

Determinant Factors for Accelerating Growth of Tourism in Bangladesh

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Abstract

This study is about measuring factors that accelerate the development of tourism in Bangladesh. To identify the actual factors of developing tourism, a descriptive study has been conducted on 100 respondents involved in tourism industry. The data were gathered by administering a questionnaire. The result indicated that 12 variables regarding the growth of tourism industry were interrelated and based on this interrelationship about the growth it will identify the four factors that indicate the development of tourism sector in Bangladesh such as promotional factor, service factor, environmental factor as well as infrastructural factor. These factors will help us into insight major growth factors and will help the Government to check out tourism sector as well as to take future initiatives to develop tourism of our country.

Keywords: Tourism, BPC, Tourism in Bangladesh.

Introduction

Tourism Industry is flourishing very rapidly all over the world. The scenario of the world tourism industry is always in a state of changing. According to United Nation World Tourism Organization (UNWTO), it is assumed that end of 21st century will see the world tourism industry generating nearly 500 million job opportunities for the people. It is also forecasted that the contribution towards the GDP by the World Tourism Industry will be approximately above 15%. Tourism is a vital source of income for many countries and it generates income through the consumption of goods and services by tourists, opportunities for employment in the service industries associated with tourism and tourism related industry. In 2011-2012, tourism sector contribute, 1.56% to our GDP, on the other hand tourism & tourism related industry contribute 6.25 % of our GDP (Current Affairs, January 2015, pp: 21). There are a number of attractive destination sites around Bangladesh like the longest sea beach, Sundarban, etc. So it has ample opportunities to convert large number of potential tourist into actual tourist. Tourism is travel for recreational, leisure, family or business purpose usually of a limited duration. It carries out massive societal, cultural and economic values among the nations. Bangladesh is a land of scenic beauty. The country is blessed with natural beauty which attracts the tourist. It has beautiful beaches as well as the longest sea beach in the world. It is proud of its beautiful heritage and historical relics. To make the best use of the natural gift, the country is trying to develop facilities of modern hostels, motels, rest houses, youth inns and restaurants, modern modes of communication so that our tourism industry may bring enough contribution to our GDP.

According to the findings of Tourism Satellite Account (TSA) 2011-2012, tourism sector contribute 1.56% of GDP and 1.64% of total GVA as direct contribution and it is 6.25% and 6.57% respectively when whole tourism related industries contributions are considered. In 2013

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148349 numbers of people came to visit Bangladesh and our earning from them in our economy is 95046 lac taka, which is 18.73% more arrival of tourist & 29.36% more earning than previous year 2012. On the other hand, according to a recent report of Bangladesh Bureau of Statistics (BBS) that is conducted by DPC group, total amount of Tourism industry contribution is 16000 cr. taka and it creates employment for more than 8 lac people every year.

There is enormous opportunity for tourism to flourish in Bangladesh and the potentiality of this sector has already been recognized. There are many places of attractions for tourists in the country which can be developed with good communication facilities for visitors. But it is seen that these places are suffering from various problems, such as poor communication and transportation system, lack of quality accommodation facilities, lack of safety and security (Akteruzzaman and Ishtiaque, 2001). It is very important to preserve the natural quality of places and develop necessary attractions with required infrastructure for travelers of diverse origins and background.

This study is prepared for finding the factors to accelerate the growth of tourism which will help several beneficiaries like travel agencies, environment analyst, information seeking students etc. It can become a useful journal of further more studies for the environment analyst by providing some usable information. It can also help the beneficiaries involved in tourism sector to figure out most important factor to develop this sector.

To find out the major factors, I have taken 12 variables based on literature review such as availability of transportation service, outstanding service quality provided by hotels, making site seeing more secured, availability of online booking system, support of the local people to tourist, political ensuring stability, destination sites of the healthy environment, availability of guides on site, taking enough promotional activities by tourism corporation, adequate social media marketing, reasonable price offered by hotels, tour operators providing attractive offers. Focusing on those variables, in this study I have attempted to generate the most important factors to accelerate the growth of tourism in Bangladesh.

Literature review

Bangladesh is situated on the north-eastern side of the South Asian subcontinent and is bordered by India in the east, west and north; by a small part of Myanmar in the south-east and by the Bay of Bengal in the south. Bangladesh is mainly a flat alluvial plain, criss-crossed by the world's three mighty river systems, the Padma, the Jamuna and the Meghna and their innumerable tributaries (Samsuddoha and Chowdhury 2001).

The marketing experts opine that tourism marketing is the systematic and coordinated efforts to optimize the satisfaction of tourists. Generally speaking, tourism planning has been defined as a process based on research and evaluation, which seeks to optimize the potential contribution of tourism to human welfare and environmental quality (Tosun and Jenkins, 1998).

Tourism planning should relate tourism development to the more equitable distribution of wealth that is one of the main aims of national development planning. In this respect, tourism planning is

a component of national development planning and strategy. Moreover, it includes a decision-making process between the tourism industry and other sectors of the economy, between various sub-national areas and between types of tourism. It requires the integration of tourism industry into other sectors such as agriculture, transportation and social services (Tosun and Timothy, 2001).

The conceptual exposition appears essential to study tourism marketing. Tourism marketing is an integrated effort to satisfy tourists by making available to them the best possible services. It is a device to transform the potential tourists into actual tourists. It is the safest way to generate demand and expand market (Mill and Morrison 2002, p: 75).

Tourism is a phenomenon that has wide economic, social, cultural and environmental results; it is also accepted as a field of application that is not only an activity that grows by creating positive economic effects but also an activity that may create social and cultural problems causing destruction on artificial and natural environment (Ciraci and Kerimoğlu, 2008).

Promotion cannot be fully effective unless it is coordinated together with the other three 'P's (Middleton, 2001).

Travel and tourism are identified as the total market comprising three main sectors of international tourism, domestic tourism, and same-day visits (Middleton, 2001; Pénez 2004).

Nowadays, promotion is considered to be one of the most essential key elements of the modern marketing era including all the activities and plans that aim to inform and persuade potential customers and trade intermediaries to make a specific purchase or act in a certain manner. Modern marketing calls for more than the sole development of a good product with attractive pricing, available to target customers (Kotler et al; 2006).

Gunn (1988) denotes the tourism product as a complex consumptive experience that results from a process where tourists use multiple of services (information, relative prices, and transportation, accommodation, and attraction services) during the course of their visit. Other economic and political conditions and structural features are also important factor shaping many tourist experiences and contribute to the nature of the destination product.

Crouch and Ritchie (2000) interestingly summarized the various factors that together make a tourist destination experience attractive. They highlighted the importance of the service infrastructure layer, which includes transport services, in the tourist destination experience.

To encourage travelers from abroad to visit their respective countries, governments allocate large proportion of federal funds to tourism policy, planning and promotion. Nevertheless problems are still encountered primarily due to lack of coordination between tourism policy and environmental policy. Governments of countries that put much effort into receiving visitors place much emphasis into construction of essential tourist facilities, such as hotels, highway and access roads, communications and visitor attractions. Significant efforts are also devoted to conserving areas of natural beauty and maintaining resort areas and cultural communities. Special events, entertainment, and cultural activities are often supported by local and regional government

(Stabler, 1997). Other measures taken by government to support tourism include quality police protection and crime control and maintaining good health and sanitary conditions.

Thepphawan , Tachumpa and Vichitr (2007) described that in Thailand strategic marketing to attract the tourists to the Intra-city tourism route leads to tourism marketing mix strategy as follow

(1)Product: Creating product design of the Intra-city tourism to differentiate as the differential strategy. Setting up museums at the three tourism cities to show their history and background of their beings. Building their own images of distinct characteristics of their human resources, their hospitality and communicative language ability of the target tourists' nationalities – English, German etc. Emphasizing safety measure of the tourists in health, lives and belongings. Combining the service of the government tourism agency and public transportation in the Intra-city tourism route to physically connect these three tourism sites together and easily access to the sites .

(2)Price: having special packages to the customers. offering the travel agencies to have price discrimination by providing total service of Intra-city tourism route – traveling, accommodation, excursion are included in the package. Using Privilege price strategy to attract the regular customers and to give more promotion in VIP Membership, which the travel agencies have already had this special offer. Setting the price of public transportation of this route.

(3)Place: Participating with the road show of Tourism Authority of Thailand. Putting this Intra-city tourism route into the map and projects of Tourism Authority of Thailand. Publicizing and promoting this route through the travel agencies around the world.

(4)Promotion: Creating media to put in the road show of Tourism Authority of Thailand both in Thailand and the target groups abroad. Creating the attractive presentations to image the route haring. The famous presenters such as Miss Universe or Thai famous stars for this presentation. Using advertisements in the newspaper, magazines, journals, airlines magazines, and tourism magazines, broadcasting the TV commercial, documentary programs of Tourism Authority of Thailand on UBC 9 and TATV. Participation and cooperation of the tourism office in Chiang Mai. Besides those mentioned, the event marketing strategy should be used to create events that drive the promotion of the route such as the festival of tourism of Art-Culture Handicraft Tourism Route.

To identify critical success factors, it is vital to understand the structure of the tourism industry; the industry is divided into physical assets and intangible elements. Physical assets include natural, cultural, historical, and manmade attractions whereas intangible assets include destinations image and reputation and a region of variety accumulated technology know how in developing and implementing tourism strategies (Apostolopoulos, and Gayle, 2002, p.284).

Dieke (2005) had developed a process of identifying critical success factors that match with the characteristics of developing countries. The process firstly focuses on soundly based interventions in the tourism sector that play catalytic role, followed by locating necessary components or fundamentals of a successful tourism development, and thirdly, to find the reference point against which to assess or evaluate tourism success, fourthly, point to the essential lessons that we may learn from developing tourism and which might assist us to do a better job in the foreseeable future and the last stage is to enable environment which will permit tourism to develop in a manner that is consistent with national development policy objectives.

To increase public participation in tourism development, it is recommended for the government to 1) enhance the trust and confidence of people towards the ruling system through coordination and cooperation in organizations and institutions involved in the tourism sector, 2) provide people with social and cultural security by the police, physical and mental health by the health sector and shelter by Construction Engineering Organization, 3) create awareness among the people about their heritage so that people become fully aware of the historical monuments and objects as through them they can realize the economic, cultural, educational, political and artistic dimensions of their past, 4) provide Legal Protection according to the laws passed and the use of police force and judiciary in dealing with trespassing people, 5) encourage people to help to repair and reconstruct the monuments, 6) encourage private sector investment and grant financial facilities to create motels in the cities and advertise to attract tourists, 7) to enhance security of investment in tourism, and 8) to train people as well as the media to participate in advertising and attracting tourists (Fateme, Ardahaey and Haydaryzadeh, 2010). Political stability should be maintained to attract tourists (Roy and Roy, 2015)

Travel & Tourism depends on a wide range of infrastructure services - airports, air navigation, roads, railroads and ports, as well as basic infrastructure services required by hotels, restaurants, shops, and recreation facilities (e.g. telecommunication and utilities). It is the combination of tourism and good infrastructure that underpins the economic, environmental and social benefits. It is important to balance any decision to develop an area for tourism against the need to preserve fragile or threatened environments and cultures. An existing tourist site should be developed further, and then good infrastructure will be essential to sustain the quality, economic viability and growth of Travel & Tourism. Good infrastructure will also be a key factor in the industry's ability to manage visitor flows in ways that do not affect the natural or built heritage, nor counteract against local interest (*World Travel and Tourism Organization and International Hotel and Restaurant Association 19-30 April 1999, New York*).

International tourism industry comprises of various sub-functions of overall tourism industry in forms of transportation, food and lodging, also security in some cases. Attractiveness of the spot, historical aspects and entertainment facilities are also major actors for tour attractions. It is required to provide a basket of services in all those fields in order to satisfy customers (Mill and Morrison 2002, p: 25).

Safety and security are vital to providing quality in tourism which finally affect tourists destination selection. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors. This was highly evident in the aftermath of the tragic events of 11th September 2001 (Besculides *et. al*, 2002).

We cannot be complacent since there is an emerging consensus that crime - which raises safety issues - is a growing concern among tourism stakeholders who fear the potential damage that it may inflict on the perception of safety and, by extension, the industry (Volker and Sore'e, 2002).

Paradigm for developing Tourism Industry developed by Richard Sharpley & David J. Telfer(2002):

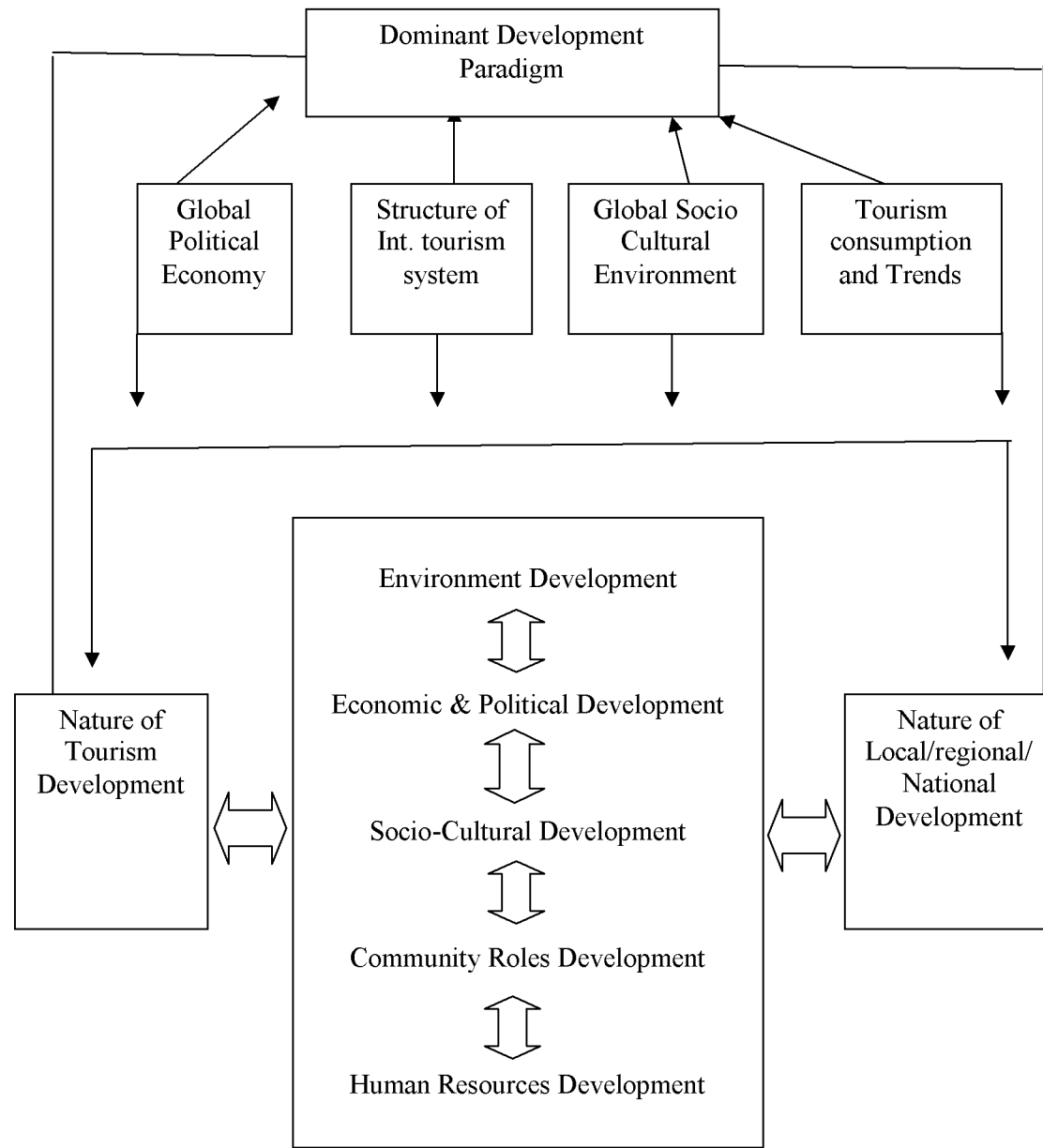


Fig. 1: Model showing the relationship between tourism and development studies (Tourism & Development by Richard Sharpley & David J. Telfer(2002)

Based on the above mentioned literature review, I have collected 12 variables regarding growth factor on which the study will try to find out the influential factors and dimensions of those factors.

Objective of the Study

Broad Objective: The broad objective of the study is to “*Determine the factors for accelerating growth of Tourism in Bangladesh.*”

Specific Objectives: The specific objectives are:

- ↻ To know the present scenario of tourism industry of Bangladesh and its contribution to national economy;
- ↻ To evaluate the infrastructural factors that have the effects on tourism sectors;
- ↻ To find out the environmental factors and their impact as well as to what extent visitors think that it is important for tourism sector;
- ↻ How well visitors know about different destination sites from promotional activities;
- ↻ To provide necessary suggestions.

Hypotheses

I have analyzed this study based on some pre specified hypothesis which is given below:

H: Growth factors regarding tourism are interrelated.

This hypothesis will help to find out the factors regarding growth faced by the beneficiaries involved in tourism in Bangladesh.

Methodology of the Study

This study was carried out descriptive research. So, as descriptive research a survey has been conducted to explore the relationship among the considering variables about factor related to the growth of tourism in Bangladesh. Data were collected through a structured survey questionnaire. To conduct the survey, a sample frame was developed based on respondents involved in tourism industry. From those, by using Stratified random sampling technique Malhotra(2009) I had selected 100 respondents from which 20 respondents are involved with travel agencies, 20 respondents are involved with transportation industry, 20 respondents are involved with hotels, motels and eco-resorts and other 40 respondents are taken from both national and foreign tourists. So, the total sample size is 100. From the 100 sample, I have collected information about the variables regarding growth of tourism which have been found from previous study. To conduct the survey, a structured questionnaire had been developed by using 5 point Likert scale. The collected data were tabulated on the computer and the final analysis was performed on statistical software (SPSS version 17) and to find out the factors of growth for which a factor analysis has been conducted.

Present Scenario of Bangladesh Tourism Sector

Bangladesh is endowed with so many natural beauties like sea beaches, park, forests, eco tourism, wild life sanctuaries, hill tracts areas, tea estates, and island etc. Moreover, two international standard sea ports and hundreds of museums have attracted people from all over the world. Bright historical background has blessed Bangladesh with so many historical places, heritages, monuments, historical buildings, and archaeological sites. Furthermore, picnic spots, bridges, amusement park, mosques, tombs, temples & monastery, and churches have made the country an ideal place for the tourists. Glorious historic background and the combination of huge cultural ingredients welcome the interest group of education tours. Cheap labor, huge potentiality and availability of raw materials attract people of business tourism. Bishwa Ijtema, tombs and other pilgrim spots have encouraged people of religious tourism. Moreover, good medical services have invented people of medical tourism (Azad, Abul Kalam and Akter, Salma, 2009).

Bangladesh is a new tourist destination on the map of the world. Bangladesh has enormous potential to develop tourism because of its attractive natural beauty and rich cultural heritage. Tourism can add value to the Bangladeshi economy if proper marketing plan and strategy can be built and implemented for this purpose. However, this industry fails to reach its destination due to inadequate marketing practices. Bangladesh has archaeological, natural, ecological, cultural and other tourism products to attract tourists (Ali, Muhammad Mahboob and Mohsin, Chowdhury Shifat, 2008).

Tourism can open a new horizon for Bangladesh. In fact, tourism in Bangladesh is becoming an emerging issue both for the public and private sectors to establish their eligibility for accomplishing a successful business as well as marketing activities development.

Tourism is one of the most promising sectors for Bangladesh with her huge natural beauty, heroic historical background and archaeological resources. Bangladesh is a country of natural beauty. She is blessed with endowment of the Almighty.

The World Travel and Tourism Council (WTTC) has forecasted that total contribution of travel and tourism sector to Bangladesh GDP will rise by 7.9 per cent in 2014, reports BBS. “The total contribution of travel and tourism to GDP was Taka 460.3 billion (4.4 per cent of GDP) in 2013 and is forecast to rise by 7.9 per cent in 2014 and to rise by 6.5 percent per year to Taka 935.5 billion (4.7 per cent of GDP) in 2024,” WTTC said in its recently published Bangladesh Economic Impact Report 2014. In 2013, the report said Bangladesh travel and tourism sector directly supported 13, 28,500 jobs that is 1.8 per cent of total employment and are expected to rise by 4 per cent in 2014 (*The World Travel and Tourism Council, 2013*)

Monthly Arrival of Tourist in Bangladesh (2006-2013)

Besides a large number of domestic tourists (42 lac in a year), foreign tourists also comprise a good percentage in the composition of total tourists every year. In 2007, the total no. of foreign tourist was 289110 which are 44.33% more than previous year. In 2008, the total no. of foreign tourists was 467332 which are most foreign tourist visitor ever & 61.64% more than the previous

year. But in 2009-2012 the total no. of foreign tourists decreased gradually by 42.84%, 35.16%, 10.72%, 19.19% each than previous year. In the 2013 the scenario of tourist changed & no. of visitor increased by 18.73 than the previous year. (*Statistical Pocket Book Bangladesh-2013 (BBS) & Tourism Board, 2013*)

The number of tourists arrived in Bangladesh from 2006 to 2013 is given in the following table.

| Month | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|
| January | 16382 | 16733 | 39345 | 28638 | 30724 | 14256 | 10210 | 19309 |
| February | 13473 | 17308 | 30788 | 26286 | 24657 | 13231 | 9506 | 15235 |
| March | 13659 | 17679 | 30079 | 25114 | 29723 | 10730 | 10416 | 13406 |
| April | 12261 | 23956 | 25128 | 24786 | 23439 | 9297 | 10002 | 12435 |
| May | 20971 | 20853 | 36926 | 23704 | 24208 | 10771 | 10901 | 15320 |
| June | 17002 | 24483 | 39158 | 22244 | 20867 | 9945 | 10411 | 10447 |
| July | 25604 | 32223 | 42457 | 21780 | 22620 | 8317 | 10703 | 10417 |
| August | 14244 | 20614 | 36017 | 18239 | 20622 | 9714 | 9961 | 10477 |
| September | 16823 | 18509 | 26723 | 14749 | 18934 | 10947 | 10111 | 11159 |
| October | 17237 | 27073 | 43213 | 19963 | 31611 | 18228 | 10162 | 13183 |
| November | 14734 | 30308 | 39996 | 19336 | 25137 | 19193 | 10210 | 8919 |
| December | 17921 | 39471 | 77499 | 22274 | 30840 | 19988 | 12350 | 8049 |
| Total | 200311 | 289110 | 467332 | 267113 | 173183 | 15461 | 12494 | 148349 |
| % change | | 44.33 | 61.64 | -42.84 | -35.16 | -10.72 | -19.19 | 18.73 |

Table 1: Monthly Tourist arrival

Source: *Statistical Pocket Book Bangladesh-2013 (BBS) & Tourism Board (2013)*

Monthly Earning from Overseas Tourist (2009-2014)

Tourism is one of the most profitable sectors of Bangladesh. As mentioned earlier, tourism sector contribution to our GDP is 1.56% and tourism related industries contribution to our GDP is 6.25% (Current Affairs, January 2015). In 2007 total income from tourism sector was 52657 lac which is 4.47% less than 2006. In 2008 total income from tourism sector was 61238 lac which is 16.30% more than previous year. But income in 2009 decreased by 6.30% than previous year. In 2013 total income from tourism sector was more than any year in Bangladesh history; it was 29.26%

more than previous year. (*Statistical Pocket Book Bangladesh-2013 (BBS) & Tourism Board*). All the information from 2006 to 2014 is given in the following table:

| Month | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| January | 6537 | 5611 | 7492 | 6492 | 4959 | 7133 | 1006 | 10064 | 10271 |
| February | 5541 | 6240 | 5850 | 5796 | 4969 | 6333 | 1092 | 10915 | 11892 |
| March | 5389 | 4719 | 5277 | 5189 | 5659 | 6243 | 7000 | 7307 | 10969 |
| April | 4116 | 3872 | 4593 | 4738 | 4273 | 3734 | 6929 | 6130 | 9644 |
| May | 4520 | 4499 | 4230 | 5382 | 3421 | 3824 | 6163 | 5613 | 9609 |
| June | 3949 | 3661 | 5095 | 4177 | 4730 | 4803 | 4839 | 6465 | |
| July | 3981 | 3466 | 4619 | 4599 | 3209 | 4823 | 6323 | 6021 | |
| August | 4241 | 3637 | 4173 | 4109 | 4313 | 4123 | 5605 | 5893 | |
| September | 3622 | 3425 | 4644 | 3496 | 3680 | 3902 | 6834 | 8094 | |
| October | 3279 | 3596 | 4156 | 3612 | 5252 | 4742 | 6321 | 10630 | |
| November | 4445 | 4402 | 5193 | 4613 | 4771 | 5757 | 5503 | 8235 | |
| December | 5682 | 5519 | 5916 | 5177 | 6385 | 7199 | 7866 | 9679 | |
| Total | 55299 | 52657 | 61238 | 57380 | 55624 | 62394 | 73474 | 95046 | |
| % change | | -4.77 | 16.30 | -6.30 | -3.1 | 12.17 | 17.76 | 29.36 | |

Table 2: Monthly Earnings from tourism

Source: *Statistical Year Book Bangladesh-2013 (BBS) & Tourism Board (2013)*

Results and Findings

To find out the interdependence among the factors to accelerate the growth of tourism sector of Bangladesh, I have conducted a factor analysis on 12 variables that are collected from previous study. Those variables are: availability of transportation service, outstanding service quality provided by hotels, making site seeing more secured, availability of online booking system, support of local people to tourists, ensuring political stability, healthy environment of the destination sites, guides availability of on site, taking enough promotional activities by tourism corporation, adequate social media marketing, reasonable price offered by hotels, tour operators providing attractive offers. Based on those variables, when I have conducted the factors analysis and found that variables are interrelated through null hypothesis of factor analysis, as KMO and Bartlett's test results, is rejected (because level of significance is $.0000 < .01$) So it can be said that

the factors for developing tourism sectors are interrelated. So based on the interrelations of variables it will be possible to find out factors.

Note that: Number of factor will be selected as the value of Eigen value. So as Eigen value we have 4 factors which are shown at Rotated component matrix.

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .711 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 552.802 |
| | Df | 66 |
| | Sig. | .000 |

Communalities

| | Initial | Extraction |
|--|---------|------------|
| Transportation services are available | 1.000 | .440 |
| Service quality of hotels is outstanding | 1.000 | .640 |
| Authority makes site seeing hassle free | 1.000 | .506 |
| Online booking system is available | 1.000 | .642 |
| Local people are supportive to tourist | 1.000 | .682 |
| Political instability has effects on travelling | 1.000 | .692 |
| Destination sites have healthy environment | 1.000 | .623 |
| Guides are available on site | 1.000 | .754 |
| Tourism corporation runs enough promotional activities | 1.000 | .523 |
| Social media marketing is adequate | 1.000 | .759 |
| Hotels provide attractive offers regularly | 1.000 | .931 |
| Tour operators provide attractive offer regularly. | 1.000 | .930 |

Table 3: Communalities
Extraction Method: Principal Component Analysis.

The table of communalities before and after extraction show initial assumption that all variance is common; therefore before extraction the communalities are all 1. The communalities in the column labeled extraction reflect the common variance in the data structure. The table of communalities which shows how much of the variance in the variables has been accounted for by the extracted factors. Here the height 93% of the variation in tour operators offers providing is explained by the factor model. On the other hand, the lowest 44% of the variation in case of transportation availability is explained by the factor model.

| | Component | | | |
|---|-----------|------|------|------|
| | 1 | 2 | 3 | 4 |
| Hotels offer reasonable price. | .990 | | | |
| Tour operators provide attractive offer regularly. | .982 | | | |
| Social media marketing is adequate. | .750 | .349 | | |
| Tourism corporation engages in enough promotional activities. | .571 | | | |
| Local people are supportive to tourist. | | .731 | | |
| Online booking system is available. | | .684 | | |
| Service quality of hotels is outstanding. | | .649 | | |
| Guides are available on site. | | | .856 | |
| Political instability has effects on travelling. | | | .301 | |
| Destination sites have healthy environment. | | .394 | | .499 |
| Authority makes site seeing more secured. | | | | .444 |
| Transportation services are available. | | | | .344 |

Table 4: Rotated Factor Matrix

Rotation converged in 5 iterations.

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.

By observing rotated component matrix, I found that there are four factors to accelerate the growth of tourism industry in Bangladesh as a name of “Component”. Here, component 1 incorporates the variables: reasonable price offered by hotels, tour operators provide attractive offer regularly, social media marketing is adequate and tourism Corporation engages in enough promotional activities. Whereas component 2 includes variables: online booking system is available, local people are supportive to tourist, service quality of hotels is outstanding. Besides those, component 3 includes variables: guides are available on site and political instability has effects on travelling. On the other hand, transportation services are available, authority makes site seeing more secured and destination sites have healthy environment can be incorporated as component 4. Now it can be assigned the name of each component, Here, component 1 is named as promotional factor, component 2 is known as service factor, whereas component 3 is known as environmental factor and component 4 is named as infrastructural factor.

So, there are four factors, named as promotional factor, service factor, environmental factor and infrastructural factor to accelerate the growth of tourism in Bangladesh. Among those factors, first factor known as promotional factor incorporates reasonable price offered by hotels, tour operators provide attractive offer regularly, social media marketing is adequate and tourism Corporation

engages in enough promotional activities. Among those promotional factors, hotels offer reasonable price (.990) is more important variable than others according to its points in Rotated Component Matrix. Then tour operators provide attractive offers (.982), social media marketing are adequate (.750), tourism corporation engage in enough promotional activities (.571) are comparatively more important to the beneficiaries of tourism. The other factor known as service factor incorporates the variables: online booking system is available, local people are supportive to tourist, service quality of hotels is outstanding. From those variables, local people are supportive to tourist (.731), online booking system is available (.684) and service quality of hotels is outstanding (.649) are important variables according to its points in Rotated Component Matrix.

Besides those two factors, other important factor is environmental factor that includes: guides are available on site and political instability has effects in travelling. From those variables, guides are available on site (.856) is most important variable according to its points in Rotated Component Matrix. Then political instability has effects on the promotion of travelling (.301).

The last factor, infrastructural factor, incorporates variable as transportation services are available, authority makes site seeing more secured and destination sites have healthy environment. From those variables, destination sites have healthy environment (.499), authority makes site seeing more secured (.444) and destination sites have healthy environment (.344) are important variables according to its points in Rotated Component Matrix.

So promotional, Service, environmental and infrastructural factors are to be developed to accelerate the growth of tourism sector in Bangladesh. But promotional factor is the main factor to be upgraded to accelerate the growth of Bangladesh tourism industry.

Recommendations

- The government should consider promoting domestic and international private sector investments in order to develop and promote the tourism Industry in Bangladesh. To encourage private investment, the government should declare some incentives to private investors. The incentives like tax holiday for a certain period on their return, tax free import of vehicles to be used in tourism, loans with a lower rate of interest, etc. could be effective tools that encourage investment willingness.
- Information technology also plays an important role in the promotion of tourism. Internet could be one of the most effective promotional tools when advertising the destination sites of Bangladesh. The rapid growth of using internet has a great impact on travel services, too, and has increased speculation about the possibility of the disintermediation of travel agents.
- Tourism organizations and operators of Bangladesh need to develop their active websites; although such a site already exists, the lack of regular updates and out-of date content make it ineffective as a marketing tool. Actors of the tourism industry

(governmental bodies, travel agencies, tourism operators, etc.) should maintain the homepage in an attractive manner all year round in order to attract visitors.

- Tourism and travel-related services include services provided by hotels and restaurants (including catering), travel agencies and tour operator services, tourist guide services and other related services. So it is necessary to develop all sectors according to the needs and wants of the tourists.
- Hotels should provide attractive offers regularly around the year so that the domestic as well as international tourists become motivated to visit all the year round.
- Roads and highway need to be developed in proper way so that transportation service is available to the tourist.
- It is important to practice environmental management in ecologically sensitive areas such as the coastal zone, wetlands, etc. and encourage ongoing social and environmental audits of tourism projects conducted in an inexpensive, rapid and participatory manner.
- The cultural environment includes much more than museums and unique archaeological sites. It also includes mission settlements, sites of slave occupation, urban space used for ritual purposes, rock art sites, rock formations and natural landscapes which have national and international cultural significance. As Bangladesh has diversified culture so government should take the initiative for all the cultural development so that it can motivate tourist to make a tour.
- The infrastructure for tourism is critically important and wide-ranging. It includes telecommunications, rail and road networks, signage, information centers, convention and conference facilities, etc. All the sectors need to be developed in such a modern way so that tourist gets a great mobility.
- Actors of the private and public sectors should join forces and combine their efforts, especially in infrastructure development like the improvement of hotels, restrooms, restaurants, etc. Tourism authorities need to take steps towards the diversification of products and services.
- Tourists come to enjoy the beauty of a site; so site seeing need to be easy enough for tourist. So respective authority need to be conscious to make the site seeing more entertaining.
- As tourists come from long distance from around the world, during their visit they need to stay so before starting journey they want to book their reservation. It is necessary to have online booking system in all levels of hotels, motels etc. for the well being of the tourists.
- Political stability of a country is very much needed for the development of tourism sector.
- In case of hills, forest area etc. guides are needed to track the site in an enjoying manner. Availability and efficiency of guides is very much needed.

Conclusion

At present world tourism industry has appeared as competitive and promising sector. It is not only that tourism sector earns foreign currency but also that tourism creates image of the country and cultural diversification. The country, having tourism potential, must be conscious in developing market offering and marketing mix. Bangladesh has sheer lacking in this regard which need to be overcome through proper marketing planning. Natural, ecological, historical, cultural and other form of tourism based industry in Bangladesh has huge potentials to develop. The country has its potential to differentiate its product for its uniqueness. Therefore, tourism Industry in Bangladesh must arrange its marketing mix elements such a way that give its better satisfaction to its customers. Along with marketing elements, infrastructural service as well as environmental factors need to be developed but more importantly promotional factors need to be developed in an appropriate way to accelerate the growth of tourism in Bangladesh.

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Appendix

(Questionnaire for Respondents)

Questionnaire to determine the factors for accelerating growth of Tourism in Bangladesh.

- ❖ Name: _____
- ❖ Please name your country of residence: _____
- ❖ Gender: *(Mark the appropriate answer)*:
 Male Female

Please show your level of agreement for the following questions:

| SL | Statement | Strongly disagree 1 | Disagree 2 | Neither agree nor disagree 3 | Agree 4 | Strongly agree 5 |
|----|--|------------------------|---------------|---------------------------------|------------|---------------------|
| 1 | Transportation services are available. | | | | | |
| 2 | Service quality of hotels is outstanding. | | | | | |
| 3 | Authority makes site seeing more secured. | | | | | |
| 4 | Online booking system is available. | | | | | |
| 5 | Local people are supportive to tourist. | | | | | |
| 6 | Political instability has effects in travelling. | | | | | |
| 7 | Destination sites have healthy environment. | | | | | |
| 8 | Guides are available on site. | | | | | |
| 9 | Tourism corporation engage in enough promotional activities. | | | | | |
| 10 | Social media marketing are adequate. | | | | | |
| 11 | Hotels offers reasonable price. | | | | | |
| 12 | Tour operators provide attractive offer regularly. | | | | | |

As it is seen in Rotated Factor Matrix, there are some variables which factor loading is less than .5000, it means respondent give less importance to these variables or these variables have less effect on factors for accelerating growth of tourism in Bangladesh.