

Srimongal: Srimongal is famous for the largest tea gardens of world. Most of the tea estates are in Srimongal. It is called "The land of two leaves and a bud". It is known as the tea capital in Bangladesh. Bangladesh Tea Research Institute (BTRI) and Tea Museum are functioning there.

Lawacherra Rain Forest: Well-reserved forests in Bangladesh. Prime attraction of this forest is rare Chloroform tree of Asia. It is like "A Piece of Paradise".

Patenga Sea Beaches: It is about 22 km. from Chittagong city. Besides the sea beach, you can enjoy boating and river cruise in the River Karnaphuli.

Port Area: This is the principal sea port of Bangladesh.

Cox's Bazar: World longest (120 km long) beach .Winter is the season to visit the Cox's Bazar.

St. Martins Island: St. Martins Island is the most beautiful Coral Island.

Himchori : Himchori is famous for waterfall. Visitor can reach there by jeep from Cox's Bazar.

Parki beach: It is situated in Anwarathana under southern Chittagong region.

Lalmal, Moinamoti and Shalbon Bihar: They are famous historical and archeological places around Comilla city.

Rangamati: If you don't visit Rangamati you will unable to discover a big portion of natural beauties of Bangladesh.

Khagrachari: Khagrachhari is the natural wild beauty of Bangladesh. Here visitor can visit the tribal lifestyle.

Kaptai Lake: Built in early sixties Kaptai Dam and the lake are the main attractions of Kaptai.

Bandarban: Chimbuk hill is one of the major attractions of Bandarban.

Ahsan Manzil: Ahsan Manzil was a residential palace for Dhaka Nawab Family.

Shaheed Minar: The Shaheed Minar is a national monument in Dhaka.

Jatiyo Smritisoudho: Jatiyo Sritishoudho is the symbol in the memory of sacrifice of all those who gave their lives in the Bangladesh Liberation War of 1971.

Jatiya Sangshad Bahavan: It has been used for the Bangladesh National Assembly.

Sundarban: The Sundarban is the world largest tidal mangrove forest. The Sundarbans cover approximately 10,000 square kilometers, of which 60 percent is in Bangladesh with the remainder in India. The Sundarbans is a UNESCO World Heritage Site.

Kuakata: Kuakata is a panoramic sea beach located in the Patuakhali district. Kuakata has a wide sandy beach from where one can see both the sunrise and sunset.

Table 1: Tourist spots in Bangladesh

Name of the division	Location in Bangladesh	Places to visit
Barisal	Southwest	Kuakata
Chittagong	Southern	Patenga Sea Beach, War Cemetery, Port, Cox's Bazar, St. Martins Island, Himchori and Inani Beach, Parki beach, Lalmal, Moinamoti and Shalbon Bihar, Chittagong Hill tracks (Rangamati, Khagrachari, Bandarban and Kaptai)
Dhaka	Capital city	Shaheed Minar, Jatiyo Smritisoudho, Ahsan Manzil, Jatiya Sangshad Bahavan
Khulna	Southwest	Sundarban
Rajshahi	Northern	Mahasthangarh, Varendra Museum
Rangpur	Northern	Kantagir Temple, Sayedpur railway junction
Sylhet	Notrheast	Jaflong, Ratargul, Madhabkunda waterfall, Satchari National Park , Bisanakandi, Srimongal, Lawacherra Rain Forest

4. Methodology

The study is based on secondary data. The data have been collected from different reports, published articles, websites, Bangladesh Parjatan Corporation (BPC), Ministry of Civil Aviation and Tourism, World Travel and Tourism Council (WTTC), Bangladesh Bureau of Statistics (BBS), Daily newspapers etc. Analysis is based on various statistical techniques. There are several objectives to conduct this research. They are:

1. To know about the current status and future prospects of tourism sector in Bangladesh.
2. To identify the major tourist spots in Bangladesh.
3. To assess the contribution of tourism sector in the Bangladesh economy.
4. To identify the barriers for developing tourism sector in Bangladesh.
5. To provide some suggestions for the improvements of tourism sector in Bangladesh.

5. Data Analysis and Results

5.1. Present status of tourism in Bangladesh

The importance of tourism sector has increased overtime. In 2009-2010, 838 was allocated for tourism sector from national budget. This has been increased to 1818 in 2011-2012. However, lately there is a decreasing trend in tourism expenditure. In 2013-2014, tourism expenditure in national budget has been falling to 683. This decreasing trend may be due to the current political crisis, which has discouraged tourism in Bangladesh.

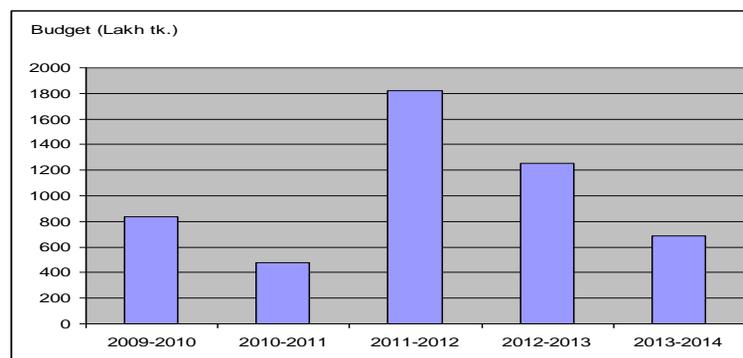


Figure 1: Distribution of money at the tourism sector in the national budget (source: Bangladesh Parjatan Corporation)

In Bangladesh, government controlled tourism organization - Bangladesh Parjatan Corporation (BPC) is doing well in terms of profit. In 2008-2009 it lost about 194 lakh taka. However, since then it is making profit. In 2009-2010, the profit was 23.41 lakh taka which has consistently increased to 612.33 lakh taka in 2012-2013. This profit has accompanied by both increasing total income and total expenditure. This total income and total expenditure in 2008-2009 were 3598.6 and 3792.35 lakh taka respectively. These figures have risen to 7168.33 lakh taka and 6556 lakh taka respectively in 2012-2013.

The number of tourist that came to Bangladesh during 2008 to 2012 are shown in Figure 2: The inbound tourism severely fall to 267,107 in 2009 from the previous year 467,332. This may be due to the global financial crisis. The number of tourist, however, show increasing trend after 2009. The inbound tourism has recovered to 303,386 in 2010 and has increased to 588,193 in 2012.

Table 2: Income, expenditure and profit of Bangladesh Parjatan Corporation for 2008-2013 (source: Bangladesh Parjatan Corporation , 2014)

Fiscal Year	Total income (Lakh tk.)	Total expenditure (Lakh tk.)	Profit before tax (Lakh tk.)
2008-2009	3598.60	3792.35	-193.75
2009-2010	4535.88	4512.47	23.41
2010-2011	5966.71	5819.21	107.50
2011-2012	7127.82	6836.62	291.20
2012-2013	7168.33	6556.00	612.33

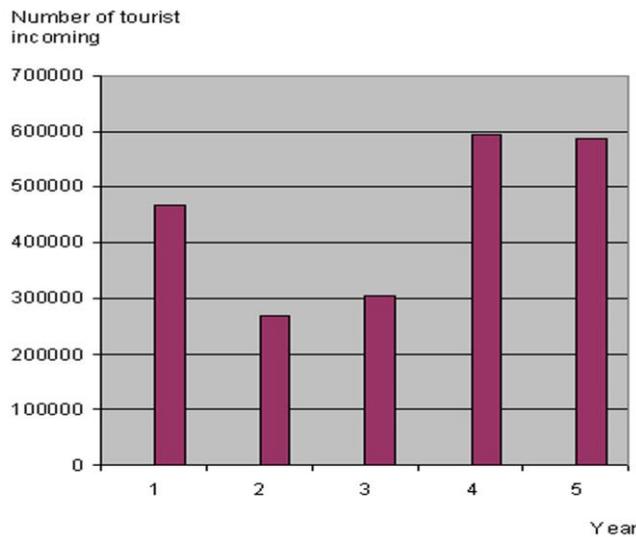


Figure 2: Statistics of tourist incoming in Bangladesh (source: Bangladesh Parjatan Corporation ,2014)

5.2. Contribution of tourism in the Bangladesh economy

According to World Travel and Tourism Council (WTTC) report (2014), The total contribution of travel and tourism was 4.4% of GDP in 2013 and is expected to grow 7.9% to 4.5% of GDP in 2014. It is forecasted to rise by 6.5% per annum to 4.7% of GDP by 2024. Notable that, total contribution consists of direct, indirect and induced contribution.

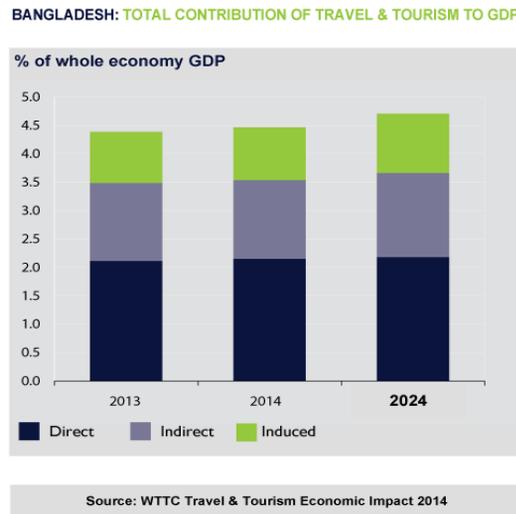


Figure 3: Contribution of travel and tourism to GDP

Travel and Tourism generated 1,328,500 jobs directly in 2013 and this is forecasted to grow by 4.0% in 2014. This includes employment by hotels, airlines, travel agents and other passenger transportation services. It will increase by 2.7% per annum on average over the next ten years. The total contribution of Travel and Tourism to employment was 2.8% of total employment in 2013. This is forecasted to rise to 3.9% of total employment in 2014. By 2024, travel and tourism are forecasted to support 4.2% of total employment.

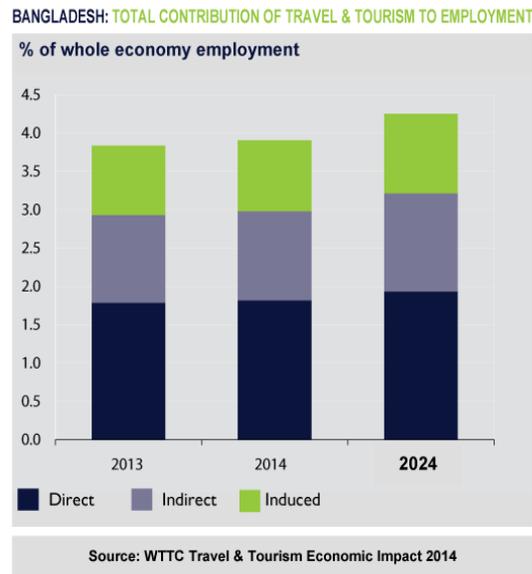


Figure 4: Contribution of travel and tourism to employment generation

Visitor exports are a key component of the direct contribution of travel and tourism. Visitor spend a good sum of money during their stay in the country. Spending on food, travels, and hotel are included in the visitor exports category. In 2013, Bangladesh generated BDT 8.3 billion in visitor exports. In 2014, this is expected to grow by 7.1%. By 2024, international tourist arrivals are forecasted to 611,000 generating expenditure of BDT 15.5 billion. Travel and Tourism's contribution to total national investment will rise from 1.5% in 2014 to 1.6% in 2024.

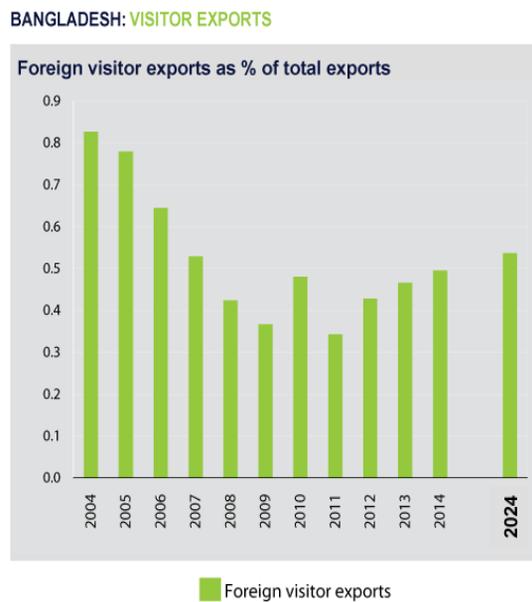


Figure 5: Contribution of travel and tourism to Visitor Exports

6. Conclusion and Recommendations

Now Bangladesh is low-middle income country. Its average GDP growth rate is 6%. The economy is highly dependent on work force export, Ready Made Garments (RMG) and agriculture sector. Other prominent sectors are shipbuilding, pharmaceuticals etc. The rate of employment is 90 %, which is below expected level. As a result, disguised employment and employment at low wage rate is rising. Many of the people are illegally crossing border in the hope of better life. In order to improve employment rate and to stop the illegal migration, government has to take and implement some projects and policies, through this, it has to try to receive the social, cultural and economic benefits of

the tourism sector. As part of tourism sector development, recently government has passed the Cox's Bazaar Development Authority (CDA) at the meeting of ministry. This is supportable but not enough. The government of Bangladesh should place equal emphasis in its policy on the development of the tourist spots all over the country. This will create employment opportunity on the one hand and on the other hand it reduces the dependence of the country on some other specific sectors.

Following measures are necessary for the development of tourism sector in Bangladesh:

1. Up-date the present tourism policies in Bangladesh compare to the world tourism market.
2. Tourism spot and related organization should run by the private sector.
3. Tourism related discipline like hotel and tourism management should be start at the all university in Bangladesh.
4. Infrastructures around the tourism sector should be built and maintained. Rail connection between Cox's Bazaar and Chittagong is necessary. Because, present communication system is not enough for tourist attraction.
5. Political stability should be maintained to attract the foreign tourist.
6. Government should take the actions about the security system at the tourist place.

References

- Arif and Islam (2011): Opportunities of tourism in Bangladesh: International journal of research in commerce, IT and management Volume No. 1, Issue No.6
- Daily Newspaper of Bangladesh: The Daily Star, The Prothom-alo.
- Elena, M., Lee, M. H., Suhartono, H., Hossein, I., Rahman, N. H. A., & Bazilah, N. A. (2012). Fuzzy Time Series and Sarima Model for Forecasting Tourist Arrivals to Bali. *Jurnal Teknologi*, 57(1).
- Kabir: Global sustainable tourism criteria: Perspective Bangladesh.
- Kabir, M. A., Kawsar Jahan, M., Adnan, N., & Khan, N. (2012). Business Model of E-Tourism for Developing Countries. *International Journal of Computer and Information Technology*, 3(1), 30-34.
- Pennington, J. W., & Thomsen, R. C. (2010). A semiotic model of destination representations applied to cultural and heritage tourism marketing. *Scandinavian Journal of Hospitality and Tourism*, 10(1), 33-53.
- Rahman, Hossain, Miti and Kalam: An review of present status and future prospects of the tourism sector in Bangladesh
- Siraj, S.B., Alam, G. M., Hoque, K. E., Khalifa, M. T. B., & Ghani, M. F. B. A. (2009). The role of agriculture education and training on agriculture economics and national development of Bangladesh. *Afr. J. Agric. Res*, 4(12), 1334-1350.
- SIRAJ: Review of tourism policy in Bangladesh, scope for future improvements.
- Thomsen: Introduction to the tourism industry in Bangladesh.
- World Travel and Tourism Council (WTTC): Annual report-2014: The Economic Impact of Travel and Tourism 2014.
- www.bangladeshtourism.gov.bd : Bangladesh Parjatan Corporation (BPC).
- www.tourismboard.gov.bd: Tourism Policy-Bangladesh Tourism Board (National Tourism Organization).