

Victoria University Of Bangladesh

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Bachelor of Tourism & Hotel Management

Submitted By ~ Community and Cultural Issues in Tourism

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1.

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 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. It includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as theatres.[2]

Proponents of cultural tourism say that it gives the local population the opportunity to benefit financially from their cultural heritage and thus to appreciate and preserve it, while giving visitors the opportunity to broaden their personal horizons. Cultural tourism also has negative sides. There may be negative effects on local residents, such as making the local economy unstable, increasing the cost of living for local residents,

increasing pollution or creating environmental problems. The local economy can also be destabilized due to the rapid change in population size. The local population also comes into contact with new ways of life that can disrupt their social fabric.[3][4][5]

This form of tourism is also becoming generally more popular throughout the world, and a recent OECD report has highlighted the role that cultural tourism can play in regional development in different world regions.[6] Cultural tourism has been also defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'.[7] Nowadays, cultural tourism has recently shifted in the nature of demand with a growing desire for cultural "experiences" in particular. Additionally, cultural and heritage tourism experiences appear to be a potentially key component of memorable tourism experiences.

2.

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 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.

3.Community-based tourism (CBT) is a niche market in which the community benefits directly from tourism revenues. European travelers increasingly aim to travel responsibly and seek unique experiences. Germany, the Netherlands and the United Kingdom are the main markets. For you as a developing country tourism entrepreneur, community-based tourism offers many opportunities when letting travelers experience everyday life in your village. But despite the positive prospects, the CBT market is not the easiest one to step into, as it requires many skills, both related to tourism and to management and organization.

Community-based tourism (CBT) refers to tourism experiences hosted and managed by local communities which generate direct economic benefits and are sustainable and responsible. CBT initiatives are managed and/or owned by the community and are for the community. Their purpose is for visitors to learn about the local culture and way of life. This form of tourism enables communities to set up their own small-scale self-managed business. A goal of community-based tourism is to achieve sustainable social, cultural, environmental and economic development in order to improve the living conditions of local people without damaging the environment. Some of the diverse benefits that community-based tourism offers communities are:

enabling quality job creation (coordinator, local tour guide, homestay family, food department, craftsmanship, sales)

generating local economic development

helping eco-friendly tourism development

enabling community empowerment

preserving the traditional values of the local community.

Community-based tourism initiatives are usually started by an external organization (like an NGO) or the community itself, but it could be any individual or group. SNV is an organization that sets up lots of CBT

projects. Besides initiating CBT projects, they also offer a toolkit for managing community-based tourism, to provide readers with the know-how to set up and run a programme for a community-based tourism project.

For community-based tourism to be successful, the following three criteria must be met.

The community needs to be given training to be well prepared, since it will have a big impact on the community.

Community members need to have the final authority.

And finally, it has to create benefits for the community. An example is a school funded by part of the tourism profits, but it could also involve multiple entrepreneurs working together (such as guides, craftsmen, restaurants and farmers showing their work, and fishermen teaching tourists how to fish), with everyone benefiting.

Although community-based tourism can involve many elements, generally speaking there are four main categories, defined according to their length of stay and activity.

4.

This chapter presents the marketing aspect of cultural tourism resources by taking evidence from Sidama, Southern Ethiopia. It identifies the major cultural tourism resources of Sidama, and assesses their market readiness state through the lenses of tourists. It also presents the profile of cultural tourists visiting endowments in Sidama using a descriptive research approach. Brief introduction of marketing approaches to cultural tourism and a review of literature on cultural tourism products and cultural tourists is also provided. As to its significance, the chapter offers analysis of cultural tourism assets and their marketability as a tourism product in a developing destination context. Practical implications for sound cultural tourism marketing are also discussed in the chapter.

5.

Bangladesh is a significant source of many fascinating cultural diversions that can make a fancy trip to many domestic and international tourists. This paper has tried to focus on the cultural tourism of Bangladesh by allocating the facts of historic and traditional culture, cultural tourists' attraction, prospects, development strategy etc. Moreover, the major concern of the authors is to provide a detailed discussion about the main cultural attributes for the tourists or cultural tourists of Bangladesh. Tourism research methods and cultural consumption are some of the most important aspects of cultural tourism in Bangladesh. The researchers also tried to find out the potential of Bangladeshi culture, the scenario of cultural tourism, cross-cultural connection etc. This research paper is a full exploration of only the cultural tourism sector of Bangladesh. All the related information has been collected from available secondary data sources and the writer of this paper attempts to review all the roles of cultural tourism in Bangladesh.