as accommodation, transportation, hospitality, is the consequences of the cultural tourist stay, not the cause of it. The principal element of cultural tourism product is the cultural attraction (the same as for tourism product). Attractions are those elements in a product which determine the choice made by particular tourist to visit one particular destination rather than another. The attractions could be cultural, like sites and areas of archaeological interest, historical buildings and monuments, flora and fauna, beach resorts, mountains, national parks or events like trade fairs, exhibitions, arts and music festivals, games, etc. Tourism cultural attractions can be distinguished as a crucial part of the development of cultural tourism product. The intrinsic value of cultural attractions coupled with the added value of tourism development transforms the destination's cultural resource into cultural tourism products. In his book in 2003, Bruce Prideaux said that "the process of converting a potential site place or event into an attraction is the essence of tourism's unique ability to turn a resource into a product".

In 1996, Copley & Robson, said that "Cultural tourism encompass the unique features of a place which reflect its culture, history, or environment, and by their experiential nature, promote the rich tapestry of cultural traditions, ethnic backgrounds and landscapes". A cultural attest is not a cultural tourism product unless it transforms itself into products that could be consumed by tourists. But cultural tourism product must involve the cultural values through the transformation process. Based on this, cultural tourism product can be defined as "by using the cultural tourism resource as basis, anything that can be offered to tourists for participating in cultural tourism to satisfy their cultural needs and wants." Let's see now, what definition Richards & Munsters (2010) gave to cultural tourism product, based on the elementary definition of the tourism product - "addition of attractions plus accommodations plus transportation, the cultural tourism product can be defined as a composition of":

-The core product, being the cultural tourism supply (monuments, cultural events, local culture and etc.) and the related specific cultural tourist services, such as information and education.

- The additional product, being the general tourism product elements and the related tourist services (general tourist facilities and services and transportation infrastructure). Cultural tourism product is developed as tourism demand generators and in order to attract more tourists, cultural tourism providers always position their products uniquely by focusing on their core cultural element. The attractive elements include cultural tourism destination, cultural environment or cultural events which involve the special cultural themes and unique characteristics.

Another important thing related to the cultural tourism product that we should mention are its elements and characteristics.

For the characteristics of the tourism product we can say that this product can be described as “space and place” where “experiences” are created and consumed by tourists. About the cultural tourism product, the conclusion will be that we can identify it as cultural “space and place” which “satisfies tourists’ cultural needs and desires through learning and facilitating of novel experiences. In case of cultural tourism, this is achieved by visiting various cultural attractions and sites and also we can say that usually people are attracted to visit a particular destination because of the free resources. However, you already know but it is important to say again that the tourism industry, not the attraction, is the main beneficiary from tourists visiting a particular attraction. If tomorrow you decide to visit with your friends some cultural attraction – monument, museum or go to some festival, you will be on your cultural travel, but the attraction which you go to see is not automatically called tourism products. To become a tourism product, the attraction has to be embedded in a whole array of services and facilities varying from accommodation and catering to information and transportation.

Now, let’s take a look at the category of cultural tourism product:

Historic cultural tourism product - cultural heritage and relics

Artistic cultural tourism product - folk art, folk music, performance art and architecture

Regional cultural tourism product - local traditional culture, local cuisine culture, local festival and ancient architecture

Religious cultural tourism product - religious sites and events

Recreational cultural tourism product - amusement park, theme park, botanic garden and zoo

Scientific cultural tourism product - museum, industrial tourism, agricultural tourism, military tourism, adventure tourism and scientific expedition

In conclusion we just remember that, The cultural tourism products provide the good quality by combining the beauty of tourism with the spirit of culture; otherwise, they will only stay on the material level.

Question no 05

Write down the reasons for developing cultural tourism?

Answer to the question no 05

Cultural tourism has traditionally been approached from the perspective of scientific literature in terms of its appeal to visitors wishing to get involved in places or to extend their education, or simply to enjoy historical buildings and heritage managed for tourism. The decision to visit a particular tourist destination is determined by cultural tourism itself, so the cultural tourism market may consider the two dimensions of focussing travel intentions and the tourist's actual experience.

Cultural tourism is important for many reasons. Perhaps the most prominent reason is the social impact that it brings. Cultural tourism can help reinforce identities, enhance cross cultural understanding and preserve the heritage and culture of an area.

There are many reasons for developing cultural tourism.

For being competent in tourism industry, it is important to make the destination unique and distinctive. The role of international tourism in generating economic benefits has long been recognized in many developing countries (Jenkins, 1991; WTO, 1994). Nowadays Government also widened their focus on economic benefits to encompass environmental and societal concerns .

The impact of cultural tourism has twofold aspects. Firstly, it brings impacts on the economy and secondly, on the social life of a country. In the 20th century's competitive global tourism market, culture and tourism were two of the major growth industries. The recent OECD report on The Impact of Culture on Tourism (2009) noted, cultural tourism accounted for almost 360 million international tourism trips in 2007, or 40% of global tourism. In value terms, the contribution of cultural tourism is even greater, since cultural tourists are estimated to spend as much as one third more on average than other tourists (Richards 2007).

Foreign Exchange:

The overall export income generated by inbound tourism, including passenger transport over the world exceeded US\$ 1 trillion in 2010, or close to US\$ 3 billion a day. Tourism exports account for as much as 30% of the world's exports of commercial services and 6% of overall exports of goods and services. Different cultural attraction can retain the visitors overnight and can accelerate the growth of earning foreign currency. An important indicator of the role of international tourism is its generation of foreign exchange earnings. It is also estimated that in 2010, international tourism generated US\$ 919 billion (€ 693 billion) in export earnings.

GDP:

Based on the data available, tourism's contribution to worldwide gross domestic product (GDP) is estimated at some 5%. For advanced, diversified economies, the contribution of tourism to GDP ranges from approximately 2% for countries where tourism is a comparatively small sector, to over 10% for countries where tourism is an important pillar of the economy (WTO, 2011).

In Australia cultural tourism accounted for \$8.4 billion of total GDP in 2000/01. This represented

1.3 per cent of Australia's total GDP and 27.7 per cent of tourism's contribution to GDP when averaged over the four years. According to the World Travel and Tourism Council, the direct contribution of travel and tourism to GDP is expected to be US\$1,850.0 billion (2.8 percent of total GDP) in 2011. After growth of just 0.5 percent in 2010, travel and tourism economy GDP is likely to grow by 3.2 percent in 2011.

Employment:

Tourism is a labor intensive industry and this feature has the potential to create enormous employment opportunities for the population of developing countries (Ahmed and Josiam, 1996). It is estimated that tourism's contribution to employment tends to be slightly higher relatively and is estimated in the order of 6-7% of the overall number of jobs worldwide (direct and indirect)

In Australia about 6.0 per cent of total persons in the economy in 2000/01 were employed in cultural tourism sector. There were an estimated 142 200 persons in cultural tourism generated employment in 2000/01.

Contribution to Government Revenue:

The government can receive revenues from the tourism sector in the form of direct and indirect contribution. Direct contributions are generated by taxes on incomes from tourism employment and tourism businesses, and by direct levies on tourists such as departure taxes. Indirect contributions are those originated from taxes and duties levied on goods and services supplied to tourists. The World Travel and Tourism Council estimates that travel and tourism's direct, indirect, and personal tax contribution worldwide was over US\$ 800 billion in 1998 - a figure it expects to double by 2010. ATA also reports that every US\$1 spent in business travel results in US\$12.50 in incremental revenue throughout the economy.

Social Impact:

Cultural tourism gives the destination an identity; it helps foster a sense of community pride. This pride is very much related to economic prosperity and it is also an element in preserving and enhancing national and local pride and spirit. Host country can use this interaction as a tool for raising awareness about local issues and needs. Since cultural tourism creates identity for a country successful branding of local product, heritage, achievement can enhance this

identity positively to the visitor of both local and international. Different cultural celebration, heritage and other characteristics helps to build positive image for a country. This positive image helps to preserve cultural and historical heritage; encourage the revival of traditions and restorations of sites and monuments; indigenous cultures, cultural arts, crafts. Etc.

Increase Price Level:

An important negative impact of tourism is the increase in the price level. Due to tourism destination the land price of that region is very high, increase in the land price increase the rent of housing. Several tourism impact research studies reflect similar scenario (Diagne, 2004; Archer, Cooper and Ruhanen, 2005; Akama and Kieti, 2007). Tourism demands for basic services and goods from tourists which may cause price hikes that negatively affect the natives as their income do not increase proportionately.

Increased Income Disparity:

Harrison (1992) argues that benefits of tourism development in the LDCs are mostly enjoyed by the local elites and the majority of the population only receives the minimal benefits. Because increase in the price level, high land price, high rent reflects in the income of local people.

Leakages:

Leakages in tourism occur when revenues arising from tourism-related economic activities in destination countries are not available for (re-)investment or consumption of goods and services in the same countries. A study of tourism 'leakage' in Thailand estimated that 70% of all money spent by tourists ended up leaving Thailand. Estimates for other Third World countries range from 80% in the Caribbean to 40% in India.

In the present time tourism come into the light as a competitive and promising sector. This sector is contributing a great deal to the economy of different country. The concept of cultural tourism becomes popular in different countries especially in Australia. In this sector Bangladesh is very much promising and it can contribute to the local economy. In this service oriented industry the concentrated and coordinated efforts from different agencies of both government and private on the development of cultural tourism market offers, improving the service quality of tourism related services, development of professionally skilled human resources, create a positive brand image of the country are required. If all these measures, marketing strategies along with policy measures are coordinated, tourism sector in Bangladesh would yield a positive result and contribute in GDP along with readymade garments and others.

