

BACKGROUND PAPER ON TOURISM SECTOR

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1. Introduction

The tourism industry has emerged as a major income-driving industry in many developing/middle-income countries in the world. There is a plethora of literature and studies that show the positive a thriving tourism sector can have positive impact on economic growth and development of countries. Bangladesh is blessed with natural beauty, ranging from mountains to rivers to beaches to bio-diversity. It boasts the longest natural beach in the world in Cox's Bazaar as well as the largest mangrove forest in the world at the Sundarbans. Despite this, the industry is far from thriving and only in recent years, the government seem to have recognized the potential the industry may hold if provided with necessary support. In fiscal year 2013, tourism accounted for only 2.2 percent of GDP. Total contribution of tourism to GDP in FY13 was around US\$ 5 billion for Bangladesh, which is barely 10% of the global average of US\$ 55 billion. The industry has grown in a haphazard way in the last decade or so. However a much more concerted and strategic intervention is required for the country to enter the global competitive arena.

Tourism was not considered an industry in the first 28 years of the country's existence and was recognized as an industry in 1999. Since then, while the growth has not been phenomenal, there has been progress which has revealed the huge potential of the industry. Bangladesh has experienced a growth rate of between 5-6.5% in the last decade, with the RMG sector being the main source of foreign currency. The risk of over-dependence on one industry for foreign currency inflow is very high, and can have negative ramifications if the industry is hit by a downturn. The government has been actively looking to diversify the export basket. The tourism sector can be a promising alternative, which along with the export sector also has a multitude of other positive economic such as employment generation and through multipliers impacts on the expansion of linked industries, and poverty alleviation.

2. Brief History of the Tourism Sector in Bangladesh

The Bangladesh Parjatan Sangstha was formed soon after the liberation war of 1971, aimed at developing the tourism industry of the country. The organization was restructured as Bangladesh Parjatan Corporation (BPC) in 1973, and they subsequently drew up a five-year plan for developing the industry as part of the government's First Five Year Plan (1973-78). Under the plan the government was expected to provide the necessary facilities and develop the natural beauty of the country in a manner that would be attractive to tourists. The second, third, and fourth five-year plans and two year plans were intended to implement by the past Bangladesh governments to develop tourism sector but these plans have not been implemented (BPC, 2007) properly by the government due to various impediments including ministerial legacy problems (Islam, 2007; BTO, 2005). Some of these

problems still persist and it is hampering the effectiveness of the resources that are being apportioned to the sector.

While BPC remains the leading public sector body in the tourism industry of Bangladesh, the private sector has also invested in the sector quite successfully. These private entrants into the sector have entered the industry through developing hotels, or tour operators. As many as thirty two tour operators functioning in the country, some of whom cater to domestic tours while others offer both domestic and outbound tours (Bangladesh Monitor, 2007). Thirty two such private tour operators are members of an association named “Tours Operator Association of Bangladesh (TOAB)”, formed to carry out their activities more efficiently, to lobby the BPC and the government for the realization of justified rights (Siddiqi, 2006), and to promote the country’s tourism together.

3. Types of Tourism in Bangladesh

The Bangladesh Parjatan Corporation classifies tourism into six different types: Tourism, Business, Office, Study, Religion, Service and Other purpose. According to statistics reported by Bangladesh Tourism Board, in 2009 majority of tourists came to Bangladesh for tourism purpose (i.e. 46%) which was closely followed by business tourism (41.8%). In addition to these two types of tourism, another popular type is religious tourism (i.e. 3.4%)-where the purpose of the religious visitors to visit the religious sites or events in the country (please see Annex figure 1 for breakdown of tourism by types).

- (i) **Site Tourism:** in Bangladesh, tourists travelling for leisure usually come to enjoy the natural beauty of the country. As indicated above, these tourists constitute the majority share (i.e. 46%) of the tourist inflow into the country according to the latest data. This clearly indicates a need to preserve and protect these spots, as well as provide necessary infrastructural development support to develop.
- (ii) **Business tourism:** Around 42 % of tourists visit Bangladesh for business purposes. A number of successful international business houses have set up local entities in Bangladesh, whereby a large number of expatriates travel to Bangladesh to work/conduct business. Due to ever expanding RMG sector, large numbers of potential buyers and their delegates are required to visit the country on a regular basis.
- (iii) **Office Tourism:** Tourists visiting Bangladesh under office tourism constituted only 1.5% of the tourist inflow to the country. This form of tourism is similar to business tourism in some aspect; however this type predominantly focuses on the delegates of multinationals which have offices in Bangladesh. Many of these tourists arrive for tours of their local offices and provide assistance to the offices they may need.

- (iv) **Education Tourism:** Education tourism is for students who want to enrol into educational institutions in the country. Many universities and other graduate level institutions organise international conferences and seminars where delegates from all over the world attend. These foreign delegates all fall under the category of educational tourism and they constituted 2.4% of the total number of tourists who visited the country.
- (v) **Religious Tourism:** Bangladesh is a Muslim majority nation and it organises the Bishwa Ijtema which the largest congregation of Muslims after the Holy Pilgrimage to Makkah. This annual event alone attracts a huge number of tourists from Muslim world and constitutes 3.4% of the total tourist inflow into Bangladesh. Other religious groups in the country are relatively much smaller in number; however their events do attract tourists although in a smaller scale.
- (vi) **Medical Tourism:** Medical tourism is popular in countries where the medical institutions and professionals are competent and their services are affordable to the patients. Bangladesh may have improved performance in the Millennium Development Goals (MDG) but we are still far away from improving our hospitals and medical centres to standards which may attract medical tourists. This is an untapped market, whereby private sector investments may improve service quality to the competent levels. The government need to take emergency regulatory measures to improve the condition of our hospitals and improve the quality of the doctors they employ. Medical tourism also picks up when medical institutions are seen as reliable with a good record rather than public health care centres which lack hygiene and mistreat patients. Additionally, it is seen imperative that the legal structure of the nation allows for legal action in case of medical malpractice. In Bangladesh, the legal structure is plagued with high case backlogs, and archaic laws which impair speedy delivery of verdicts. A restructuring of the legal system is required, especially in the case of medical malpractice cases for Bangladesh to attract medical tourism.
- (vii) **Other Tourism:** Other forms of tourism includes Bicycle touring, Boat sharing, Cultural tourism, Dark tourism, Rural tourism, River cruise, Nautical tourism, Jihadi tourism, *Halal* tourism, Sports tourism, Slum tourism, Virtual tour, Walking tour, Wildlife tourism and Water tourism. Very often, people come for short visits to meet relatives, participating sports and international awareness program etc. In 2009, 13,286 tourists visit Bangladesh for these purposes (Das, Chakraborty 2012).

4. Current Scenario of Tourism in Bangladesh

Bangladesh tourism sector has experienced growth in recent years, particularly in the last decade. However, the growth pattern has been erratic implying unstructured development and perhaps also the lack of proper planning from the government. The number of tourists has grown from 113.2 million in 1995 to 303.4 million in 2010 with years in between experiencing higher tourist traffic (Table 1). The decadal growth rate shows that the growth in number of tourists has declined in the 2001-10 period in comparison to 1991-00 period. Falling tourist arrival is a ominous sign for the industry and demands further investigation by the authorities to identify the reasons behind this. Some of the reasons which are frequently pointed out by tourists for not visiting Bangladesh are the lack of adequate facilities in terms of accommodation as well as transport linkages, and the political instability/security issue.

Table 1: Tourist arrival and their growth

	Tourists arrival (million)	Growth (%)	Decadal Growth (%)
1991	113.2	-	5.8%
1992	110.5	-2.4	
1993	126.8	14.8	
1994	140.1	10.5	
1995	156.2	11.5	
1996	165.9	6.2	
1997	162.4	-2.1	
1998	172.0	5.9	
1999	172.8	0.5	
2000	199.2	15.3	
2001	207.2	4.0	3.9%
2002	207.2	0.0	
2003	244.5	18.0	
2004	271.3	10.9	
2005	207.7	-23.4	
2006	200.3	-3.5	
2007	289.1	44.3	
2008	467.3	61.6	
2009	267.1	-42.8	
2010	303.4	13.6	

Source: Bangladesh Parjatan Corporation

Against the backdrop of falling tourist arrival, on the other hand, the number of Bangladeshis travelling abroad has increased significantly in recent years. While the number of tourist arrivals grew by 6.8% on average between 1995 and 2009, the number tourist departures grew by more than double at an average rate of 14.8% over the same period (Table.2).

Table 2: Tourist arrival and departure

	Number of tourist		Growth (%)	
	Arrivals	Departures	Arrivals	Departures
1995	156000	830000	-	-
1996	166000	911000	6.4	9.8
1997	182000	866000	9.6	-4.9
1998	172000	992000	-5.5	14.5
1999	173000	1103000	0.6	11.2
2000	199000	1128000	15.0	2.3
2001	207000	1075000	4.0	-4.7
2002	207000	1158000	0.0	7.7
2003	245000	1414000	18.4	22.1
2004	271000	1565000	10.6	10.7
2005	208000	1767000	-23.2	12.9
2006	200000	1819000	-3.8	2.9
2007	289000	2327000	44.5	27.9
2008	467000	875000	61.6	-62.4
2009	267000	2254000	-42.8	157.6
2010	303000	-	13.5	-
Average Growth (1995-2009) (%)			6.8	14.8

Source: World Bank Databank

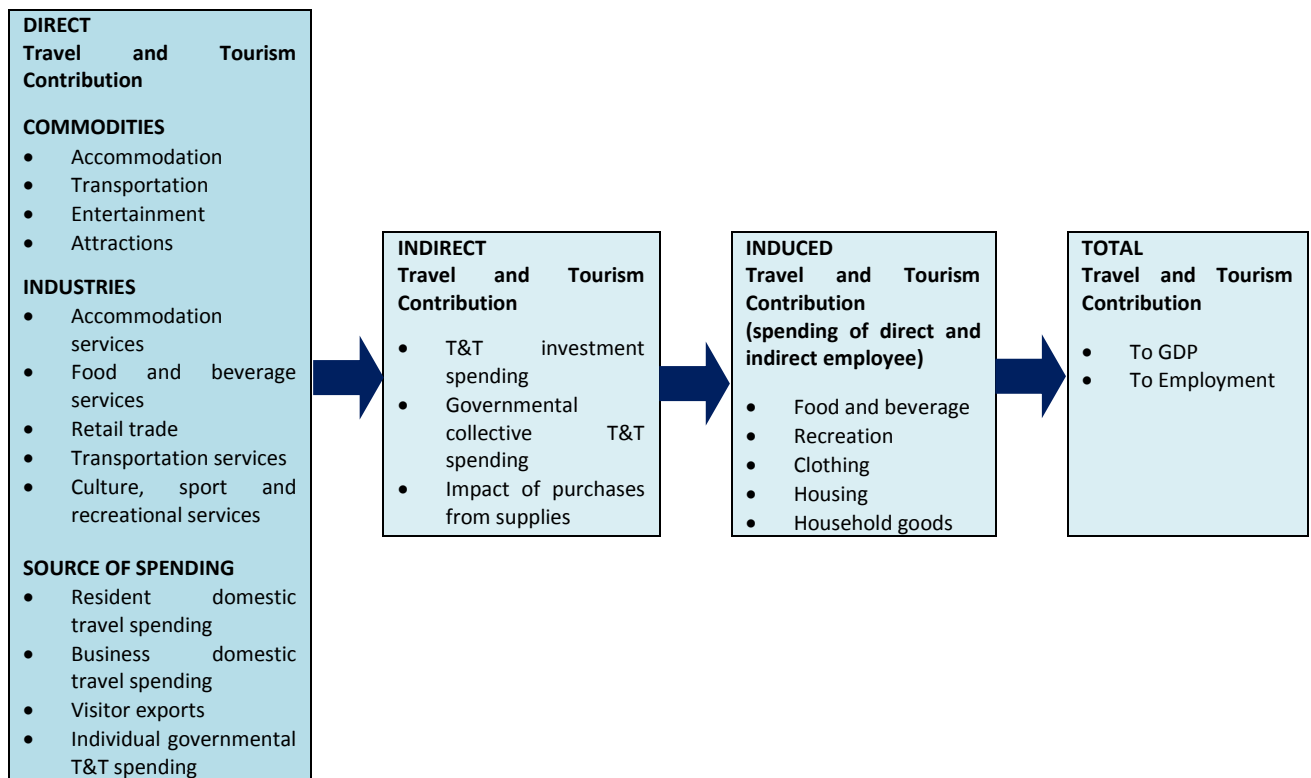
In recent years, Bangladeshis have been travelling abroad extensively. Two factors have contributed to new trend: (i) rising per capita income; and (ii) the myriad of budget carriers which has opened up in Bangladesh. These budget carriers offer extremely lucrative packages for travelling, especially in the South Asian region countries like Thailand, Malaysia, Singapore, and India etc. In addition, this rising trend has been exacerbated by an increase in medical tourism to other countries such as Thailand, Singapore, and India. While the main reason behind this is their dissatisfaction with the level of medical services provided in the country, another reason would be the reasonable cost of private medical services in countries like India which makes it an extremely lucrative deal. The increase in outbound travel also indicates that a lot of domestic tourists prefer to travel abroad rather than within the country suggesting that the local tourist spots/facilities are unable to attract the domestic tourists in large numbers.

5. Economic Impact of Tourism in Bangladesh

There is variety of economic impact of tourism. Tourism activities affect sales, income and employment of the recipient country. These effects are distinguished as direct, indirect and induced. The total economic impact is the sum of all direct, indirect and induced effect. Effects that are caused from immediate effect of changes in tourist expenditure (e.g. hotels,

travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists) are called direct effect. These direct effect activities depends on other activities for operational purpose. That is, these other activities are linked (i.e. backward linkage) to the direct affect activities. Due to the increased number of tourist supply of these product or services is required in massive volume which is called indirect effect. For example the indirect effects of tourism concern all sectors of the economy, especially agriculture, food industries and all tourism-related services such as air transport, and local transport etc. Induced effects are the changes in economic activities resulting from household spending of income earned directly or indirectly as a result from tourism spending. Figure below shows that build up of total contribution from these three types of contribution.

Figure 1: Travel and Tourism Contribution - Direct, Indirect, Induced and Total



Source: Travel and Tourism Economic Impact 2014, Bangladesh, WTTC

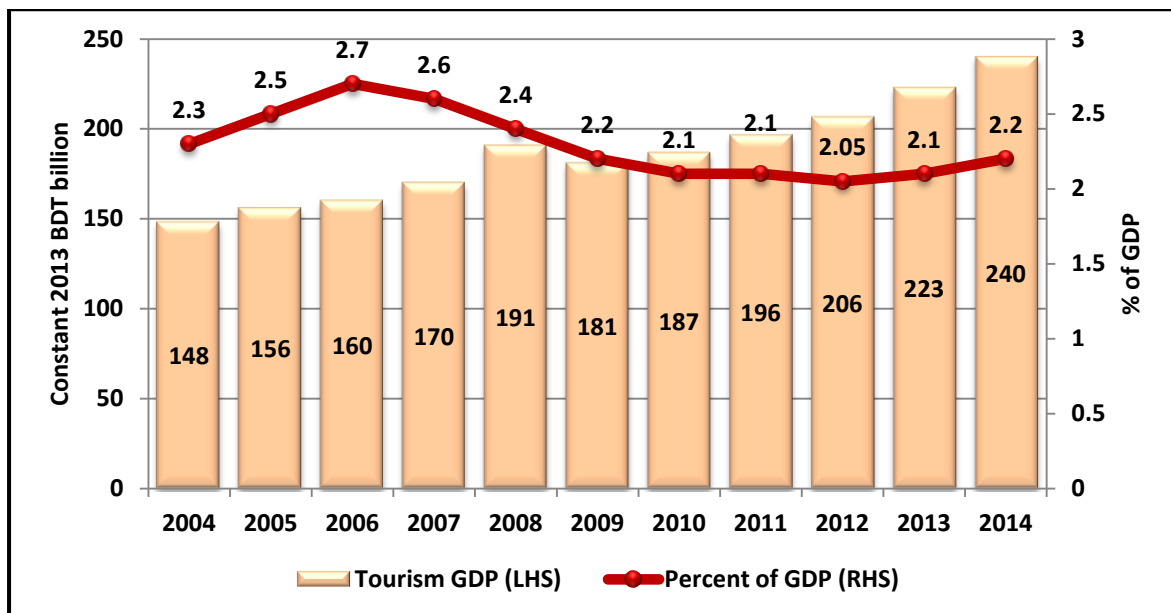
Effects on the national income

Although Bangladesh has started making progress, the direct contribution to GDP of the tourism sector has declined in recent years in comparison to that of the previous years. Around 2005-2009, the direct contribution of tourism as percentage of the GDP was about 2.5%, which has decline to about 2.2% in 2014. The projection by the World Travel and Tourism Council (WTTC) suggests that no significant increase in the contribution to GDP is expected by 2024 and it thus remains at 2.2%. When taking into account the induced and

indirect contribution, the total contribution to GDP of the tourism sector in Bangladesh has been estimated to 4.4% in 2013, which is expected to grow to about 4.7% by 2024 according to the projection of WTTC. This level puts Bangladesh at a rank of 165, whereas countries like Thailand and Malaysia are ranked at 35 and 41, and neighbouring India ranked at 135. The total contributions of the tourism sector to GDP for the abovementioned countries are respectively – Thailand (20.2% of GDP); Malaysia (16.6% of GDP) and India (6.2% of GDP.) These statistics suggests that Bangladesh needs to improve its performance significantly over the medium term to attain the target achieved by India.

In terms of these three effects, direct effects constituted largest contribution (i.e. 2.2 % of GDP), followed by indirect effect of around 1.4%. As expected the induced effects are less than the direct and indicated effects and reported at around 0.9 percent of GDP³.

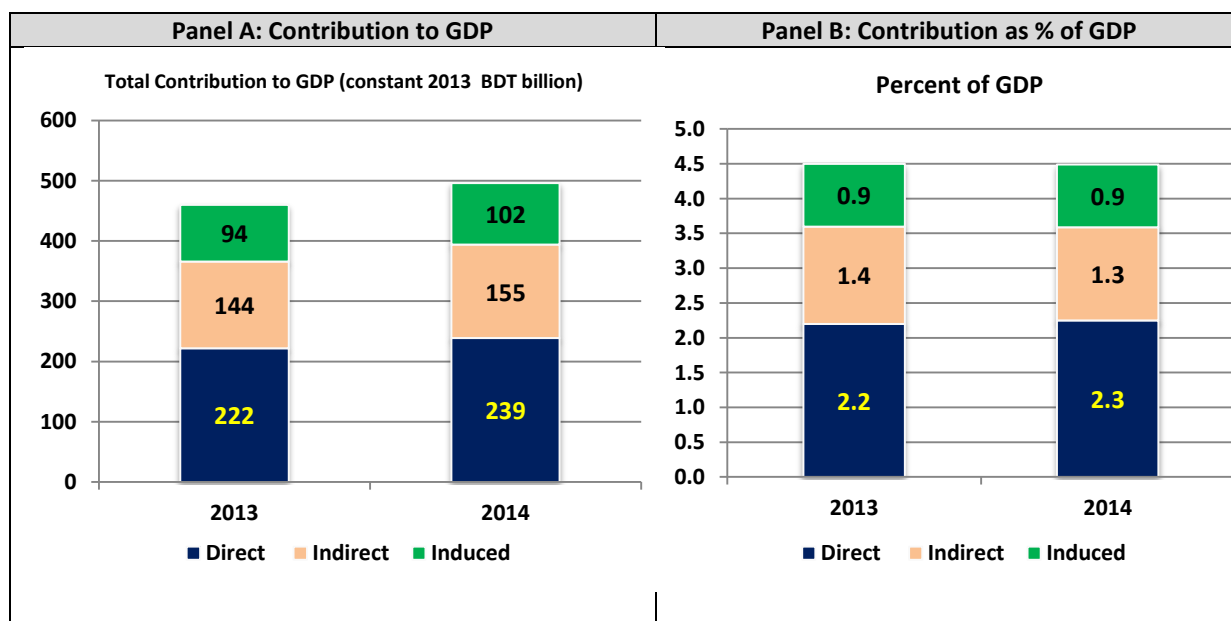
Figure 2: Travel and Tourism Contribution to GDP



Source: Travel and Tourism Economic Impact 2014, Bangladesh, WTTC

³ According to a recent study commissioned by BBS, it was found that the direct 'tourism' sector contribution in GDP of Bangladesh for FY2011-12 was 1.79%. The indirect contribution is higher than the direct contribution and estimated at 1.89 % of GDP. The sector employs around 4% of total labour force. The key message of the study is that there is enormous potential for the tourism sector to strengthen, expand and thereby help accelerate economic development in Bangladesh (for details please refer to 'tourism satellite account': on the basis of survey on selected tourism activities in Bangladesh for 2011-12').

Figure 3: Travel and Tourism Contribution to GDP-Direct, Indirect and Induced



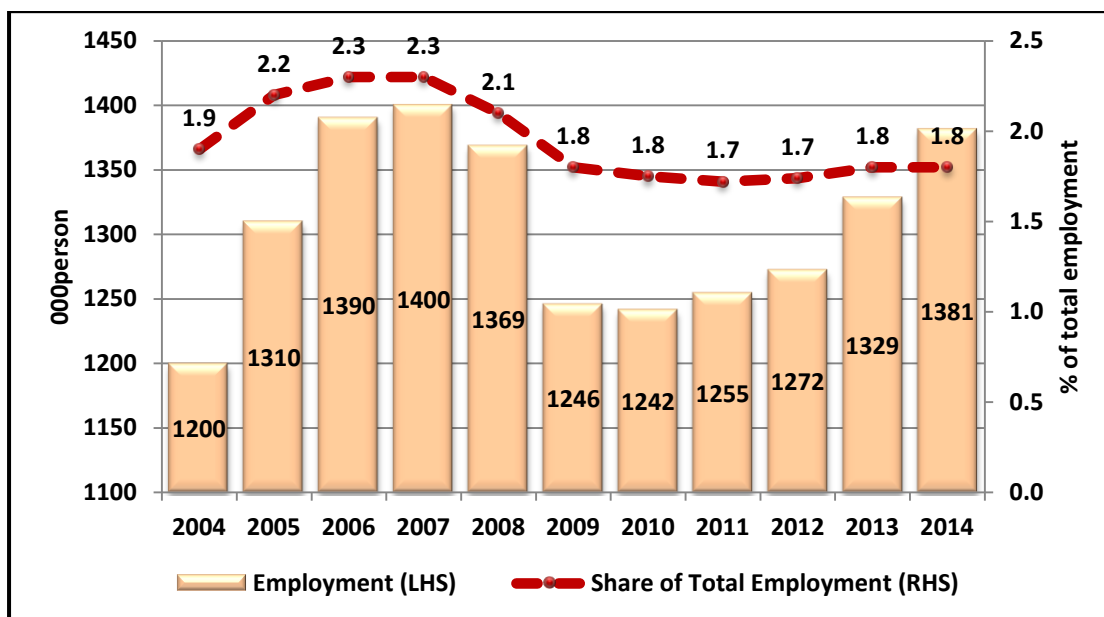
Source: Travel and Tourism Economic Impact 2014, Bangladesh, WTTC

Impact on Employment

One of the major macroeconomic issues that plague the Bangladesh economy is unemployment. While the official unemployment rate of the country is 4.5% according to the Labour Force Survey (LFS) 2010, the main problem remains underemployment and employment in the informal sector. Out of the economically active population of 56.7 million in 2010, 47.3 million or 83.4% of the population is employed in the informal sector. Additionally, according to LFS 2010, out of all the people who are employed about 20.8% are underemployed which is quite a large number of people working at jobs that are below par to their abilities and qualifications. Bangladesh is in dire need of formal sectors of employment and tourism has the potential to rise as one of those sectors. Tourism generates jobs from the hospitality industry, to transportation, to backward-linkage industries develops in response to the industry.

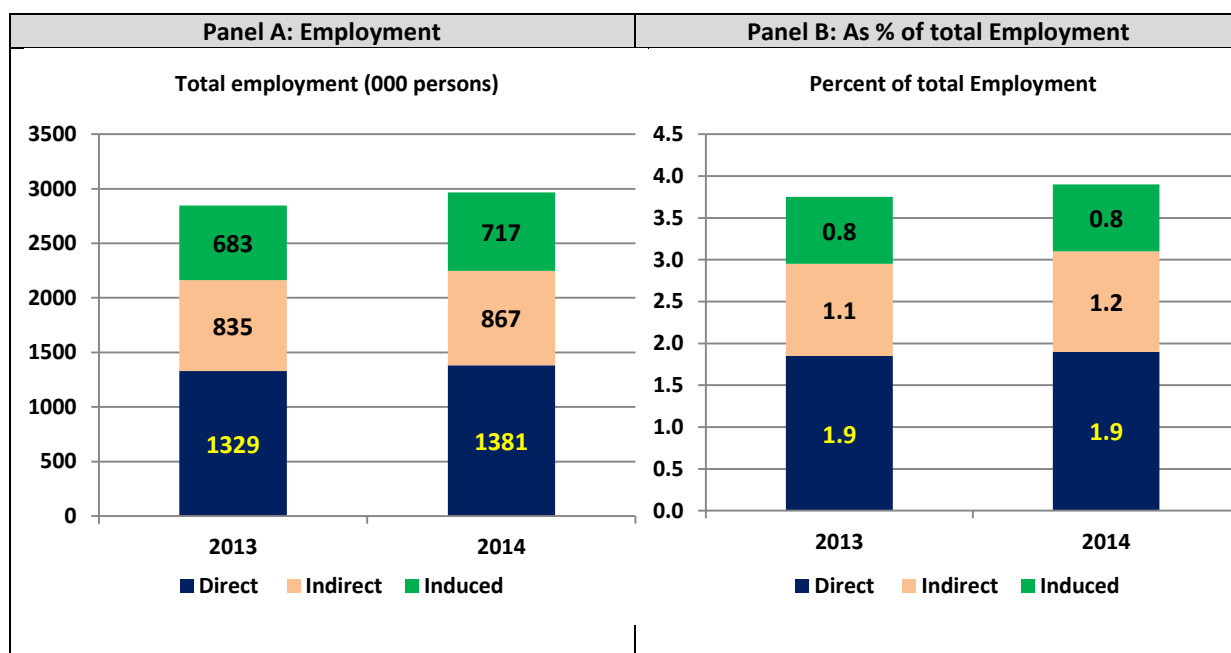
According to Figure 4, the tourism sector has so far generated about 3 million jobs in 2014, and is projected to generate up to 4 million jobs by 2024. Thus the contribution of tourism sector in total employment is around 4% and according to the WTTC projections it may reach 4.3% by 2024. The projections however are not very promising as it suggests only 0.3% increase in employment generation over the next 10 years time period.

Figure 4: Travel and Tourism Contribution to Employment



Source: Travel and Tourism Economic Impact 2014, Bangladesh, WTTC

Figure 5: Travel and Tourism Contribution to GDP-Direct, Indirect and Induced



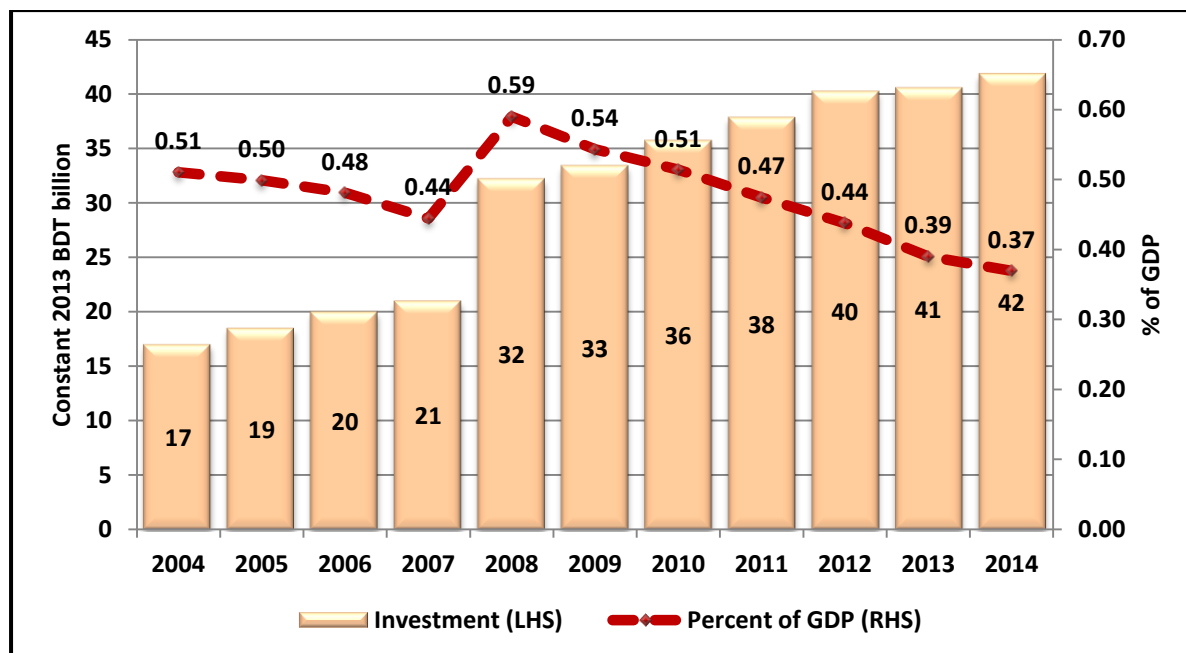
Source: Travel and Tourism Economic Impact 2014, Bangladesh, WTTC

Capital Investment in Tourism

Like almost all other sectors, investment is the key to the growth of the tourism sector. However, investment in this sector has been low which perhaps explains unsatisfactory

performance in income and employment fronts. More specifically, capital investment in 2013 has been reported to be 41 billion or only 0.39 percent of GDP. Another important observation is the continuous decline in tourism investment onward 2009.

Figure 6: Capital Investment in Tourism Sector



Source: Travel and Tourism Economic Impact 2014, Bangladesh, WTTC

Tourism Expenditure and Receipts

Tourism also has other impacts on the economy in the form of income generation. Table below shows the international tourism expenditure as percentage of total imports and international tourism receipts as percentage of total exports for Bangladesh.

Table 3: International Tourism Expenditure and Receipts for Bangladesh

	2005	2006	2007	2008	2009	2010	2011	2012
International Tourism Expenditure as % of Total Imports	2.57	2.67	2.74	2.93	2.82	2.83	2.16	2.20
International Tourism Receipts as % of Total Exports	0.76	0.63	0.55	0.43	0.45	0.48	0.36	0.40

Source: World Bank Databank

These two indicators are defined by the World Bank as follows:

International tourism, expenditures (% of total imports): 'International tourism expenditures are expenditures of international outbound visitors in other countries, including payments to foreign carriers for international transport. These expenditures may include those by

residents travelling abroad as same-day visitors, except in cases where these are important enough to justify separate classification. For some countries they do not include expenditures for passenger transport items. Their share in imports is calculated as a ratio to imports of goods and services, which comprise all transactions between residents of a country and the rest of the world involving a change of ownership from non-residents to residents of general merchandise, goods sent for processing and repairs, nonmonetary gold, and services.'

International tourism, receipts (% of total exports): 'International tourism receipts are expenditures by international inbound visitors, including payments to national carriers for international transport. These receipts include any other prepayment made for goods or services received in the destination country. They also may include receipts from same-day visitors, except when these are important enough to justify separate classification. For some countries they do not include receipts for passenger transport items. Their share in exports is calculated as a ratio to exports of goods and services, which comprise all transactions between residents of a country and the rest of the world involving a change of ownership from residents to non-residents of general merchandise, goods sent for processing and repairs, nonmonetary gold, and services.'

International tourism expenditures as percentage of imports increased from 2005 onwards till 2008, from 2.57% to 2.93%, remained stable around 2.8% for two subsequent years and dropped sharply in 2011 and 2012- the average rate for the period being 2.62%. This is in line with the decline in inflow of tourists discussed before and thus is a trend that should be analysed further in order to reverse it. International tourism receipt as percentage of exports was at a high of 0.76% in 2005 and since then has been on a declining trend, eventually reaching 0.4% of total exports in 2012. This decline can again be explained through the decline in inflow of tourists which resultantly lead to lower income receipts from international tourism. During the period under consideration, the export earnings of the country grew substantially due to the booming ready-made garments exports. As the earnings from international tourism did not grow at the same rate, its share in the export earnings declined.

Table 4: International Tourism Expenditure and Expenditure for Travel Items

International Tourism: Bangladesh					
In USD millions				As % of GDP	
	Expenditures	Expenditures for travel items	GDP	Expenditures	Expenditures for travel items
1995	234	234	37,940	0.62	0.62
1996	251	135	40,666	0.62	0.33
1997	314	178	42,319	0.74	0.42
1998	294	151	44,092	0.67	0.34
1999	375	211	45,694	0.82	0.46
2000	471	290	47,125	1.00	0.62
2001	341	165	46,988	0.73	0.35

International Tourism: Bangladesh					
In USD millions				As % of GDP	
	Expenditures	Expenditures for travel items	GDP	Expenditures	Expenditures for travel items
2002	309	113	47,571	0.65	0.24
2003	389	165	51,914	0.75	0.32
2004	442	161	56,561	0.78	0.28
2005	375	136	60,278	0.62	0.23
2006	444	140	61,901	0.72	0.23
2007	530	156	68,415	0.77	0.23
2008	735	184	79,554	0.92	0.23
2009	651	249	89,357	0.73	0.28
2010	835	261	100,360	0.83	0.26
2011	819	332	111,906	0.73	0.30
2012	829	295	116,034	0.71	0.25

Source: World Bank Databank

International tourism expenditure as percent of GDP has been increasing since 1995 and peaked in the year 2000 reaching 1% of GDP as shown in the above table. Since 2000 to 2012, it has been hovering around 0.7% of GDP range with some years recording marginally higher rates. The average international tourism expenditure as percentage of GDP for Bangladesh from 1995-2003 was 0.73% of GDP and from 2004-2012, the average percentage was 0.76% which is a marginal increase. This indicator once again highlights the underlying trend in the industry in the last two decades, whereby growth and progress has been unstable and unstructured.

Foreign Exchange Receipts

International tourist inflow into the country also leads to increase in foreign exchange earnings. Bangladesh has earned BDT 8.6 billion in foreign currency from inflow of tourism in 2013 and the figure has been consistently increasing from 2010 onwards indicating an encouraging sign as shown in Table below.

Table 5: Foreign exchange earnings from tourism as % of Foreign Exchange Reserve of Bangladesh
(BDT million)

Year	Foreign Exchange Reserve (a)	Foreign Exchange Earnings from Tourism and other Travels (b)	(a)/(b)
2008	421318.2	5780	1.4%
2009	515940.4	3920	0.8%
2010	746469.9	5472	0.7%
2011	809087.5	6094	0.8%
2012	847971.7	7674	0.9%
2013	1190899.2	8579	0.7%

Source: Bangladesh Bank and Author's own calculation

It can also be noted that more than 60% of the foreign earnings from tourism comes from tourists from the United States of America, while the United Kingdom and all other countries' tourists account for 40% of the earnings. Bangladesh's foreign exchange reserve has experienced a healthy gain in the past few years and tourism has contributed only 0.7% of the total reserve. The ratio was 1.8% in 2008 but since then it has been hovering between 0.7-0.8 percent.

Table 6: Foreign exchange earnings from tourism and other travels

(BDT million)

	GLOBAL			UK			USA		
	Business	Personal	Total	Business	Personal	Total	Business	Personal	Total
2008	5705	75	5780	174	7	181	10	3419	3429
2009	3882	38	3920	135	2	137	4587	10	4597
2010	5397	75	5472	230	13	243	3619	20	3639
2011	6027	67	6094	164	8	172	3864	14	3878
2012	7542	132	7674	572	6	578	4601	20	4621
2013	201	8378	8579	14	232	246	42	5724	5766

Source: Bangladesh Bank

Where does Bangladesh Tourism Sector Stands Globally?

Tourism has been considered an emerging service sector with high backward and forward linkages to other sectors of the economy. The performance of the sector as portrayed above has been far from satisfactory. Comparison with neighbours; the Asia-pacific averages and as well as global averages may likely to indicator where does Bangladesh tourism sector stand and what should be our targets/goals over medium term and long term?

Table 7: Cross Country Comparison

Indicators		World	Asia-Pacific	Bangladesh	Malaysia	Thailand	India	China
Direct Contribution to GDP	% of 2013	2.9	2.9	2.1	7.2	9	2	2.6
	Rank			143	32	25	149	116
Total Contribution to GDP	% of 2013	9.5	8.9	4.4	16.1	20.2	6.2	9.2
	Rank			165	41	35	135	92
Direct Contribution to Employment	% of 2013	3.4	3.5	1.8	6.7	6.6	4.9	3
	Rank			155	35	38	56	106
Total Contribution to Employment	% of 2013	8.9	8.2	3.8	14.1	15.4	7.7	8.4
	Rank			166	50	46	111	95
Capital Investment	% of 2013	4.4	3.8	1.5	7.7	7	5.3	2.8
	Rank			178	62	71	78	148
Contribution to Total Exports	% of 2013	5.4	4.9	0.5	8.5	16	4.1	2.1
	Rank			177	85	62	132	162

Source: Authors calculation based on 'Travel and Tourism Economic Impact 2014, Bangladesh, WTTC'

Six indicators (or variables) have been used for the comparison. The values in the above table refer to the year 2013. Bangladesh ranks between 143 and 178 globally according to these six indicators. For instance, according to total contribution to GDP, Bangladesh's position is at 165 while Thailand and Malaysia rank at 35 and 41 respectively. Bangladesh's

position is worst in terms of capital investment. Bangladesh's position is at 178 while the positions of Thailand and Malaysia are respectively at 71 and 62. Disappointing position in capital investment suggest poor performance in other indicators. The cross country comparisons envisaged that the performance of Bangladesh so far has been very disappointing but it also suggests that there is huge scope for improvement to realize the potentials.

6. Policies for Tourism Sector Development in Bangladesh

The government has several active policies and legislations for the tourism sector namely the Bangladesh Tourism Board Act, the Tourism Policy 2010, the Medium Term Budget Framework (MTBF) and the Perspective Plan 2021. These policies and legislations have been promulgated to develop and promote the tourism sector. Main features from some of these legislations are provided below.

Bangladesh Tourism Board Act

- 1) To construct various rules under the law where the main objective is to fill in the gap of existing tourism rules and let regulations proceed.
- 2) To develop Tourism Industries through various planning related activities and side by side give advice as well as directions.
- 3) To create general awareness regarding tourism protection, development and exploration.
- 4) To execute responsible tourism through creation of some helping hand on behalf of government like as personal sector, local people, local admin, NGO, women federation, media.
- 5) To create better communication channel for the International Tourists Organizations in Bangladesh with both government and private tourism related organizations.
- 6) To create a strong and safe foothold for the Bangladeshi Tourist by coordinating with respective government organizations.
- 7) To create a tourism friendly environment in Bangladesh and to market its tourism potential in both domestic and foreign nations.
- 8) To develop human resource for tourism sector by creating training facilities and to provide them with the right directions.
- 9) To attract tourists by maintaining quality and relevant material which in turn can provide smooth tourism service and ensuring necessary actions that need to be taken for maintenance.
- 10) To ensure the participation of physically challenged people.
- 11) To protect women rights and ensure their participation in the tourism sector.

- 12) To research on tourism industry, to survey international markets and to analyze the data.
- 13) To support the small tourism based industries and to provide them the right direction.
- 14) To organize tourism related fairs and to encourage tourism through various promotional techniques.
- 15) To create a database regarding tourism prospects.
- 16) To comply with whichever duty imposed by the Government.

Ministry of Civil Aviation and Tourism- Medium-Term Budget Framework

Mission Statement and Major Functions

Mission Statement: To contribute to the national growth through ensuring secure aviation transportation, development of country's airlines and tourism industries.

1.2 Major Functions

- 1.2.1 Formulation and implementation of laws and policies relating to civil aviation
- 1.2.2 Modernisation and rationalisation of airports, air routes and air services
- 1.2.3 Supervision of activities relating to air space control, safe take-off and landing of aircraft, aeronautical inspection, and the issuance of licences for aircrafts and pilots
- 1.2.4 Formulation of laws and rules relating to registration of travel agencies and monitoring of their implementation
- 1.2.5 Formulating, updating and implementing laws and policies for tourism, taking into account global perspectives
- 1.2.6 Undertaking research for development of the tourism industry, its modern management and creation of skilled manpower
- 1.2.7 Establishing, directing and controlling associated/service-oriented organisations for the overall development of the tourism industry
- 1.2.8 Signing of contracts relating to civil aviation and tourism with local and international organisations and supervision of all activities concerned with co-ordination.

Table 8: Medium Term Strategic Objectives and Activities

Medium-Term Strategic Objectives	Activities	Implementing Departments/Agencies
1. Safe and secure aviation system	Upgrading Hazrat Shahjalal International Airport	Civil Aviation Authority
	Construction of Civil Aviation Authority's Head Office	
	Development of Cox's Bazar Airport	
	Infrastructural development of the existing airports and construction of international	

Medium-Term Strategic Objectives	Activities	Implementing Departments/Agencies
	standard new airports.	
2. Efficient and standardized air cargo transport system	Construction of Cargo Village (Phase-2) with automated facilities at Hazrat Shahjalal International Airport	Civil Aviation Authority
3. Expansion of tourism	Identifying potential tourist spots scattered over different places of the country and modernizing and expanding existing ones	Bangladesh Parjatan Corporation
	Involving local government institutions in tourism activities	
	Creating infrastructure and improving management of the tourism industry through Public Private Partnership (PPP) arrangements	
	Producing documentary films on Bangladesh Tourism & publicising tourism events	
	Maintaining tourism related training courses and establishing 4 more tourist training centers	Bangladesh Tourism Board
	Participating in tourism fairs organized home and abroad and arranged related programs	
Capacity building in tourism sector		

7. Tourism Sector Development- Seventh Five Year Plan Strategy

The above analysis of Bangladesh tourism sector suggests a rather poor performance of the sector in comparison to our neighbours as well as Asia-Pacific averages. The projections by WTTC under a 'business as usual (BAU)' scenario also fail to provide much scope for optimism. Although, government of Bangladesh (i.e. Ministry of Civil Aviation) has already chalked policies/strategies through various legislations including MTBF, specific tourism sector targets/goals need to be set out for the medium term (i.e. 7FYP) and long term (i.e. beyond 7FYP). These targets/goals should be realistic and based on our strategic advantages such as scenic beauty; eco-system; archaeological sites; and water bodies.

Before embarking on setting targets/goals for the 7FYP, it may be relevant to recapitulate tourism sectors some of the countries which Bangladesh can emulate to develop her tourism sector. The tourism sectors of four other countries have been collated in the Table 9 to pick a country to emulate. Successes of India and Saudi Arabia were mainly to their endowment advantage (i.e. almost all historical sites of Mughul and other eras are in India which have been attracted large number of tourists; Saudi Arab is unique to all Muslim). On the other hand, planning, marketing and branding played important roles in the case of Malaysia and Thailand.

Table 9: Tourism Sector of Selected Countries

	Bangladesh	Thailand	Malaysia	India	Saudi Arabia
Total size of tourism sector	BDT460.3 Billion	THB 2401.1 Billion	MYR 158. 2 Billion	INR 6631.6 Billion	SAR119.8 Billion
Tourism sector as % of GDP	4.4	20.2	16.1	6.20	4.3
Tourism Employment as % of total employment	3.8	15.4	14.1	7.7	4.2
Tourism Investment/GDP	1.5	7	7.8	6.2	4
World Share (%) Ranking	165 th	35 th	41st	135th	166th
Pre-dominant types of tourism	Nature, Cultural, Religious	Entertainment, Shopping, Family fun, Nature (Islands and beaches)	Shopping, Family fun, Natural beauty, bio-diversity	Heritage, Cultural, Nature, Religious	Religious
Factor of Success	Private sector initiatives?	Planning Branding	Planning Branding	Endowment advantage Branding	Endowment advantage / Planning

Source: WTTC and author's assessment

Malaysian Example-A case for Bangladesh to Emulate!

Bangladesh can emulate Malaysia for developing her tourism industry. Malaysia was a late entrant in the tourism arena in comparison to neighbouring countries like Thailand and Indonesia. While the government of the country has been looking into the sector since the early 1990s, a separate ministry for tourism was set up only as recently as 2004. Since Malaysia was a late entrant, they struggled to find a unique way to brand itself in line with their neighbours like Singapore's *Singapore Girl* or Thailand's *Land of Smiles*. They tried several branding tactics from 'Beautiful Malaysia' to 'Only Malaysia' followed by 'Fascinating Malaysia' and finally settled on the current brand of '**Malaysia, Truly Asia**' which seems to have caught on amongst travellers.

The tourism sector of Malaysia was first recognised in the sixth five-year economic plans of the country and since there were several other legislations over the years which further strengthened the support provided to the sector. The National Tourism Policy was created in 1992, which was followed by the National Ecotourism Plan in 1996, the Rural Tourism Master Plan in 2001 and finally the Second National Tourism Policy (2003-2010). All these policies clearly indicated the commitment of the government to develop the sector in a structured way. These plans had set guidelines and targets as well as detailed discussions about where the sector was headed. The government's hands on involvement in the entire process of developing the industry indicate a top-down approach which has clearly been a success. Success of Malaysian tourism sector has epitomized by the following statistics

<ul style="list-style-type: none"> • 9th most visited country in the world during 2009-2011 (UNWTO) • 14th International tourism receipts during 2010-2011 (UNWTO) • Received 24.7 million tourist arrivals and RM58.3 US\$ 19 billion receipts in 2011 	
1 week: 474,000 arrivals	1 week: RM 1.1 billion (US \$ 360 million)
1 day: 68,000 arrivals	1 day: RM 160 million (US \$ 52 million)
1 hour: 2,820 arrivals	1 week: RM 6.7 million (US \$ 2.2 million)

Despite being a success story, the country embarked on an ambitious plan and set targets for 2020. The target is 2020:368:168. That is in the year 2020 Malaysia will receive 36 million tourist arrivals and RM168 billion (US \$ 55 billion) tourist receipts. This would mean the industry will grow by 3 times and tourism will contribute RM3 billion receipts per week to the country in 2020. This strategic ambition will be achieved through the 12 initiatives (or 12 entry points project known as EPPs) proposed under the Tourism National Key Economic Areas (NKEA). For details please see Chapter 10: Reviving up the Tourism Industry-Economic Transformation Programme-A Road Map for Malaysia.

Indian Example-Bangladesh should take note!

India is a stellar example of tourism in Asia whereby the main source of tourist attraction is her rich history and cultural heritage. The country has been able to maintain, develop and market its historical and heritage sites to the world and created an aura of exoticism for its tourism sector.

Table 10: Foreign Tourist Arrivals in India

Month	Foreign Tourist Arrivals (person)			Percentage Change (%)	
	2011	2012	2013	2012/2011	2013/2012
January	6,22,713	6,81,002	7,20,321	9.40%	5.80%
February	6,27,719	6,81,193	6,88,569	8.50%	1.10%
March	5,35,613	6,06,456	6,39,530	13.20%	5.50%
April	4,46,511	4,47,581	4,50,580	0.20%	0.70%
May	3,83,439	3,74,476	4,17,453	-2.30%	11.50%
June	4,05,464	4,33,390	4,51,223	6.90%	4.10%
July	4,75,544	4,85,808	5,06,427	2.20%	4.20%
August	4,28,490	4,45,632	4,86,338	4.00%	9.10%
September	4,17,478	4,11,562	4,53,561	-1.40%	10.20%
October	5,59,641	5,56,488	5,98,095	-0.60%	7.50%
November	6,69,767	7,01,185	7,33,923	4.70%	4.70%
December	7,36,843	7,52,972	8,21,581	2.20%	9.10%
Total	63,09,222	65,77,745	69,67,601	4.30%	5.90%

Source: Ministry of Tourism, India, <http://tourism.gov.in/>

The Ministry of Tourism of India is the government body which drives the industry with its well-planned marketing strategies and benefits for maintenance of travel trade like travel agencies, tour companies etc. The branding strategy which the country has undertaken is under the banner of 'Incredible India'. Under this strategy the country has developed its tourist attractions and advertised it heavily especially to tourists in western countries who have always considered India to be a mystical nation. The government has actively taken measures to develop the tourist sites with special attention to development of infrastructure at and around these sites. One of the main complaints about India has been rampant fraudulent of international visitors which has deterred many foreigners from visiting the nation in the past. However as part of the campaign, the government has become increasingly vigilant of such practices, and has created opportunities for subsidiary businesses like tour operators, travel agencies etc to be registered under the Ministry of Tourism. This registration is beneficial to the campaign as well as the travel traders since the government encourages tourists to avail services from traders/businesses which are recognized and approved by the government in order to minimise the risk of fraudulent practices. In addition to the heritage and archaeological tourism which is promoted under the Incredible India campaign, the government is also trying to develop other types of tourism. The government has taken a very strategic approach for the development of these tourism sources, by creating guidelines for each source, along with employment schemes for potential jobseekers in each sector. In addition to tourism based on history and culture

India is also trying to attract high valued tourists by promoting some innovative products such as golf tourism; polo tourism; rural tourism and cruise tourism (please their website for details).

Bangladesh can emulate India's strategy and focus on developing alternative tourism products based on its natural endowments. Bangladesh, having many similar geographical, demographic and historical traits as India, can develop tourism products such as eco tourism, rural tourism etc following the strategies undertaken by the government of India.

Tourism Sector Targets for 7FYP

Tourism sectors targets for the seventh five year plan have been laid out in the following table. The targets/goals for the seventh five year plan have been measured against the BAU scenario. The BAU scenario has mainly been drawn from projections made by WTTC. The goals set out for the seventh plan although ambitious but feasible if appropriate actions can be adopted. Please note that since base of tourism sector is still small, higher growth rate of more than 20% may be attainable.

Table 11: Tourism Sector Target for the 7FYP

	2014	2020	Headline Indicators	
			Period Growth (%)	Annualized Growth (%)
Tourist arrival (million person)				
BAU	460	549	19	3.9
7FYP	460	810	76	15.2
Tourist Receipts (billion BDT)				
BAU	10	18	90	17.9
7FYP	10	33	243	48.7
Tourism GDP (Direct) (billion BDT)			as percent of GDP	
BAU	257	491	2.0	
7FYP	257	935	3.6	
Tourism GDP (Total) (billion BDT)				
BAU	532	1,042	4.1	
7FYP	532	1,980	7.7	
Tourism Investment (billion BDT)				
BAU		141	0.5	
7FYP		345	1.3	
Tourism Employment (000 person)			as percent of total Employment	
BAU	2,965	3,174	3.2	
7FYP	2,965	6,040	6.0	

Note: BAU growth rate (WTTC) has been 4%; in 7FYP we assume higher growth rate 15 %. Additional growth in 7FYP scenario is expected generate due to higher investment and assumed shift to high yield tourist especially in eco-tourism. The multiplier between direct and indirect and induced affect together has been kept to the observed level of 2.12. Employment intensity (i.e. employment to GDP ratio) has also been kept around the WTCC value of 2.4.

In line with Malaysian experience, we believe Bangladesh need to embark on five entry points projects (EPPs) over the next 2-3 years so that benefit of such investment can be reaped within the 7FYP period. These 5 EPPs should be in addition to the measures already adopted the MBTF of the ministry of civil aviation.

Description of Five EPPs

1. Establishing three premium shopping outlets

A large number of Bangladeshis are going abroad (i.e. annual growth of 15%) mainly for shopping and family fun. As the economy of Bangladesh expands with a growing middle class, the demand for higher luxury brand items and family recreation would increase. Tourism sector should targets this even expanding group. Moreover, Bangladesh should also target high and middle income groups of North East India (where Bangladeshi products have made inroads), Nepal and Bhutan through better road and air connectivity.

The site of premium outlets may be in Sylhet; Comilla-Chittagong; and Dhaka. Government will provide land for these outlets; construct super efficient access roads and other forms of connectivity; arrange power/water/gas connection on a priority basis; and ensure security. Bulk of the investment should come from the private sector and sector should be open to foreign investors as well. Entrepreneur should be allowed to imported brand items at zero or significant lower rates. The revenue loss from zero or lower import duty would be compensated for by corporate income taxes.

2. Developing an eco-nature integrated resorts near Sundarbans

The development of integrated resorts (IRs) has recently gained momentum, for instance in Singapore (Marina Bay Sands, Resorts World Sentosa), Bahamas (Atlantis) and Dubai (The Palm). Singapore's opening of Resorts World Sentosa in February 2010, which doubled its tourist arrivals, illustrates the significant tourism potential of such large-scale tourism developments. IRs can be catalysts for economic development and have a significant impact on GNI, as evidenced by the opening of the Atlantis IR in Bahamas.

To differentiate and leverage on our strengths, Bangladesh will develop an Eco-nature Integrated Resort in Sundarban area. It will be a showcase of green development, with energy-efficient buildings, solar (renewable) energy, recycling and electric transportation, as well as displaying Sundarban's rich biodiversity, through a mangrove education centre. It will leverage on Bangladesh's competitive advantages in ecotourism and biodiversity, with attractions such as a river and rainforest safari, nature lodges, a mangrove centre and a discovery cove. In addition, the IR will feature world-class events, duty-free shopping showcasing local products, a water theme park, a world-class golf course and waterfront villas.

Private investors with adequate knowledge and expertise will be allowed develop the IR. The Ministry of Civil Aviation will oversee the implementation of this EPP.

3. Creating a Strait Riviera linking Teknaf to Sundarbans

The global tourism industry looks to Asia as major growth engine, with cruise passenger arrival growing twice as fast (7 percent per annum) as international tourist arrivals (3 percent per annum) from 1990 to 2008. Majority of the cruise passengers are high yield international travellers. Bangladesh may at the initial phase, target middle yield international travellers.

Bangladesh must take advantage of her long coastal areas and develop a strait Riviera cruise route linking Teknaf and Sundarbans/Kua Kata). The route will be anchored by 3 purpose built state of the art integrated cruise terminals in Teknaf/Coxes Bazar; Chittagong; and Kua Kata/Khulna. We believe this will help built an exotic cruise experience exploiting existing coastal destinations. Each cruise terminal will serve as a catalyst for waterfront and semi-urban renewal, with development of adjacent waterfront retail (including water sport facilities), residential areas and related facilities (including provision for night life activities such dining; music, and cinema etc.) at each terminal to encourage shore excursions.

Ministry of road and bridge must collaborate with ministry of civil aviation to develop a National passenger sea ports and cruise tourism international blueprint articulating vision and policy for cruise industry development in Bangladesh. The bulk of the investment will be generated from the private sector including foreign investors. Government of Bangladesh will ensure fast and efficient air connection between Dhaka to Coxes bazaar and Dhaka to Jessore with onward road transfer from airports to the terminals.

4. Promoting the archaeological sites

Bangladesh has a rich history from medieval times, through the British period to Muslim rule while being part of India and subsequently Pakistan. Owing to this, the country has a rich endowment of archaeological treasures which is a great asset when it comes to tourism. Many of the archaeological sites still remain unexplored and not very well publicised even among the domestic tourists. Since Independence, the government has taken initiatives to fund excavations in many known sites which have borne result, however funds for this purpose are limited. The discoveries so far has been significant, and while many still remain undiscovered, the finds have already added to the historical lineage and exposures of the country. The excavations so far has revealed several sites which show the settlement of several religions in the region, starting from Buddhism to Hinduism and of course Islam.

Along with aggressive marketing and branding of archaeological treasures of Bangladesh, attention will also be given to improvement of road and railway connectivity to these sites. Interpretation service is important component of archaeological tourism. This service must

be made available to the tourist. Furthermore, accommodation and other relevant amenities (e.g. food, rest rooms, and souvenirs facilities) must also be improved.

5. Establishing eco parks in CHT and Sylhet

With the increase in green revolution across the world, many tourists are opting to go back to nature and away from the cosmopolitan cities. Bangladesh is rich in natural beauty boasting magnificent rivers, mangrove forests, hills, and world's longest natural beach along with tea gardens. Private sector projects are already in progress which has led to a growth in number of resorts, many of which are eco-resorts. Nevertheless, there is tremendous potential for ecotourism if it is well managed according to the principles of long-term sustainability. Bangladesh needs find way to the package eco-tourism products at a premium that reflects the true value of our precious natural resources and heritage. Therefore, there is potential to increase both volume and the yield per tourist which will also ensure that the development of ecotourism sites takes into account the limit to their carrying capacity. Thus, these eco resorts should be designed to provide the tourists with an ambience which is only enhance by the natural beauty of the spots. These resorts should also provide organic and healthy cuisine which is in line with their natural theme. While eco tourism is developing slowly, most of the establishments are from the private sector. The government needs to develop a proper eco-tourism policy so as to develop this niche market and attract tourists before this initiative is taken up by regional countries with already developed tourist industries.

Common Enablers

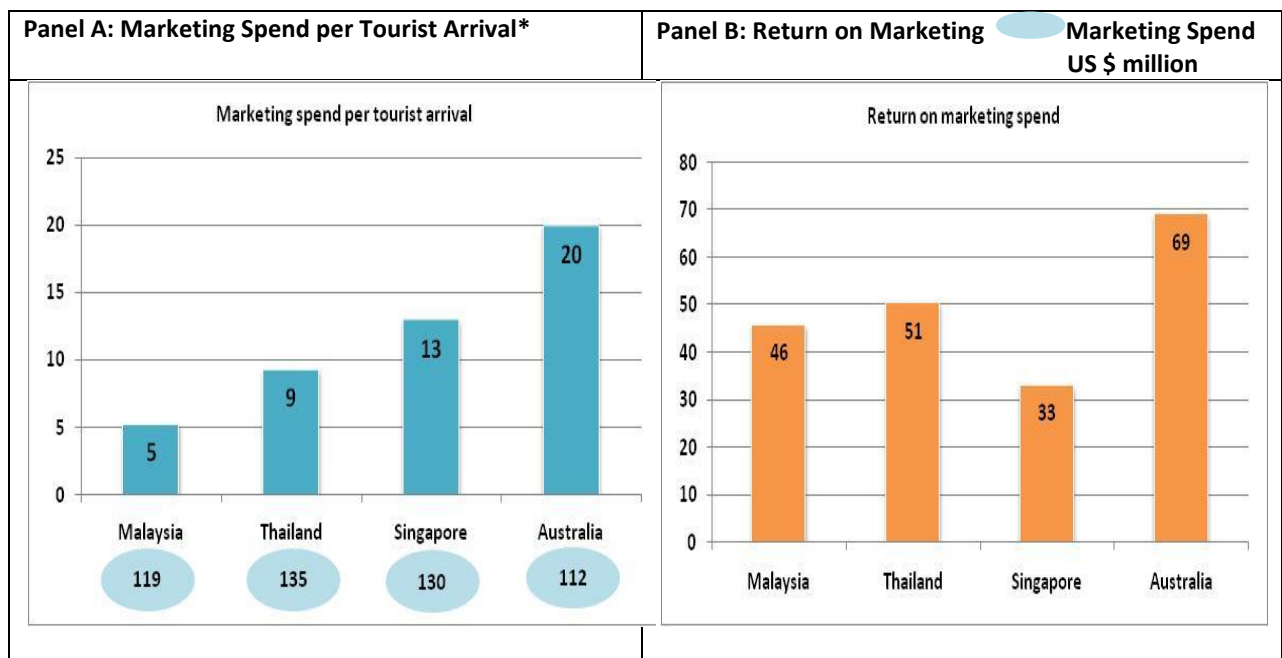
There are several common enablers that will have to be put in place to ensure successful implementation of the above EPPs as well as other tourism related strategies. These enablers are:

1. **Increase and Focus Marketing:** Devisee and ensure the right level of marketing support in the priority markets;
2. **Ensure an Adequate Supply of Qualified Human Capital:** Introduce measures to address issues pertaining to the supply and quality of workforce in the tourism industry;
3. **Improve the Tourism Environment:** Improve offerings and accessibility for key tourism enablers (such as taxi services), access to funding, security and regulations as well as improving the service quality of front-line staff;
4. **Rollout of Visa Facilitation Services:** Ensure that tourists from our target markets are not subject to overly strict visa procedures; and

Increase and Focus Marketing:

Correlation between marketing and tourist arrival is 0.85 and Correlation between marketing and increased tourist receipts is 0.75. The high correlation suggests that marketing is an important enabler for achieving our 2020 tourism targets for tourist arrivals and receipts. Bangladesh may hire reputed international marketing companies (at least for initial few years) to promote the Bangladesh branding. Along with beautiful Bangladesh, the company must try to find out our brand names for better outreach. Marketing via our high commissions, and embassies must intensify. Bangladesh must increase her presence on line through digital advertisement avenues such as YouTube; Face book; and Google etc.

Figure 7: Marketing spend and return



Note: All statistics refer to 2008

Source: Tourism Malaysia, Tourism Australia, Singapore Tourism Board, and Tourism Authority of Thailand.

Ensure an Adequate Supply of Qualified Human Capital

A strong pool of qualified human capital is critical to the success of our tourism sector. To meet our ambitious growth plan, the tourism industry will need approximately 120,000 additional workers from now until 2020. In terms of breakdown by qualifications, 65 percent of this incremental workforce will need to have a vocational or certificate qualification, 25 percent will need to have a diploma, while the remaining 10 percent will need to have a degree or post-graduate qualification. In the short term, Ministry of Civil Aviation should arrange 3 months/6 months long certificate course in collaboration with local and foreign public/private college/universities specifically to demand of the tourism sector.

In the medium term, specific colleges/universities can be identified to focus more on tourism and thus develop a healthy pipeline of talent to join the tourism industry. The Ministry of Education together with the Ministry of Civil Aviation will help identify specific colleges/universities to develop curriculums focused on career paths in tourism. These curriculums will also be geared towards foreign language learning.

Improve the Tourism Environment

It is imperative that tourists be given a continuously positive experience from arrival through to departure to ensure they leave Bangladesh with pleasant memories, which may result in repeat visits and positive word-of-mouth to friends and family. There are many aspects to the tourism environment that can be improved, ranging from taxi services, overall information access, funding access for private entrepreneurs, safety and maintenance of tourism products and infrastructure.

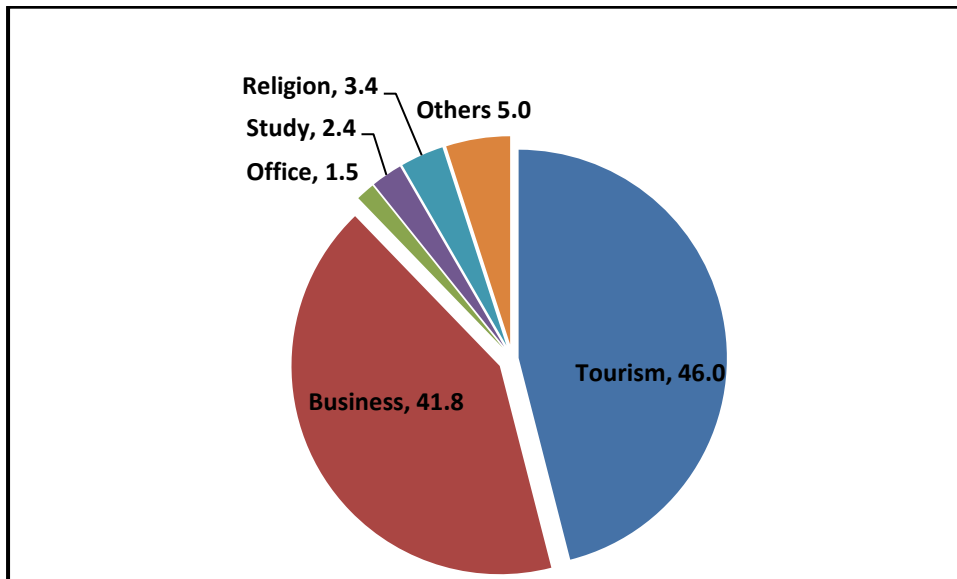
It is imperative that the Ministry of Civil Aviation works with all the related agencies, industry players and other stakeholders to provide the enabling environment for the industry to flourish and for Bangladesh to become a key tourism country. Important priority includes: (i) affordable; efficient and safe local transportation (i.e. taxi services); (ii) improve and ensure security of tourists especially in hot spots through increased presence of well trained police officers with communication skills in English; (iii) local authorities must ensure outlets or premises (including toilets) frequented by the public are clean at all times. Companies offering cleaning services should be accredited to ensure they are able to deliver cleanliness at international levels; and (iv) SME development funds can be used to support small and micro entrepreneurs who are in the tourism supply chain.

Rollout of Visa Facilitation Services

Visa requirements can either facilitate or hinder segments of tourism development, from leisure tourists, to business travellers to entertainers. Significant improvement has been reported for immigration and visa services at Dhaka and Chittagong international airports. These efforts should be consolidated to sustain the growth of tourist arrivals.

Annex 1: Statistics

Figure 8: Visitor arrival by Purpose of Visit 2009- Bangladesh



Source: Bangladesh Parjatan Corporation

Table 12: Bangladesh-Tourism Profile (Billion BDT, Nominal Prices)

	Tourism Variables	2008	2009	2010	2011	2012	2013	2014^e	2024^p
1	Visitor Exports	4.7	4.4	6.1	6.2	7.9	8.3	9.6	27.1
2	Domestic Expenditure (include government individual spending)	212.7	223.6	245.2	282.8	322	370.6	424.7	1219.8
3	Internal tourism consumption (=1+2)	217.4	228	251.3	289.1	329.9	378.9	434.3	1249.9
4	Purchases by tourism providers, including imported goods (supply chain)	-83.8	-93.1	-103.1	-121.2	-138.2	-156.3	-177.5	-489.3
5	Direct contribution of travel and tourism to GDP (=3+4)	133.6	134.8	148.2	167.8	191.7	222.6	256.8	757.5
6	Other financial impacts (indirect and induced)	69.1	69.7	76.7	86.8	99.2	115.2	132.8	391.9
7	Capital investment	22.6	24.9	28.4	32.3	37.3	40.5	44.8	136.8
8	Government collective spending	5.3	6	6.9	8.6	10	11.5	13.1	40
9	Imported goods from indirect spending	-7.6	-13.3	-16.8	-21.7	-23.7	-23.3	-25.1	-54.5
10	Induced	55.9	58.2	62	66.8	77.7	94	109.5	358.7
11	Total contribution of travel and tourism to GDP (= 5+6+7+8+9+10)	278.9	280.4	305.5	340.8	392.2	460.3	531.9	1630.4
	Employment impacts								
12	Direct contribution of travel and tourism to employment	1368.6	1246	1241.6	1254.6	1272.4	1328.5	1381.3	1808.9
13	Total contribution of travel and tourism to employment	2971.9	2697.6	2657.1	2640.9	2695.2	2846.5	2965.2	3974.3
	Other indicators								
14	Expenditure on outbound travel	45.9	37.7	52.4	52.1	59.4	58.2	62.2	165.3

Table 13: Bangladesh-Tourism Profile (Billion BDT, Constant 2013l Prices)

	Tourism Variables	2008	2009	2010	2011	2012	2013	2014^e	2024^p
1	Visitor Exports	6.7	5.9	7.7	7.3	8.5	8.3	8.9	15.5
2	Domestic Expenditure (include government individual spending)	303.6	300	308.5	331	346.5	370.6	396.7	699.9
3	Internal tourism consumption (=1+2)	310.3	305.8	316.2	338.3	355	378.9	405.6	715.4
4	Purchases by tourism providers, including imported goods (supply chain)	-119.6	-125	-129.7	-141.9	-148.8	-156.3	-165.8	-280.8
5	Direct contribution of travel and tourism to GDP (=3+4)	190.7	180.9	186.5	196.4	206.3	222.6	239.8	434.7
6	Other financial impacts (indirect and induced)	98.6	93.6	96.5	101.6	106.7	115.2	124.1	224.9
7	Capital investment	32.2	33.4	35.7	37.8	40.2	40.5	41.8	78.5
8	Government collective spending	7.6	8	8.7	10.1	10.8	11.5	12.2	22.9
9	Imported goods from indirect spending	-10.9	-17.8	-21.1	-25.4	-25.5	-23.3	-23.4	-31.3
10	Induced	79.8	78.1	78	78.2	83.6	94	102.2	205.8
11	Total contribution of travel and tourism to GDP (= 5+ 6+7+8+9+10)	398.1	376.2	384.4	398.8	422	460.3	496.8	935.5
	Employment impacts								
12	Direct contribution of travel and tourism to employment	1368.6	1246	1241.6	1254.6	1272.4	1328.5	1381.3	1808.9
13	Total contribution of travel and tourism to employment	2971.9	2697.6	2657.1	2640.9	2695.2	2846.5	2965.2	3974.3
	Other indicators								
14	Expenditure on outbound travel	65.4	50.6	66	61	63.9	58.2	58.1	94.9

Annex 2: Tourist places in Bangladesh

Tourists places of Bangladesh



Source: Web Search, <http://www.blueskyholidaysbd.com/Bangladesh-map.php>

Beaches

Patenga Beach- Patenga beach is one of the most popular beaches in the port-city of Chittagong. This long beach is based on the banks of the Bay of Bengal and the river Karnaphuli. There are other smaller beaches along the coast in the city. For tourists visiting Chittagong, a visit to the beaches in the city is a must along with local array of seafood.

Cox's Bazar- Cox's Bazar is a seaside town located 152 kilometres south of the port city of Chittagong. The beach in Cox's bazaar is said to be the longest natural beach in the world, spanning 120 km of sandy beach. In recent years the town has expanded and developed into one of the prime tourist spots of Bangladesh. A large number of hotels, motels and guest houses have developed which caters to all types of budget. In recent years there has been a surge of luxury hotels and resorts, some of them with their own private strip of the beach. Additionally, eco tourism seems to be picking up with the introduction of eco-resorts. This is especially attractive to foreigners who are

much more attuned to the concept of eco-tourism than the domestic visitors. The town is also famous for good quality and affordable seafood, and in recent year's water sports has been introduced as well. While this may not be very well known, but surfing is also being promoted and taught at one of the beaches of the town.

Inani- Inani beach is located in Ukhia Upazila of Cox's Bazar District. It is a small area, just about 18 km long. The beach does not have much to offer except for its scenic beauty, but it still manages to attract many visitors for the same.

Himchhari- Himchhari is another spot in Cox's Bazar with the main attraction being its scenic beauty owing to its location advantage. It is surrounded by hills with the sea on one side which offers a view which is very attractive to tourists.

Archaeological Sites

Bangladesh has a rich history from medieval times, through the British period to Muslim rule while being part of India and subsequently Pakistan. Owing to this, the country has a rich endowment of archaeological treasures which is a great asset when it comes to tourism. Many of the archaeological sites still remain unexplored and not very well publicised even among the domestic tourists. Since Independence, the government has taken initiatives to fund excavations in many known sites which have borne result, however funds for this purpose are limited. The discoveries so far has been significant, and while many still remain undiscovered, the finds have already added to the historical lineage and exposures of the country. The excavations so far has revealed several sites which show the settlement of several religions in the region, starting from Buddhism to Hinduism and of course Islam. The major archaeological sites are discussed below:

Mainamati- Mainamati is a land which lies almost at par with the sea-level and is 11-miles long. It has a range of low hills which is known as the Mainamati-Lalmi range which runs through the middle of Comilla district from north to south.

Shat Gombuj Mosque, Bagerhat- Shat Gombuj Mosque literally means the Mosque with 60 domes and is located in Bagerhat in the south of the country. It is architecturally impressive and was built in the Khan Jahan style using bricks. It is a popular tourist destination and is also visited by Muslims for prayers.

Kantaji's Temple- This temple near Dinajpur town was built in 1752 by Maharaja Pran Nath of Dinajpur.

Ahsan Manzil- Situated on the bank of the river Buriganga near wiseghat, this stately monument was originally built in 1872 by Nawab Abdul Ghani, as a palace on the site of an old French factory and it was named after his son Nawab Ahsanullah Bahadur.

Religious Places

Baitul Mubarak National Mosque- Dhaka has several hundred historic mosques. Prominent are the seven domed mosque (17th century), Baitul Mukarram – National Mosque, Star Mosque (18th century), Chawkbazar mosque and Huseni Dalan mosque.

Religious Places Temples

Dhakeshwari National Temple (Bangli dhakeshori jatio mondir) is a famous Hindu temple in Dhaka, Bangladesh and state owned, giving it the distinction of Bangladesh's "National Temple". The name "Dhakeshwari" (Dhakeshwari) means "Goddess of Dhaka". The temple is located southwest of the salimullah Hall of Dhaka University.

Chandranath Hindu Temple-Sitakunda It is approximately 37 km far from Chittagong city.

Puthia Temple Town- Puthia has the largest number of historically important Hindu structures in Bangladesh.

Sri Chaitanya Temple- About 500 years old famous temple of Sri Chaitanya dev is located at Dhaka Dakhin nearly 45 km. Vaishnava saint.

Religious Places-Buddhist Temple

Dharmarajika Buddha Vihara - Dharmarajika Buddha vihara the first Buddhist vihara (monastery) in Dhaka was established in 1960 at the initiative of Bishuddhananda Mahathera.

Religious Places-Churches

Armenian Church- The Church of Bangladesh is a church of the Anglican communion in Bangladesh .It is in fact a united church, having been formed by the union of various Christian churches in the region.

Historical Place

Mausoleum of Father of the Nation- Tungipara, a remote village surrounded by rivers & canals with lush green & densely built homestead on the banks where Bangabandhu Sheikh Mujibur rahman was born. The surrounding dense neighborhood created a scarcity of land in the graveyard to accommodate the people coming to play respect for his departed soul.

National Memorial- Located at Saver, about 35 km from Dhaka, the national memorial was designed by architect Moinul Hossain. It is dedicated to the sacred memory of the millions of unknown martyrs' of the war of liberation in 1971.

Central Shahid Minar- Symbol of Bengali nationalism, this monument was built to commemorate the martyrs 'of the historic language movement on 21st February, 1952.

Martyred Intellectual Memorial- Located at Mirpur, the memorial was built to commemorate the intellectuals who were killed in 1971 by the Pakistan's occupation forces just two days ahead of the Victory Day.

National Poet's Grave- Revolutionary poet kazi Nazrul Islam died on 29th August 1976 and was buried here. The graveyard is adjacent to the Dhaka university central Mosque.

Bahadurshah Park- Located at old city opposite the jagannath University formerly Victoria park this memorial place of 1857 was built to commemorate the martyr's of the first liberation war in the years of 1857 -59 against British Rule.

Curzon Hall- In the wake of the first partition of Bengal in 1905, a group of architecturally homogeneous building was erected in Dhaka illustrating a happy blending of the mughal and European tastes massive in appearance of their component part and a great variety of eye-catching external detail.

Baldha Garden- Established in 1904, by the late Narendra Narayan Roy, the garden is located in wari (opposite to the Christian cemetery).

Suhrawardy Uddayan- At a stone throw distance from Dhaka Sheraton Hotel and stretching out Dhaka university campus and Bangla Academy, The Suharwardy uddyan, formerly known as the race course, is a testament to our great historical achievement.

Old High Court Building- Originally built as the residence of the British Governor, the High Court Building illustrates a fine blend of European and mughal architecture. The building is situated north of the Curzon Hall of Dhaka University.

Natore- Dighapatiya Rajbari (palace)- Natore lies about 40 km. from Rajshahi and is an old seat of the maharajah of Dighapatiya, once serving as the Uttara Ganabhaban the official northern region residence of the president of the Republic.

Rangamati- The Lake District- Rangamati, located 77 km. away from Chittagong, is a favorite holiday resort because of its beautiful landscape, lake, numerous colorful tribes, hanging bridge, homespun textile products, ivory jewellery, and tribal museum and so on.

Kaptai- The Lake Town- A pleasant and picturesque drive of 64 km. from Chittagong brings you to a huge expanse of emerald and blue water ringed by tropical forests.

Bandar Ban –The Roof of Bangladesh- The highest peak of Bangladesh-Tahjin dong (4632 ft) is located in the Bandar ban district.

Khagrachhari- The Hilltop Town- Khagrachhari is the district headquarters of Khagrachhari Hill District. A drive of 112 km from Chittagong, by an all-weather medaled road through the green forest up hills down dales into the solitude of nature.

Sundarban (Royal Bengal Tiger and Mangrove Forest)- Located about 320 km. South-west of Dhaka and spread over an area of about 6000 sq, km of deltaic swamps along the coastal belt of Khulna, the sundarbans is the world's biggest mangrove forest-the home of the Royal Bengal tiger. These dense mangrove forests are crossed by a network of rivers and creeks. Here, tourists find tides flowing in two directions in the same creek and often tigers swimming across a river or huge crocodiles basking in the sun. Other wild life of the region include the cheetahs, spotted deer, monkeys, pythons, wild bears and hyenas. The forest is accessible by river from Khulna or Mongla. There are rest-houses for visitors to stay and enjoy the unspoiled beauty and splendor of the forest. UNESCO has declared the Sundarban a world heritage site that it offers splendid opportunities for tourism.

Jatiya Sangsad Bhaban- Jatiya Sangsad Bhaban (the National Parliament Building) at Sher-e Bangla Nagar, designed by the famous architect Louis I Kahn, is known throughout the region for its distinctive architectural features.

Banga Bhaban- Banga bhaban is the official residence of the head of the state president of Bangladesh.

National Botanical Garden- Located at mirpur, near Dhaka zoo, this garden has a collection of nearly 100 species of local and foreign plants, 100 varieties of roses in the rose corner, 100 varieties of bamboo in the bamboo grove.

National Park- Situated at Bhawal, 40 kilometers north of Dhaka on Trisal- Mymensingh highway, the National park spreads on 16,000 acres, with national recreational forests and animals, including small bears, monkeys, porcupines and foxes.

Dhaka Zoological Garden- Established on 230 acres of land, this zoo at Mirpur has nearly 1500 animals and birds belonging to 128 species.

Batali Hill- The Batali Hill is the highest hill within the Chittagong metropolitan area. It is situated in the tiger pass area of the city, only 1 km. from the zero point. From the peak of the Batali hill one can have a clear bird's eye view of the city.

Annex 3: Glossary

Key Definitions

Travel & Tourism – relates to the activity of travelers on trips outside their usual environment with duration of less than one year. Economic activity related to all aspects of such trips is measured within the research.

Direct contribution to GDP – GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists. It is equivalent to total internal Travel & Tourism spending (see below) within a country less the purchases made by those industries (including imports). In terms of the UN's Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.

Direct contribution to employment – the number of direct jobs within the Travel & Tourism industry. This is consistent with total employment calculated in table 7 of the TSA: RMF 2008.

Total contribution to GDP – GDP generated directly by the Travel & Tourism sector plus its indirect and induced impacts (see below).

Total contribution to employment – the number of jobs generated directly in the Travel & Tourism sector plus the indirect and induced contributions (see below).

Direct Spending Impacts

Visitor exports – spending within the country by international tourists for both business and leisure trips, including spending on transport, but excluding international spending on education.

Domestic Travel & Tourism spending – spending within a country by that country's residents for both business and leisure trips. Multi-use consumer durables are not included since they are not purchased solely for tourism purposes. This is consistent with total domestic tourism expenditure in table 2 of the TSA: RMF 2008. Outbound spending by residents abroad is not included here, but is separately identified according to the TSA: RMF 2008 (see below).

Government individual spending – spending by government on Travel & Tourism services directly linked to visitors, such as cultural (eg museums) or recreational (eg national parks).

Internal tourism consumption – total revenue generated within a country by industries that deal directly with tourists including visitor exports, domestic spending and government individual spending. This does not include spending abroad by residents. This is consistent with total internal tourism expenditure in table 4 of the TSA: RMF 2008.

Business Travel & Tourism spending – spending on business travel within a country by residents and international visitors.

Leisure Travel & Tourism spending – spending on leisure travel within a country by residents and international visitors.

Indirect and Induced Impacts

Indirect contribution – the contribution to GDP and jobs of the following three factors:

- **Capital investment** – includes capital investment spending by all sectors directly involved in Travel & Tourism. This also constitutes investment spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as well as restaurants and leisure facilities for specific tourism use. This is consistent with total tourism gross fixed capital formation in table 8 of the TSA: RMF 2008.

- **Government collective spending** – general government spending in support of general tourism activity. This can include national as well as regional and local government spending. For example, it includes tourism promotion, visitor information services, administrative services and other public services. This is consistent with total collective tourism consumption in table 9 of TSA: RMF 2008.

- **Supply-chain effects** – purchases of domestic goods and services directly by different sectors of the Travel & Tourism sector as inputs to their final tourism output.

Induced contribution – the broader contribution to GDP and employment of spending by those who are directly or indirectly employed by Travel & Tourism.

Other Indicators

Outbound expenditure – spending outside the country by residents on all trips abroad. This is fully aligned with total outbound tourism expenditure in table 3 of the TSA: RMF 2008.

Foreign visitor arrivals – the number of arrivals of foreign visitors, including same-day and overnight visitors (tourists) to the country.