

# IBM Applied Data Science Capstone

## The Battle of Neighborhoods

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Potential Business opportunity in Coax's Bazar:  
Comparative Data Analysis with equivalent Cities  
of India and Malaysia

## 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 the 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 amounts of domestic and foreign tourists visit the country and its tourist attraction sites. Natural beauty is a redeeming feature that gives rise to fresh revenues. In terms of existing tourist products, both inbound and home market, Rajshahi, Sylhet, Chittagong, and Khulna Division are the main tourist divisions. Chittagong Division offers natural and ethnic diversity. Situated in this part of Bangladesh it is one of the world's longest natural sandy sea beaches (120 km) including mudflats, Cox's Bazar, and the only coral island named Saint Martin's Island.

Bangladesh is a fresh tourism destination. She has a vast perspective to develop tourism primarily because of its attractive unadulterated natural beauty, heroic historical background and archeological resources, which can be experienced throughout the land. The tourism sector can play a positive impact on enhancing the Gross Domestic Product (GDP). Many countries are now dependent on this sector for foreign currency earnings. Every destination country is trying to achieve more gain by developing this industry. The expansion of tourism throughout the world has increased. Countries are trying to attract more tourists by adopting appropriate marketing techniques and strategies. The research revealed that the country has a positive trend in arrivals and earnings, and it can be increased to a significant level if the country can undertake appropriate promotion measures by increasing the allocation for this purpose. The country also needs to employ creative people for this purpose, and the quality of the promotional materials needs to be developed.

One paper written by Majbritt Thomsen, and published by the Danish Embassy in Dhaka, Bangladesh. This paper has a great SOAT analysis, which indicates, there is a lack of knowledge about demand in the Bangladeshi tourism business. The accessibility to tourist destinations and accommodations negatively affected by the non-availability of adequate infrastructure. Existing beach life, Bangladeshi style, includes mudflats destinations loathed during high season. This cannot sell as a typical western mass tourism sea destination. The low existing inbound tourism demand indicates that fundamental product and promotion improvement is required. Tourism products should relate to the fact that Bangladesh is a Modern Muslim society and a densely populated developing country, which has been historically isolated. Sustainable tourism product is one such solution. Tourists, especially inbound tourists, need a guide or a high level of knowledge to travel safely and responsibly (culture and nature awareness) in Bangladesh.

## Problems to Handle

Bangladesh is located conveniently on the east-west air corridor making it a gateway to the Far-East. It is endowed with resources and has great potential for the tourism industry. In the southeast, the country has a 120 km world's longest unbroken beach of soft silvery sand. Miles of golden sands, tall Cliffs, surfing waves, rare conch shells, colorful pagodas, Buddhist temples and tribes, delightful sea-food all these make Cox's Bazar a rich destination. To the local travel market, these places have become popular and loathed sea, sand and sun holiday destinations. Cox's Bazar is a place that can attract domestic tourists as well as foreigners. The other attractions of Cox's Bazar include a Buddhist monastery at the hills, Himchari picnic spot, and just about eight km from Cox's Bazar. Innani Beach, 32 km away from the city, Sonadia Island that rarely experiences footsteps of tourists. Teknaf peninsula and some 80 km from town and picturesque St. Martin Island to the south at 13 km distance from the mainland. All these places are easily accessible from Cox's Bazar by bus, jeep, and water. As a result, Cox's Bazar became a hub of tourism for a long time. Moreover, Cox's Bazar located at 152 km. from the South of Chittagong connected both by air and by road with Dhaka and Chittagong.

The major source of the economy of Cox's Bazar is tourism. Many people are involved in hospitality related businesses. Several people are also involved in fishing and collecting seafood and sea products for their livelihood. The socio-cultural and economic statistics including the literacy rate of Cox's Bazar is far below the national average. Nearly two million people visit Cox's Bazar in peak season from November to March. The visitor's checklist includes a walk along the beaches, sea bathing, shopping from the Rakhine stalls. Among Labonee, Kalatoli, Himchari, and Innani, Labonee beaches are reportedly one of the most heavily visited tourist destinations in the country. There are more than 300 hotels, motels, cottages, rest and guest houses and restaurants developed by both private and government for tourists and this initiative has provided opportunities to lots of unemployed youths.

Cox's Bazar is a place that strikes the majority and it frames Bangladesh more beautifully. Seven different factors namely infrastructure development, criminal tendency, public services, economic development, business scope, investment opportunities, and environmental awareness might significantly influence flourishing tourism development while other five factors namely community bonding, living standard, lifestyle, price of commodities and cultural development might not implicitly affect flourishing tourism development in Cox's Bazar. However, this project focused on the business opportunities that can make Cox's Bazar more adorable to foreign tourists and open up the opportunity to invest local people as a startup. This neighborhood project outcome can use to deliver new opportunity in Cox's Bazar. In addition, the implementation will grab more tourist's attraction in future.

## Data to Analyze

To perform a comparative analysis, this project needs two different data. Data for comparison and including the data to discriminate. It requires the data of Coax's Bazar, what it exists presently. In addition, the data currently exists in East Medinipur and Langkawi. This data requires assembling from separate sources.

The local governance web site of Coax's Bazar, East Medinipur and Langkawi is the primary source of the data. We get the postal information about Coax's Bazar from the website of the Ministry of Post and Telecommunication of the Government of Bangladesh. The same process applied to East Medinipur, West Bangle postal services website used to collect the postal information. In the case of Langkawi, the Malaysian national Postal Service POSMalaysia website used to collect postal information. After collecting primary resources, we used the foursquare developer service to collect the subsequent data.

Foursquare is a location technology platform. They allowed the user to explore. They build their map by the crowdsourcing also the clients who use their developer tools, including Uber, Tencent, Apple, Samsung, and Twitter. They have a developer API service that helps developers use their location service for good reason.