

Project report  
on  
**Tourism in Bangladesh**

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## “Tourism in Bangladesh”

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## “Tourism in Bangladesh”

### Chapter 1: Introduction

#### 1.1: Introduction

Bangladesh is full of natural beauty. Rivers, coasts and beaches, archaeological sites, religious places, hills, forests, waterfalls, tea gardens surround it. The Sundarban, Historic Mosque in city of Bagerhat, Ruins of the Buddhist Vihara at Paharpur are the three world heritage sites in Bangladesh among 1007. To observe the beauty of nature, huge amount of domestic and foreign tourists visit the country and its tourist attraction sites. In 2012, around six-lakh (6 hundred thousand) tourists came Bangladesh to visit and enjoy its beauty. The total contribution of tourism to GDP was 4.4%, 3.8% to employment and 1.5% to investment in 2013. Bangladesh Parjatan Corporation (BPC) looks after the tourism sector in Bangladesh under the ministry of Civil Aviation and Tourism. Due to some limitations, Bangladesh has failed to introduce itself as a tourist destination country. The paper tries to focus on the attractive tourist spots of Bangladesh and the contribution of tourism in the Bangladesh economy. The major concern of the writer is to highlight the factors by which Bangladesh can be one of the major tourist attractive country in the world in near future. (Sanjay Chandra Roy)

#### 1.2: Background

Tourism plays a vital role in the economic and cultural development of many countries, and Bangladesh is no exception. With its rich history, diverse culture, and breathtaking natural beauty, Bangladesh has significant potential to become a global tourist destination. From the world's longest sea beach in Cox's Bazar to the Sundarbans, the largest mangrove forest and home to the Royal Bengal Tiger, Bangladesh offers a variety of attractions that appeal to both domestic and international tourists.

Despite these resources, the tourism sector in Bangladesh remains underdeveloped due to inadequate infrastructure, lack of promotion, and limited awareness about its unique offerings. The government and private sectors have recently taken initiatives to improve facilities and encourage tourism as a means to boost the economy, create employment opportunities, and promote cultural heritage. This project explores the potential, challenges, and strategies for sustainable tourism development in Bangladesh

### 1.3: Objective

The primary objective of this project is to analyze the current state of tourism in Bangladesh and identify strategies to develop this sector sustainably. Specific objectives include:

1. Evaluating the existing infrastructure and facilities for tourists.
2. Identifying key tourist destinations and their unique features.
3. Assessing the socio-economic impact of tourism on local communities.
4. Highlighting challenges faced by the tourism industry in Bangladesh.
5. Recommending actionable strategies for promoting tourism while preserving the country's cultural and environmental heritage.

## Chapter 2 : Bangladesh at a glance and its tourism policy

### 2.1: Bangladesh at a glance and its tourism policy

Situated between Myanmar and India with the Bay of Bengal in the South, Bangladesh is the small country. It gained independence from Britain in 1947, becoming East Pakistan. On 16th December, 1971, Bangladesh achieved its sovereign independence under the leadership of Bangabondhu Sheikh Mujibur Rahman after a bloody liberation war against the Pakistani Army on 26th March. The official and main language is Bangla, but there are many small tribal language groups. Dhaka is the capital. Dhaka, Chittagong, Khulna, Rajshahi, Sylhet, Barisal and Rongpur are the major cities. Bangladesh is mainly an agricultural country. (Sanjay Chandra Roy)

### 2.2: Institutions of tourism management in Bangladesh

Bangladesh Parjatan Corporation (BPC) is an autonomous body under the ministry of Civil Aviation and Tourism established in 1972. Basic target of BPC is to expand the tourism sector and provide the service for local and foreign tourist. National Hotel and Tourism Training Institute (NHTTI) is an institute for professional tourism management training. NHTTI was established in 1974 under Bangladesh Parjatan Corporation. This institute offers courses to ensure trained personnel for hotel and tourism industry. NHTTI started a two-year long diploma course in hotel management in 1994. Institute also provides the job training for BPC personnel and arrange special seminar, workshop related to tourism development. Another important institution supporting the development of

tourism is Bangladesh Tourism Board. Bangladesh Tourism Board established in 2010 to meet the strong demand for private sector and the tourism professionals. It is affiliated with United Nations World Tourism Organizations (UNWTO) (Sanjay Chandra Roy)

### 2.3: Objectives of tourism policy – 2010

- 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 administration, 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 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. (Sanjay Chandra Roy)

## Chapter 3: Tourist spots in Bangladesh

Tourist spots in Bangladesh are not concentrated in any particular place. Instead, they are scattered throughout the country. Division wise, we can present the tourist spots in Bangladesh as in Table.

**Jaflong:** Jaflong is one of the best natural tourist spot in Sylhet. It is situated at the border between Bangladesh and the Indian state of Meghalaya. It takes two hours to drive. Tourist can learn something from the lifestyle of Tribe Khasia in Jaflong.

**Ratargul:** Ratargul is a fresh water swamp forest situated in Sylhet by the river of Goain. The water comes here from the adjacent Goain River. The flavor of Amazon forest is available there.

**Bisanakandi:** Bisanakandi is situated at Bangladesh-India border in Sylhet. It is a landscape beauty among gardens and hills. Winter is not a suitable time to visit Bisanakandi due to mechanised mining and stone-laden boats and lorries.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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





Figure 3.1: Jaflong ,Sylhet



Figure 3.2 : Ratargul



Figure 3.3:Srimongol,Sylhet



Figure 3.4: Shalon, Budho Bihar



Figure 3.5: Shalon Bihar ,Comilla



Figure 3.6: Kuakata



Figure 3.7: Cox Bazar Sea Beach



Figure 3.8: Sent martin



Figure 3.9: Potenga Sea Beach



Figure 3.10: sondorban forest

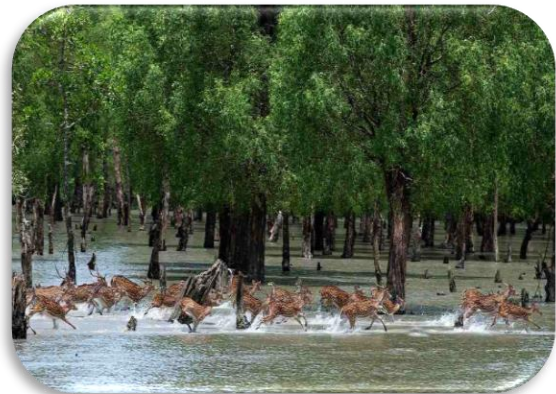


Figure 3.11: sondorban forest





Figure 3.12: sondorban forest



Figure 3.13: sondorban forest



Figure 3.14: songshod vobon



Figure 3.15: Bandorban



Figure 3.14: sajek valley

Table 3.15: Tourist spots in Bangladesh

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

## Chapter 4 : Smart Art presentation

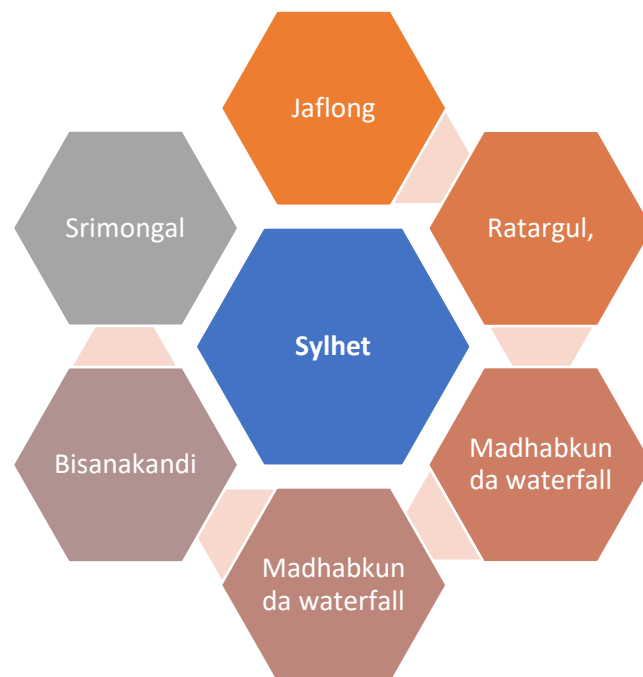
### 4.1 Smart Art presentation of Chittagong all tourist spot :



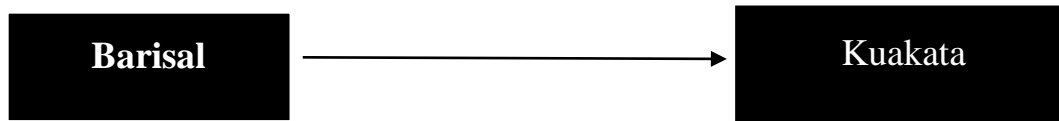
#### 4.2 :Smart Art presentation of Dhaka all tourist spot :



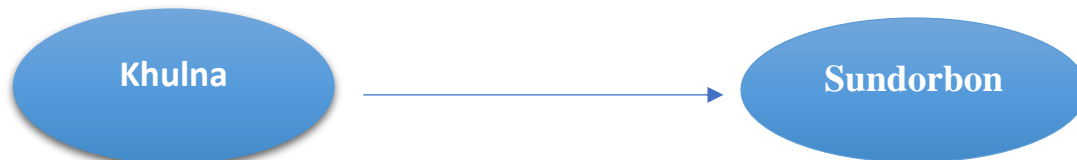
#### 4.3 :Smart Art presentation of Sylhet all tourist spot:



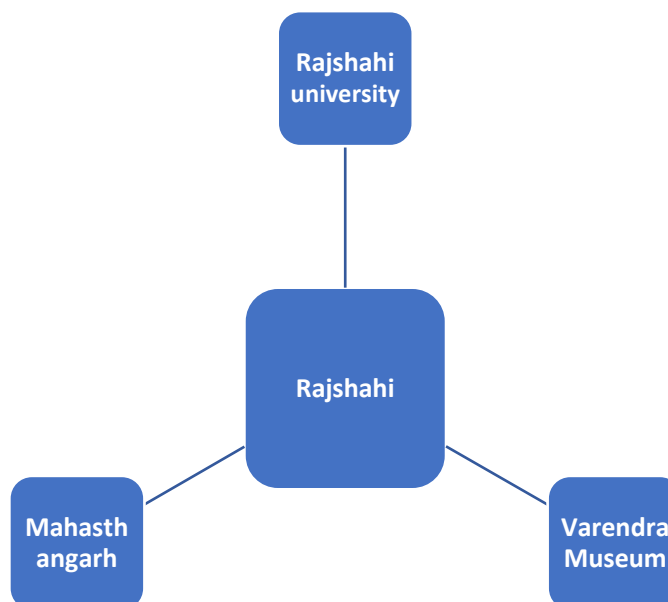
#### 4.4: Sape presentation of Barisal District tourist spot



#### 4.4: Sape presentation of Khulna District tourist spot:



#### 4.5 :Smart Art presentation of Rajshahi district all tourist spot:



## Chapter 5 Present status of tourism in Bangladesh

### 5.1: Present status of tourism in Bangladesh

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

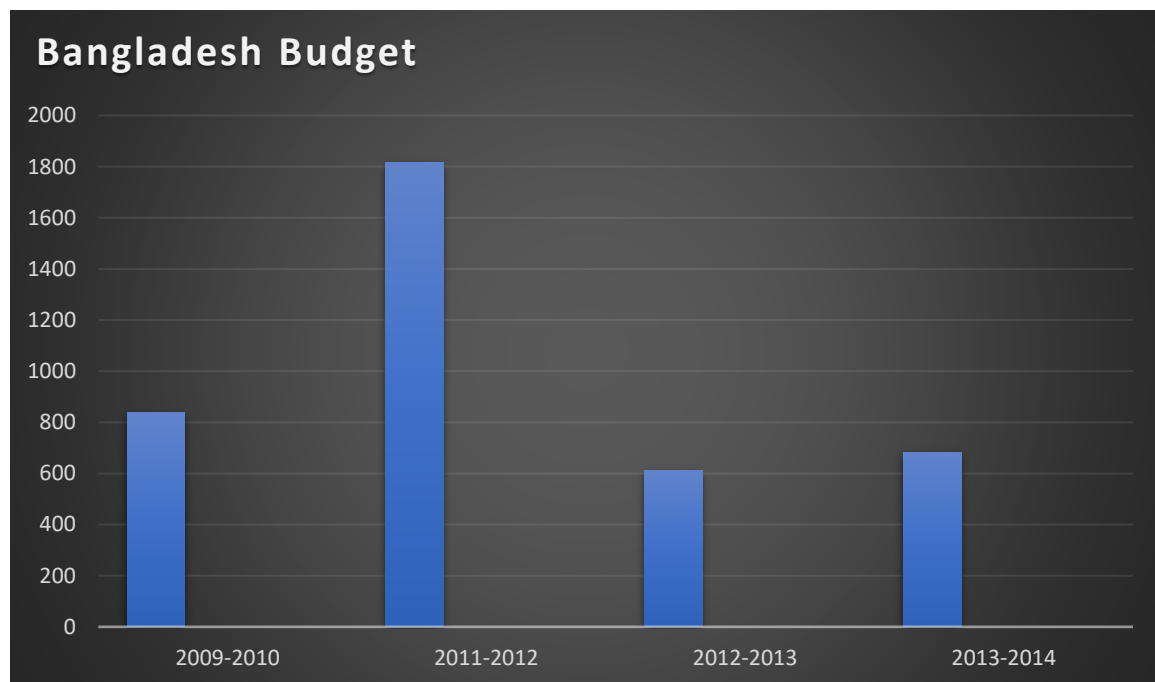


Figure 5.1 : Distribution of money at the tourism sector in the national budget (source: Bangladesh Parjatan Corporation)

In Bangladesh, government controlled tourism organization - Bangladesh Parjatan Corporation (BPC) is doing well in terms of profit. In 2008-2009 it lost about 194 lakh taka. However, since then it is making profit. In 2009-2010, the profit was 23.41 lakh taka which has consistently increased to 612.33 lakh taka in 2012-2013. This profit has accompanied by both increasing total income and total expenditure. This total income and total expenditure in 2008- 2009 were 3598.6 and 3792.35 lakh taka respectively. These figures have risen to 7168.33 lakh taka and 6556 lakh taka respectively in 2012-2013. The number of tourist that came to Bangladesh during 2008 to 2012 are shown in Figure 2: The inbound tourism severely fall to 267,107 in 2009 from the previous year 467,332. This may be due to the global financial crisis. The number of tourist, however, show increasing trend after 2009. The inbound tourism has recovered to 303,386 in 2010 and has increased to 588,193 in 2012

Figure 5.3 : Income, expenditure and profit of Bangladesh Parjatan Corporation for 2008-2013 (source: Bangladesh Parjatan Corporation , 2014)

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

## 5.2: Contribution of tourism in the Bangladesh economy

According to World Travel and Tourism Council (WTTC) report (2014), The total contribution of travel and tourism was 4.4% of GDP in 2013 and is expected to grow 7.9% to 4.5% of GDP in 2014. It is forecasted to rise by 6.5% per annum to 4.7% of GDP by 2024. Notable that, total contribution consists of direct, indirect and induced contribution. Travel and Tourism generated 1,328,500 jobs directly in 2013 and this is forecasted to grow by 4.0% in 2014. This includes employment by hotels, airlines, travel agents and other passenger transportation services. It will increase by 2.7% per annum on average over the next ten years. The total contribution of Travel and Tourism to employment was 2.8% of total employment in 2013. This is forecasted to rise to 3.9% of total employment in 2014. By 2024, travel and tourism are forecasted to support 4.2% of total employment.



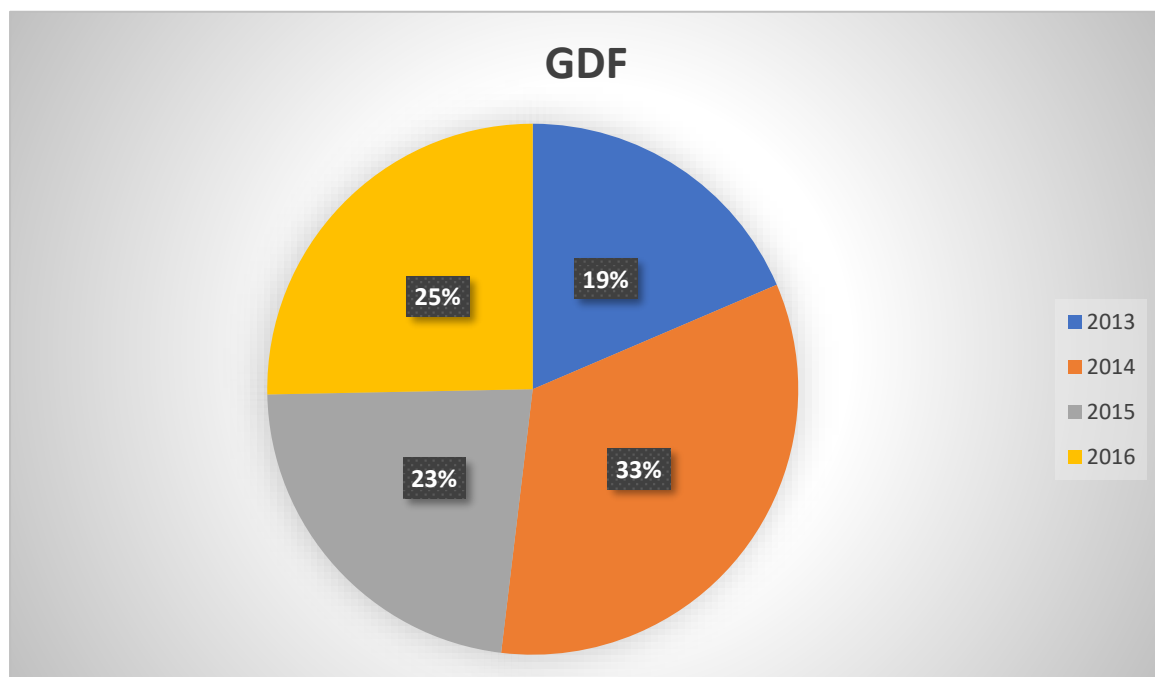


Figure 5.4 : Contribution of tourism in the Bangladesh economy

## Chapter 6 :Conclusion and Recommendations

### 6.1 : Conclusion and Recommendations

Now Bangladesh is low-middle income country. Its average GDP growth rate is 6%. The economy is highly dependent on work force export, Ready Made Garments (RMG) and agriculture sector. Other prominent sectors are shipbuilding, pharmaceuticals etc. The rate of employment is 90 %, which is below expected level. As a result, disguised employment and employment at low wage rate is rising. Many of the people are illegally crossing border in the hope of better life. In order to improve employment rate and to stop the illegal migration, government has to take and implement some projects and policies, through this, it has to try to receive the social, cultural and economic benefits of the tourism sector. As part of tourism sector development, recently government has passed the Cox's Bazaar Development Authority (CDA) at the meeting of ministry. This is supportable but not enough. The government of Bangladesh should place equal emphasis in its policy on the development of the tourist spots all over the country. This will create employment opportunity on the one hand and on the other hand it reduces the dependence of the country on some other specific sectors. Following measures are necessary for the development of

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

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