



Victoria University
of Bangladesh

Final Exam
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Community and Cultural Issues in Tourism (TMGT 301)

Submitted by: Sifatul islam

Student of BTHM at (54th batch)

Student id: 1521540011

(Answer to the Question No 1)

The benefits of cultural tourism we can see in our society there are many. Intangible ones, like the conservation of cultural and artistic heritage, local prosperity for non-traditional tourist destinations and the establishment of links between different cultures. And also tangible ones, like the impact on the economy and jobs. Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual, and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions. There are many social benefits of tourism, demonstrating positive social impacts. These might include; preserving the local culture and heritage; strengthening communities; provision of social services; commercialization of culture and art; revitalization of customs and art forms and the preservation of heritage. Creates new jobs, businesses, events and attractions, thus helping diversify the local economy. Socially, heritage assets have the ability to make contributions to an area's livability and identity. In many cases, they are places that are a focus for community activities, such as public halls, schools, mechanics institutes, places of religious worship and parks There is a 'perennial divide between heritage conservers and commercial interests. Development proposals; in particular, perhaps, those in the center of our towns and cities where development land is usually scarce and therefore expensive, frequently bring this issue into sharp focus. On the one hand, conservationists fight to protect and preserve what they perceive to be priceless historic assets which, they contend, often serve both to preserve important elements of local or national history and culture and also to provide a community focus through the preservation of what has come to be termed 'collective memory'. On the other hand, developers and property owners seek to maximize the commercial worth of their investment. Although the balance which is struck between these potentially opposing views tends to shift over time as society's values ebb and flow.

(Answer to the question No 2)

Heritage tourism is traveling to understand the cultures and places of the past—including those of your ancestors. Here's how to make heritage tourism the ultimate vacation!

One of the best ways to understand history—including your family history—is to go to a place where you can relive it. This kind of travel is called heritage tourism, or "traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present. It includes visitation to cultural, historic, and natural resources. "Though many places offer heritage tours that you can pay for and join, you can

also create a personalized heritage tour—and save some money—with just a little research and preparation. Here are some tips for enjoying heritage tourism that is customized to your personal history and heritage.

The archeological attractions in Bangladesh are:

- Lalbagh Fort, Dhaka
- Hajiganj Fort, Narayanganj
- Shashi Lodge, Mymensingh
- Bagha Mosque, Rajshahi
- Paharpur Buddhist Vihar, Naogaon
- Mahasthangarh, Bogra
- Tajhat Palace, Rangpur
- Kantajiu Temple, Dinajpur
- Sixty Dome Mosque, Bagerhat
- Ahsan Manzil, Old Dhaka

(Answer to the Question No 3)

Community-based tourism (CBT) is a way of sustainable tourism that allows travellers to closely connect to local communities. Tourism where travellers are invited into local homes. Experiencing the actual local culture, the diversity, local rituals and beliefs. The aim of CBT is directly benefiting local communities financially, while travellers experience local way of life. Communities that participate in community-based tourism are strong, resilient and ready to show travellers their culture.

Be aware that CBT is a very sensitive segment. That's why, it's essential that it's developed and operated right to ensure actual benefits for the local communities. It's a growing niche market, as more and more travellers are looking for authentic experiences that create benefits locally. This article gives you the basic tools to develop community-based tourism experiences yourself and to create a win-win-win situation.

Examples of community-based tourism experiences

- Cooking and tasting local food
- Visiting a local market
- Walk through the village
- Working on the field
- Experiencing the coffee process
- Fishing or sailing with locals
- Biking tour around the village
- Handcrafting or painting
- Storytelling by elders

(Answer to the Question No 4)

The tourism product is complex as the varied elements of service, hospitality, free choice, consumer involvement, and consumption of experiences must be actualized in some way. According to people do not buy products for the sake of the product itself, they buy them for the benefits they provide or the problems they solve. Hence any discussion of products must be made from the perspectives of consumer. From marketing perspective, the term product is defined as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a need or want and by applying this to tourism context, defined cultural tourism products 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". According to [11], the cultural tourism product is composed of two products. First there is the core product, which is the major cultural tourism supply (monuments, cultural events, local culture and etc.) and the related specific cultural tourist services, such as information and education. Secondly there exists the additional product, which includes the general tourism product elements and the related tourist services (general tourist facilitates and services and transportation infrastructure). Further extending the definition provided by conceptually viewed products as having three levels: a core product which specifies the benefits of use, a tangible product which transforms these benefits into something to be consumed, and an augmented product that adds extra value. According to them, the core product is the most important feature for it describes the core benefit or solution provided by its use. As they contend, "It answers the questions of 'what personal needs is the product really satisfying' and 'what benefits does it offer ME'? The appeal of adopting a marketing approach is that the core problem being solved can vary widely, even for largely similar products. This variation enables different providers to position their product uniquely according to the benefits being promoted."

The tangible product according to them represents the physical manifestation of the core product that facilitates the need satisfaction. They give examples detailing,

"It is the historic fort that is entered, the battlefield site that is visited, the museum that is seen, the cultural tour that is joined, or the festival that is attended. The tangible product is not the core experience provided. It is the means by which the core need can be satisfied." The final level in their classification constitutes augmented products, which provide additional features above and beyond the tangible product that add value and facilitate easier satisfaction of the core need. It could be something such as a free shuttle to and from the hotel, the provision of umbrellas for rainy days, a souvenir at the end of a tour, or a money back guarantee. Slightly different approach developed by which is called 'product culture model' views cultural tourism products in terms of four elements. These are essence of

product, which the consumer receives to fulfill a need; real product, which encompasses those features that distinguish a product from those in the market; processed real product, where marketing interventions via promotional materials are done; and additional product, which explain the additional benefits and services added to the core one. At the heart of the model is real product, which encompasses the five product lines: tangible symbolic representations, intangible symbolic representations, staged symbolic representations, replicated symbolic representations, and transferable symbolic representations. It can be concluded that though several cultural tourism product definitions and models exist almost all of them place culture at the heart of the models with learning being the major core product.

(Answer to the question No 5)

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual, and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions. 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. Cultural tourism is the idea that a place's cultural perception has enough value to make it a destination for travel. Communities characterized by a high level of cultural development are usually associated with a high level of satisfaction about living conditions and wealth. Culture is increasingly an important element of the tourism product, which also creates distinctiveness in a crowded global marketplace. At the same time, tourism provides an important means of enhancing culture and creating income which can support and strengthen cultural heritage, cultural production and creativity. Most of the common positive impacts of tourism on culture include increasing cross cultural interaction; understanding, maintaining and keeping local culture, arts, crafts and traditions; empowering host communities; and strengthening cultural values. In addition to its intrinsic value, culture provides important social and economic 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.