Tourism Vision 2020: A Case of Bangladesh Tourism with Special Emphasis on International Tourist Arrivals and Tourism Receipts

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Abstract: The purpose of the Tourism Vision 2020 is to expand the role of tourism and elevate industry to new heights of success. The Plan was developed and articulated by UNWTO, which sets out to chart a framework for forecasting international arrivals by the year 2020. Tourism is a multi-faceted industry and is playing pivotal role in the the economic perspective global as well as of a country. Bangladesh is also trying to attain the vision 2020 by declaring 'Bangladesh Tourism 2020'. However, this study represents an analysis of the tourism vision of 2020 worldwide and the state of tourism at present in Bangladesh according to the vision of 2020; as well as predicts the position of tourism in Bangladesh for the year 2020. The paper basically examines the potential of tourism as a contributor to overall development of the country under the strategy of vision 2020. It is suggested that the considerable attention needs to be given on planning to attain the target set by the program. However, the finding of the study reveals that by the year 2020, tourism in Bangladesh will play a remarkable role in the economic sector by contributing significantly to the nation's GDP, through increased international tourist arrivals and increased tourism revenues.

Keywords: Vision 2020, Forecasting, Development, Tourist arrivals and Tourism receipts

Introduction

Tourism is the most prospective, dynamic, and dominant industry than any other competitive industry around the globe. At present, tourism is thought as an enormous industry and trade sector (Conrad and Barreto, 2005) just because of generating massive employment opportunities and enabling the destination countries to earn substantial amount of foreign exchange. In fact, it is the world's leading, fastest growing, and single largest industry. In the year 1950, the international tourist arrivals were 25.3 million which rose to more than 846 million in the year 2006 corresponding to an average annual growth rate of 6.6% and in 1950, the world tourism earning was US\$ 2.1 billion and the same stood at US\$ 741.2 billion in 2006 corresponding to an average annual growth rate of 11.5% (OIC, 2006). The World Tourism Organization (WTO) forecasted that in the

year 2020, the total world tourist arrivals will be 1,561.1 million. The figure of the same for South Asia will be 18.8 million in the year 2020. At the same time the organization forecasted that the number of tourist arrivals in Bangladesh will be 0.415 million in the corresponding years (WTO, 2000). It also forecasted that the earnings from tourism will rise to US$ 2 trillion a year by 2020.

By this time many countries have started walking onward to harvest the whole opportunity of this industry. For instance, tourism in Asia is growing faster than anywhere else in the world, driven by the increasing wealth of countries like Taiwan, South Korea, and Malaysia, and by the huge populations of China, India, and Indonesia– the first, second, and fourth biggest countries (in terms of population) in the world (Cochrane, 2007). But, Bangladesh having enormous potentiality is lagging far behind in respect to the growth and development of its tourism industry.

Tourism industry in Bangladesh is still at the primal stage and has not taken the exact form of an industry. The government of Bangladesh has taken a number of initiatives for the development of tourism industry. However, many of those are at initial stage and have created little impact on the growth and development of this industry. Therefore, it is crucial to find out regress the causes of the of this industry and discover the bottlenecks of the present policy measures and thus suggest effective courses of actions to be undertaken by the state and other concerned authorities to harvest the full opportunities from this industry.

Literature Review

In recent years, the literature on tourism has turned into a key matter in business as well as in social research. The Tourism 2020 Vision program of research and forecasting represents a continuation of WTO's work in the area of forecasts initiated in 1990 with the general objective of: **(a)** identifying the key trends in tourism supply and demand world-wide, **(b)** determining their impact on the various sectors of the tourism trade; and **(c)** the implications for policy making and relevant strategies. The purpose of the Vision 2020 strategic tourism development program is to expand the role of and to elevate tourism industry to new heights of success with the expectation of contributing significantly to the nation's GDP, through job creation and increased revenues, driven by a uniquely differentiated, internationally competitive product, complemented by comprehensive, fully functional physical infrastructure, modern, and competitive institutional framework by the support of the local people of a country.

In Bangladesh, most of the researches in tourism have concentrated on portraying the role of concerned organizations and destinations in addition to its growth and their contributions on the economy, society, and the environment. Nevertheless, some researches were conducted in Bangladesh in the field of tourism concerning its

development (Haq, 1991), along with the reviews (Ahmed, 1986; Patwari, 1996), significances (Islam, 2008), prospects/potentials (Uddin and Ahmed, 2005), opportunities and facilities (Quddus, 1998), problems and solutions (Ahmed and Bhuiyan, 2003), policy analysis, recommendations, and exploration of attractive destinations (Bhuiyan and Rahman, 2008; Khan and Karim, 2008), international tourists' mind-set and behavior (Chowdhury, 1999), economic contributions (Azad and Chowdhury, 1991) and other important issues viz. need for consumer motivation in tourism industry (Talukder, 1984), behavior of the domestic tourists (Hasan, 1990), tour operators and marketing approaches and strategies (Hossain and Firozzaman, 2003), tourism firms (Hossain et.al, 2003), National Tourism Authority (Islam, 2004), travel agencies (Bariqullah, 1983), eco tourism (Kabir and Bhuiyan, 2004), spiritual tourism (Islam et.al, 2009; Azad and Akter, 2009), and so on.

However, many relevant areas on tourism study in Bangladesh are not covered so far. Similarly, enough literatures on the issues of tourism industry in Bangladesh are not available particularly in the area of tourism vision 2020. From this point of view, the implication of this study can play a significant role in achieving the target of international tourist arrivals in the country and foreign earnings as well as fostering the development of tourism in Bangladesh.

Objectives

The analysis of study constructs through an extensive review of the literature dealing with the meaning and significance of Tourism Vision 2020. Therefore, the objectives of this paper are:

   a) to provide an insight of Tourism Vision 2020.

   b) to state the status of Bangladesh in this regard with special emphasis on international tourist arrivals and tourism receipts

   c) to define and specify the gap in achieving the vision.

   d) to present initiatives along with the action plan to reduce this gap for meeting the academic and managerial implications of this vision.

Methodology

The study investigates how the tourism vision 2020 in case of Bangladesh could help to develop the tourism industry in Bangladesh. Many countries of the world are now trying to achieve more gain by reaching the target set by WTO. The expansion of the tourism throughout the world has increased competition among the tourist destinations, trying to attract more tourists by adopting appropriate strategies. The sequential steps to conduct this study are shown below:

Figure 1: Methodological Approach to Strategic Decision and Action Plan

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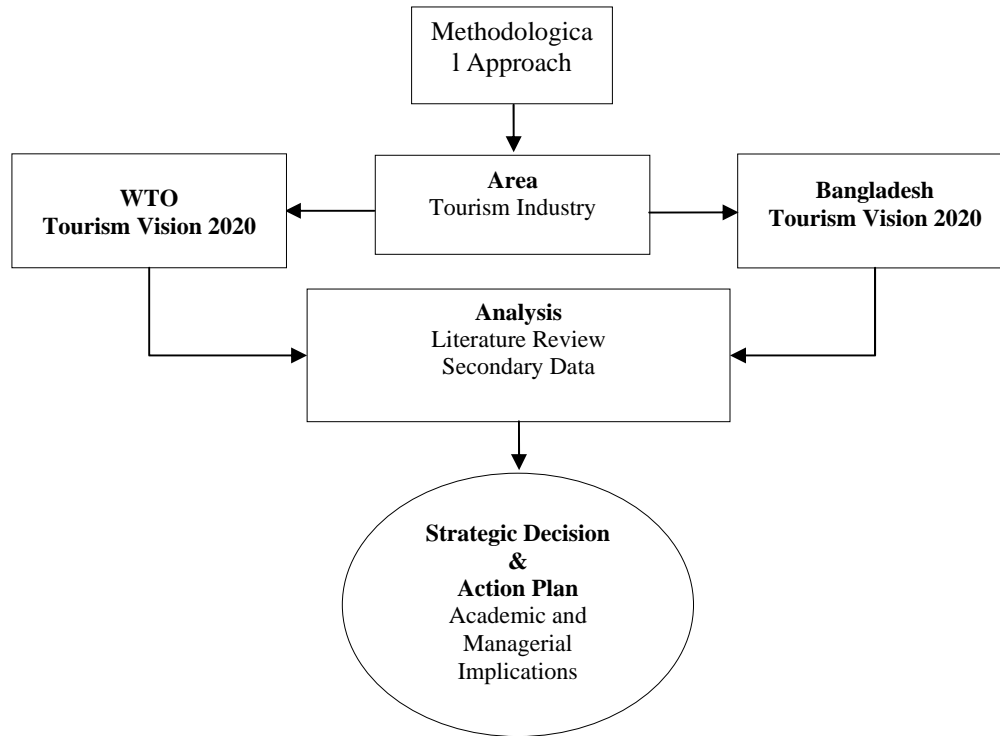
The title of this paper clearly specifies the nature of the research procedures i.e. exclusively focuses on qualitative research. The sources of data were *secondary*. Secondary information (Churchill and Iacobucci, 2002) was gathered from websites, seminar proceedings, newspaper articles, journals of different organizations like Bangladesh Parjatan Corporation (BPC), Association of Travel Agents of Bangladesh (ATAB), Bangladesh Bureau of Statistics (BBS), United Nations Development Program (UNDP), United Nations World Tourism Organization (UNWTO), World Travel and Tourism Council (WTTC), Organization of the Islamic Conference (OIC), and so on.

To conduct data analysis, at first, the growth of tourism arrivals and receipts in Bangladesh has been calculated and then finally time series analysis has been applied to determine the status of particular vision Bangladesh can reach.

Simultaneously, to make this paper more informative different published textbooks, related journals, reports, seminar papers, magazines and research works have been consulted. Literatures were generally collected from said sources and the Internet. As a result, a thorough review of literatures enabled the researcher to make a consistent presentation of the theme of study.

Tourism Vision 2020

In the industry, Europe and Americas jointly are regarded as more traditional tourist receiving regions of the world. It has been revealed that in 2007 European region received 53.5% shares, represents more than one half of world tourism, but the shares of world tourism received by the European and the American regions together gradually declined and the corresponding increases are noticed in the shares of developing regions, during this period. Hence, the combined share of the traditional regions declined from 71.8% in 2001 to 69.1% in 2007 and the developing regions remained either relatively stable in their shares or recorded slight increases (ASR, 2006) over the year 2001.

Table 1: Relative Shares of World Tourism Received by Region during 2001 to 2007

Region	2001	2002	2003	2004	2005	2006	2007	Average
Africa	4.2	4.2	4.5	4.5	4.7	4.8	4.9	4.6
Americas	17.9	16.6	16.4	16.5	16.6	16.0	15.8	16.5
Asia & Pacific	16.9	17.7	16.4	18.9	19.4	19.8	20.6	18.5
Europe	57.4	57.4	58.5	55.3	54.6	54.5	53.5	55.9
Middle East	3.6	4.0	4.3	4.8	4.8	4.8	5.2	4.5
Total	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**	**100.0**

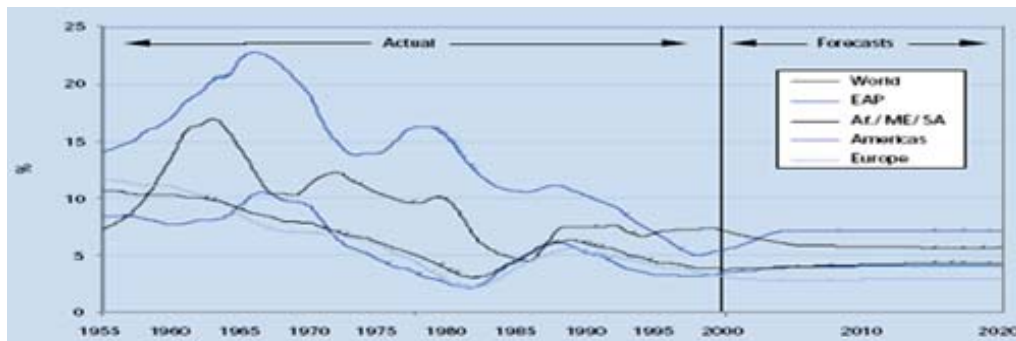**Source:** World Tourism Organization.

However, The UNWTO (2001) forecasts that international arrivals are expected to reach nearly 1.6 billion by the year 2020. Among the worldwide arrivals in 2020, 1.2 billion are projected to be intraregional and 378 million to be long-haul travelers. The total tourist arrivals by region show that in 2020 the top three receiving regions will be Europe (717 million tourist arrivals), East Asia and the Pacific (397 million), and the Americas (282 million), followed by Africa (77 million), the Middle East (69 million), and South Asia (19 million).

Table 2: Table of International Arrivals Forecasts

Regions	Base Year (Million)	Forecasts (Million)		Market Share (%)		Average Annual Growth Rate (%)
	1995	2010	2020	1995	2020	1995-2020
Africa	20	47	77	3.6	5	5.5
Americas	110	190	282	19.3	18.1	3.8
Asia & Pacific	81	195	397	14.4	25.4	6.5
Europe	336	527	717	59.8	45.9	3.1
Middle East	14	36	69	2.2	4.4	6.7
South Asia	4	11	19	0.7	1.2	6.2
World	**565**	**1006**	**1561**	**100**	**100**	**4.1**

Source: UNWTO, Global Forecasts and Profiles of Market Segments (Madrid: World Tourism Organization, 2001), p. 4.

Although Europe and America observe as the top destinations in international travel, representing about 70% of all international tourist arrivals, are given a apparent idea about lower trend than average growth rates. Europe will uphold the maximum share of world arrivals, although there will be a turn down from 59.8% in 1995 to 45.9% in 2020. East Asia/Pacific (6.5%), South Asia (6.2%), the Middle East (6.7%), and Africa (5.5%) are estimate to record growth rates of over 5% per year, compared to the world average of 4.1% [Table: 2]. In addition, the more resource-intensive type of travel, long-haul, is predicted to grow even faster worldwide, at 5.4% per year over the period 1995-2020, while intra-regional travel is projected to grow at 3.8% (Madrid, 2001).

Figure 2: International Tourism Arrivals by Receiving Region (growth Rate, 1990-2020)

Source: Tourism 2020 Vision: Europe, Volume 4, World Tourism Organization, Madrid, January 01, 2001, p. 11.

The Tourism 2020 Vision study forecasts that there will be over 729 million outbound tourist arrivals generated from Europe in the year 2020, corresponding to an annual growth rate of 5.8% over the period 1995-2020 followed by East Asia/Pacific (405 million, corresponding to an annual growth rate of 6.5% over the period 1995-2020), Americas (about 230 million), Africa (62 million, corresponding to an annual growth rate of 6.2% over the period 1995-2020), Middle East (35 million, corresponding to an annual growth rate of 5.8% over the period 1995-2020), and South Asia (17 million, corresponding to an annual growth rate of 5.64% over the period 1995-2020).

Figure 3: International Tourism Arrivals by Tourist Generating Region (1995-2020)
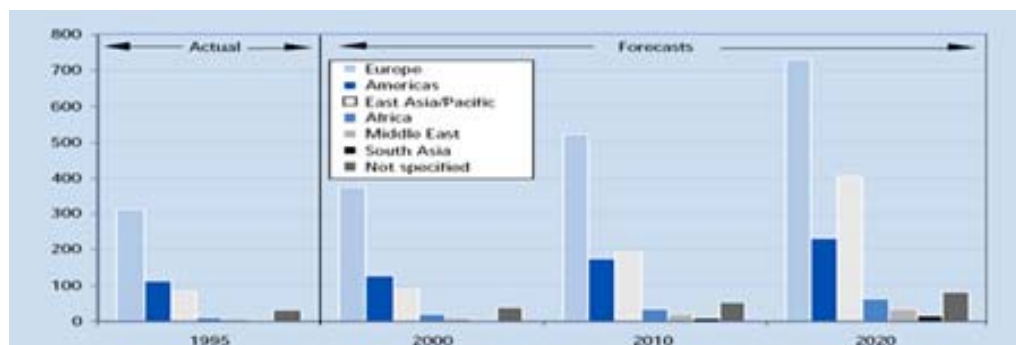
Source: Tourism 2020 Vision: Europe, Volume 4, World Tourism Organization, Madrid, January 01, 2001, p. 12.

However, Europe will remain the world's largest tourist generating region by some considerable margin, it is losing its market share. In 1995, 55% of all outbound tourists were from Europe. By 2020, this will decline to around 47% (WTO, 2001).

Further more in another study, it has been elucidated that the following two trends have played a significant role for tourism growth worldwide: (a) baby boomers of developed countries, and (b) the emergence of China as a major actor in tourism industry where 100 million annual outbound tourists are expected by 2020 (Honey and Krantz, 2007; TE, 2006). In this age, the baby boomer generation is traveling, investing, and living abroad more than ever before and on the other side of the globe, China is on the edge of becoming the world's powerhouse in tourism, as more foreigners' vacation in China and more Chinese travel at home and abroad. China is experiencing exceptional growth, with over 131 million international arrivals in 2007 and over 1.6 billion domestic tourists (CTS, 2009). The UNWTO predicts that by 2020, China will become both the world's largest tourism destination and the largest country for outbound travelers as well (TCD, 2004). The development of China's domestic tourism can be attributed to four key

factors: (a) disposable income, (b) public holidays, (c) motivations for travel, and (d) travel products and services to facilitate domestic travel. In case of protecting China's natural and cultural attractions, a number of ecotourism projects has begun in China (Cater, 2000; Wen and Tisdell, 2001), particularly in and around protected areas and culturally rich areas (Machik, 2007).

However, it is rational to state that tourism industry plays a major role in the economies of 125 countries of the world's 170 countries, (Grossman and Koch, 1995; Lord, 1997; Lascuráin, 1996; Brandon, 1996; Crossette, 1998) and has become increasingly essential for developing countries. However, the growing figures in international tourist arrival worldwide are expected to continue in the years to come.

International Tourist Arrivals and Tourism Receipts in Bangladesh

The tourism activity generates significant economic benefits to tourists' host and home countries alike (SESRIC, 2008). Particularly in the developing country like Bangladesh, one of the crucial incentives for the country to endorse itself as tourist destination is the probable economic improvement, primarily through foreign exchange earnings and the generation of employment and business opportunities.

International tourism has recently shown sustained growth in both revenues and the number of tourists, and has left broad economic, social, cultural, and environmental footprints reaching almost every part of the globe. Many international tourists do not consider Bangladesh as yet a destination for their holiday. While business is still the predominant purpose of visiting Bangladesh, crews of international ships, missionaries and students are increasingly visiting this country over time. The second most important purpose is business and leisure, followed by vacation leisure (Kyaw Oo, 2008). Since international tourism is typified by a rising tendency for tourists to visit new destinations, and mutually with the tourism product diversification and increasing competition, new destinations are gradually growing more rapidly and escalating their share in the world market. International tourist arrivals in Bangladesh increased in absolute terms from 34,580 in 1972 to 115,369 in 1990, 199,211 in 2000 and 303,000 in 2010. However, the trend has fluctuated widely, recording even negative growth rates in some years.

Over the last decade, the number of international tourist arrivals in Bangladesh increased from about 113,242 in 1991 to 199,211 in 2000, corresponding to an average annual growth rate of 6.73%. In the same period international tourism receipts increased from BDT 331.50 million to BDT 2,627.0 million, equivalent to an average annual growth rate of 30.26%.

Table 3: International Tourist Arrivals and Tourism Receipts in Bangladesh

Years	Total Arrivals (In Numbers)	Growth over Previous Year (%)	Total Earnings (Million BDT)	Growth over Previous Year (%)
1991	113,242	–	331.50	–
1992	110,475	–02.44	329.10	–00.72
1993	126,785	14.76	594.40	80.61
1994	140,122	10.52	759.40	27.76
1995	156,231	11.50	955.20	25.78
1996	165,887	06.18	1401.20	46.69
1997	182,420	09.97	2741.40	95.65
1998	171,961	–05.73	2454.80	–10.45
1999	172,781	00.48	2451.90	–00.12
2000	199,211	15.30	2627.00	07.14
2001	207,199	04.01	2653.80	01.02
2002	207,246	00.02	3312.60	24.82
2003	244,509	17.98	3310.00	–00.08
2004	271,270	10.94	3967.56	19.87
2005	207,662	–23.45	4493.89	13.27
2006	200,311	–03.54	5530.65	23.07
2007	289,110	44.33	5265.19	–04.80
2008	467,332	61.65	6124.50	16.32
2009	267,000	–42.87	8232.00	34.41
2010	303,000	13.48	7947.00	–03.46

Source: Special Branch, Bangladesh Police, Statistical Report, Resource Center, BPC, and Bangladesh Bank.

The number of international tourist arrivals in Bangladesh, for which data are available, increased by 4.01% in 2001. The 207,199 arrivals hosted by the country surpassed the previous record of the year 2000 and generated BDT 2,653.8 million as international tourism receipts, corresponding to an increase by 1.02%.

In 2002, the number of international tourist arrivals in the country, amounted to 207,246 with an annual growth rate of .02% over the previous year and international tourism receipts in the same year amounted to BDT 3,312.6 million, corresponding to an increase by 24.82% over the year 2001.

Consequently in 2003, the number of international arrivals in the country increased by 17.98% to 244,509. This was mainly due to the increase of 37.26 thousand arrivals during the year. Yet, international tourism receipts in the country amounted to BDT 3,310.0 million, corresponding to a bit decline by 0.08% over 2002.

The year 2004 was unquestionably better than 2003, the country reached 271,270 arrivals, corresponding to an increase by 10.94% over the previous year and international tourism receipts amounted to BDT 3,967.6 million in the same year, corresponding to an increase by 19.87% over 2003.

In contrast, it seems that international tourism in Bangladesh was somewhat affected in 2005 onwards by the negative factors of internal political and social turbulence. Therefore, the number of international tourist arrivals in the country decreased by 23.45% to 207,662. But international tourism receipts amounted to BDT 4,493.9 million was recorded in the same year, corresponding to an increase by 13.27% compared to the last year.

Due to Tsunami in the Indian Ocean and other negative factors such as oil price increases, exchange rate fluctuations, and specially economic and political uncertainties, the current available data for 2006 show that the number of international tourist arrivals in Bangladesh again slide decreased by 3.54% to 200,311. In contrast, Bangladesh reached BDT 5,531.5 million in 2006 as international tourism receipts, corresponding to an increase by 23.07% over the level of 2005.

In 2007, the industry recovered the downward trend in tourist arrivals in the country. International tourist arrivals in the country reached a record of 289,110 with a growth rate of 44.33% compared to the previous year. But in case of international tourism receipts, BDT 5,265.2 million recorded in the same year, corresponding to a slide decrease by 4.80% compared to the previous year 2006.

In accordance with the most recent estimates of the Ministry of Tourism and Civil Aviation of the Government of Bangladesh, the country continued its vigorous performance of the past years and enjoyed its second consecutive year of sustained growth with the total number of tourists reaching over 467,332 in 2008 and set a new record in term of international tourist arrivals, corresponding to an increase by 61.65% over the year 2007 and generated BDT 6,124.5 million as international tourism receipts with a annual growth of 16.32% over the year 2007.

The current available data for 2009 show that the number of international tourist arrivals in Bangladesh again decreased by 42.87% to 267,000. In contrast, Bangladesh reached BDT 8,232.00 million in 2009 as international tourism receipts, corresponding to an increase by 34.41% over the level of 2008.

In 2010, the industry recovered the downward trend in tourist arrivals in the country. International tourist arrivals in the country reached a record of 303,000 with a growth rate of 13.48% compared to the previous year. But in case of international tourism receipts, BDT 7947.00 million recorded in the same year, corresponding to a bit decrease by 3.46% compared to the previous year 2009.

Bangladesh Tourism Vision 2020

The World Tourism Organization forecasts the 'Tourism 2020' vision which is a long-term estimation for the development of worldwide tourism industry. In view of that, Bangladesh is also trying to attain vision 'Bangladesh Tourism 2020', the program developed by Bangladesh Parjatan Corporation (BPC)– the National Tourism Organization in 2004, aiming at utilizing the potential of tourism as a contributor to overall development of the country, including job creation, poverty reduction, accelerated national Gross Domestic Product (GDP), overall development and conservation of nature (Ali and Chowdhury, 2009). The corporation has estimated that some 0.9 million foreign tourists will visit Bangladesh in 2020, but the World Tourism Organization estimated that the figure would be 0.5 million. The estimation practically indicates that the average annual growth rate in tourist arrivals to Bangladesh would be much above the WTO estimates.

Table 4: Projected Arrivals and Earnings based on Different Time Period

Base Period [1]	Year [2]	Actual Arrivals [3]	Projected Arrivals [4]	Gap [5]	Actual Earnings [6]	Projected Earnings [7]	Gap [8]
		(In Numbers)		[3] - [4]	(Million BDT)		[6] - [7]
1991-1995	2000	199,211	210,309	-11,098	2,627	1,769	858
	2020	-	441,559	-	-	5,124	-
1991-2000	2005	207,662	244,438	-36,776	4,494	4,414	80
	2020	-	387,374	-	-	9,069	-
1991-2005	2010	303,000	293,870	9,130	7,947	5,674	2,273
	2020	-	390,040	-	-	8,603	-
1991-2010	**2020**	**-**	**434,047**	**-**	**-**	**10,814**	**-**

Source: Derived from Table 3 and Time Series Forecasting Technique (see Appendix).

From the above table, it has been found that the difference between actual arrivals and projected arrivals based on a period of 1991-1995 for which data are available is –11,098 (199,211–210,309) in number for the year of 2000. Accordingly, based on the period 1991–2000, the difference for the year 2005 is –36,776 (207,662–244,438). All these differences indicate that the actual arrivals are not meeting the potential arrivals but based on the period 1991–2005, the difference is 9,130 (303,000–293,870) that goes above the projected arrivals for the year 2010. However, the projected arrivals for the year 2020 based on the period 1991-1995, 1991-2000, 1991-2005 and 1991-2010 are to be found about 0.44, 0.38, 0.39, and 0.44 million respectively (Summary Output 01-04) which show that international tourist arrivals in Bangladesh are very close to the prediction made by WTO. ***The estimated arrivals of 2020 predicted in this study as well, WTO is much below from the prediction made by the corporation in the name of Bangladesh Tourism Vision 2020.***

In case of international tourism receipts, following the same method the analysis shows that the actual earnings are above the projected earnings for the year 2000, 2005, and 2010 i.e. BDT 858 (2,627–1,769) million, BDT 80 (4,494–4,414) million, and BDT 2,273 (7,947–5,674) million respectively. However, the projected earnings for the year 2020 based on the period 1991-1995, 1991-2000, 1991-2005 and 1991-2010 are to be found about BDT 5,124; BDT 9,069; BDT 8,603 and BDT 10,814 million respectively (Summary Output 05-08)

Under such circumstances to meet up the estimated arrivals made by the corporation, the concerned authorities should initiate the strategic decision on vision 2020.

However, the Tourism Vision 2020 is expected to attain a number of possible outcomes like: (a) prevail positive image, (b) political stability, (c) turn into a single destination, (d) around 1.30 million tourist arrivals each year following the year 2020 and ongoing growth rate, (e) GDP contribution at least 4% to 5% from the tourism industry, (f) well-built internal and external communication networks, (g) government and private sectors investment, (h) diversified products and improved marketing systems, and (i) liberate and easy inbound and outbound travel system (BPC, 2004).

According to Tourism Vision 2020, the corporation has taken up some plans and programs like development of tourism products, marketing, promotion and public relations and reformation of the NTO, etc. (Khaleda, 2005).

Analysis of Strategic Decisions on Vision 2020 of Bangladesh Tourism

Strategic decisions about the vision 2020 for the development of tourism in Bangladesh should take into account on the basis of: (a) Strengths, (b) weaknesses, (c) opportunities, and (d) threats.

Strengths. Bangladesh is well known for natural beauty, warm welcoming people, archeological sites and rich historical background. The country offers a wide variety of tourist attractions and world's biggest mangrove forest and world's longest sea beach give it the added advantage of being the best venture for multi destination tourism. Tourists arriving in Bangladesh have been swelling in numbers since 2000. Not only the international visitors but locals are also taking their holidays– travelling within the country and visiting places like Cox' Bazaar, Teknaf, the Sundarbans, Kuakata, Paharpur, and Tetulia etc. There are many attractions in Bangladesh to satisfy the needs of the tourists all around Bangladesh from east to west and south to north.

In the center part of Bangladesh, Dhaka– the capital was once known as the city of masque, founded by the Mughals in 1608 is vibrant with more vehicles rushing through old and new locale. Shopping is fun here and trinkets and gifts are easily found in any traditional and the contemporary shops and malls. There are many interesting sites in Dhaka worth visiting. Some important places are the University of Dhaka, the Armenian Church, the Royal Ahsan Manzil, bustling Shadarghat river port on the bank of the river Buriganga, Sonargaon, The National Museum, The National Parliament House, and many more.

The southwest part of Bangladesh is an inescapable destination, single largest mangrove forest in the world– Sundarban, the UNESCO world heritage where finds the world's biggest cat, the Royal Bengal Tiger. Apart from the tigers the forest treasures different species of plants, reptiles, birds and mammals. People are living in and around the Sundarban by the old age traditions of wild hunt collection and fishing with otters. And yes, there is bone baby, the forest goddess protecting everyone from evils. The annual fair of Rash Purnima in the Dubla Island is yet another attraction. Then again another place– Bagerhat, is also known as the Masque city, built by Khan Jahan Ali in the 15th century. The "Shat Gambuj Masque" is one of the reminders of the once affluent city of Bagerhat. This is now the UNESCO world Heritage site as well.

The northwest part of Bangladesh embodies the rise and fall of Hinduism, Buddhism and Islam through changing eras. Mahastanghar is an old fortress city where Buddha had visited which was said by Buddha later. The ancient Budhist monastery in Paharpur is the biggest in the south of the Hindu layers. The architecture of Paharpur has been declared as UNESCO world Heritage site. In the Rajshahi Region there are Verendra Museum, Kusumba Masque, and the Sona Masque. The famous magnificent temple city Putia was built during 1823. The Kanthajee Temple is the most ornate medieval temple in the country, which was built by Maharaja Pran Nath in 1752.

The Northeast zone Sylhet is also known as the land of the two leaves and a bud. Getting it's name from the vast tea plantations blanket the hilly region. Srimongal with a

concentration of 120 tea gardens is popularly known as the tea capital of Bangladesh. Shunamganj, predominantly a Haor or depressed land where millions of migratory bird found from flock Siberian during winter.

Chittagong, the port city, is located in southeast from the center. It lies on the bank of the Karnafuli River, at the edge of the Bay of Bangle. Some of the main attractions are shrine of Islamic saint Baizid Bostami, Chandanpura Masque, and the Second World War cemetery. The hill tracks of Rangamati, Bandarban, and Khagrachari are holding many groups of indigenous people of Mongolian ancestry with their individual cultures and customs. The fascinating beauty of these hilly regions are blue water in the Rangamati Lake, climbing up the Chimbuk hill– literally holds the clouds on hand, and the world's longest unbroken sea beach Cox's bazar. The ancient Arkan hills in the background and numbers of Buddhist temples makes Cox's bazar spiritually charged. Saint Martin's island, the only coral island in Bangladesh. All these were but only the heart what Bangladesh can offer.

These attractions may be useful to the tourists as of leisure, business and education to any other variety of desire. In fact, Bangladesh as a tourist destination has many facets. Its tourist attractions also include fairs and festivals like (a) Baishakhi Mela– fair on the occasion of the Bengali new year, (b) Christmas, (c) Durga Puja– main religious festival of Hindus, (d) Eid-e-Miladunnabi, (e) Eid-ul-Azha, (f) Eid-ul-Fitr, (g) First Day of Bangla Year, (h) 26th March– Independence Day, (i) Langalbandh Mela –a religious festival of Hindus, (j) 21st February– Mother Language Day, (k) Muharram, (l) Rabindra and Nazrul Jayanti, and (m) 16th December– Victory Day etc.

Weaknesses. There are various weaknesses due to which tourism development has not occurred in the country and these include: (a) absence of clear and well defined policies, (b) Inadequate infrastructure to match the expectation, (c) restrictive Airline Policy of the Government of Bangladesh, (d) lack Coastal Regulation Zone, (e) lack of quality connectivity, (f) distance from major markets, (g) increased neglect of solid and liquid waste management system, (h) lack of quality shopping and recreation facility, (i) lack of regulatory mechanism for sustainable development and quality controls, (j) dearth of funds in implementation of tourism projects, (k) lack of coordination by various line departments in providing infrastructure, (l) high percentage of low yield foreign tourists, (m) lack of professionalism, (n) lack of expertise in preparation of tourism plans, (o) perception as a militant trade union area, (p) high and prohibitive taxation policy, (q) lack of better rail facilities, (r) lack of positive approach to tourism, (s) tendency to overcharge tourists for services, and (t) absence of major international companies.

Opportunities. There are various opportunities to develop tourism in this country and these include (a) vast untapped potential on heritage tourism, backwater tourism, eco-

friendly tourism, health tourism and pilgrimage tourism, (b) availability of high quality human resources, (c) low credit-deposit ratio, and (d) availability of funds for investment from financial institutions. Furthermore, prospective private investors both from local and abroad who would be interested in investing money for the development of this sector in the country.

Threats. Uncontrolled and unsystematic growth of tourism will lead to troubles of pollution, environmental and ecological hazards and cultural degradation. Over emphasis on tourism alone may lead to economic recession in periods of down turn, losing competitiveness to other countries. Similarly other countries may offer significantly better services, if action is not taken to remove weaknesses.

Recent Initiatives to Grab Vision 2020 of Bangladesh Tourism

To harvest the opportunity of vision 2020 Government, National tourism Organization (NTO) and private sectors already have taken remarkable development activities. Meanwhile government has formed Tourism Board and National Tourism Policy 2010, enacted Law on Tourism Protected Area and Exclusive Tourist Zone 2010, familiarized country branding and slogan in different organizations and its proper publicity through media, and prepared a list of the existing hotels, motels, rest houses, guest houses etc (both in govt. and private sector) in the country.

The Government of Bangladesh has included the following projects in Annual Development Program (ADP) for the fiscal year 2011-2012: (a) Development of Tourism Facilities in Different Places of Bangladesh (Moulavibazar, Jaflong, Kantajee and Dinajpur) is under implementation. The construction of two components under this package project (Kantajee and Dinajpur) have already been completed, (b) development of Tourism Facilities at Chapainababganj, Kishoreganj, Rajshahi and Rangpur is under implementation. The construction of all components under this package project is going on, (c) construction of a New Parjatan Motel at Motel Shaikat Compound in Chittagong and Horizontal Extension of Hotel Shaibal at Cox's Bazar" has been approved by the government. The drawing and design of the project has already been completed and (d) construction of a new Parjatan Motel at Rangamati" is under implementation under Chittagong Hill Tracts Development Assistance.

Besides these, few more projects are coming up within a very short period of time by the direct initiatives of the government. These include: (a) construction of International Standard Tourism Centre for Multi-purpose use at Tungipara of Gopalgonj, (b) construction of Watch Tower at Kuakata, (c) creation of tourism facilities near Bangabandhu Shetu (d) construction of Parjatan Bhaban at Sher-e-Bangla Nagar, Agargaon, Dhaka, (e) development of tourism facilities near Bhairab Shetu of Kishoregonj and Shindurmati of Lalmonirhat along with creation of tourism facilities at

five different places of Bangladesh, (f) construction of Bangabandhu Chinta Nibash at Monpura of Bhola, (g) creation of tourism facilities at Panchagar, (h) creation of tourism facilities at Nijhumdip of Noakhali, (i) horizontal extension of Parjatan Hotel Poshur at Mongla and Parjatan Hotel Netong at Teknaf and (j) creation of Tourism Facilities near proposed Padma Bridge.

Bangladesh Parjatan Corporation the only NTO has established some tourism facilities from 1995-96 upto 2010-2011 fiscal years. Among these projects– the extension of 3rd floor in Hotel Abokash at Mohakhali, Parjatan Motel Sylhet, Kuakata, Teknaf, Mongla, Dinajpur, Madhubkundo, Tungipara in Gopalganj, Sagardari and Benapole in Jessore, Mujibnagar, Hill districts such as Bandarban, Khagrachari, Bogra and above all Kuakata 2nd Motel and Youth Inn are noticeable.

BPC has also taken self-financed development activities. These include: (a) construction of Jhinuk Market at Cox's Bazaar, (b) repair and renovation works of Motel Upal, Cox's Bazar and suite rooms of Rajshahi Motel, (c) repair, renovation and maintenance works of M.L Shalook Water Vessel, (d) construction of boundary wall of Joy Restaurant at Savar, (e) construction of duty free shops at Departure and arrival lounges of Osmani International Airport, Sylhet, (f) repair and renovation works of NHTTI Building at Mohakhali, Dhaka, (g) beautification of Rangamati Hanging Bridge and its protection from erosion, (h) introduction of 50% discount on BPC's accommodation facilities for freedom fighters of Bangladesh as per instruction of the Hon'ble Prime Minister, (i) introduction of 50% discount on BPC accommodation facilities for disabled persons of the country, and (j) installation of Ramps at the entrance of BPC's all hotels, motels for smooth movement of the disabled persons.

In addition, as many as 33 projects have been identified for implementation through Public Private Partnership (PPP) basis.

Action Plan

To make certain utmost gain from this analysis the vision 2020 should target: (a) to achieve an annual expected growth rate in foreign tourist arrivals and growth in domestic tourists, (b) to increase earnings from tourism at a significant rising rate yearly, (c) to innovate and promote new tourism product/destination every year (d) to add required hotel rooms in star categories every year, (e) to create employment opportunities every year.

Accordingly for the formulation of effective strategy to boost up the tourism potentials in Bangladesh, the concerned authorities from both public and private sectors are: (a) to elevate tourism as the economic and employment priority of the country by using tourism as the vehicle of growth for physical, social and economic development, (b) to promote

sustainable tourism development with focus on conservation and preservation of heritage, (c) to enact proper legislation to sustain the industry and to regulate tourism activities through Government, and industry players, (d) to develop infrastructure through private sector and private-public partnership, (e) to develop and promote tourism products with continuous focus on backwaters, performing arts, pilgrim centers, cuisines and eco-tourism, (f) to ensure quality services in all areas of tourism in the form of regulation, classification and monitoring, (g) to create sufficient quality human resources in the field of tourism and strengthen the institutional mechanism, (h) to explore and develop new markets for tourism products at domestic and international levels, (i) to conserve and preserve the unique cultural heritage of the country, (j) to develop and promote souvenir, handicrafts, artifacts and shopping industry, and (k) to ensure the safety and security of tourists.

Conclusion

It is known that Bangladesh has an immense potential for the development of a sustainable tourism industry owing the significant and diverse natural, geographical, historical and cultural heritage assets. But considering the modest share in the world tourism market even in the regional markets and the concentration of tourism activity in the country, it seems that a large part of this inherent tourism potential remains unutilized. The desirable levels of tourism development in the country as a whole have not yet been achieved.

To sum up, Bangladesh today is a country at the crossroads in global market. The country is moving towards the 21st century while still maintaining a link with the past. Bangladesh is a country whose sights and sounds will delight a visitor and keep the visitor returning again and again to this land of green mosaic.

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Appendix

Summary Output 01: Projected Values based on 1991-1995 Period

Regression Statistics							
Multiple R					0.956613		
R Square					0.915109		
Adjusted R Square					0.886812		
Standard Error					6429.629		
Observations					5		
ANOVA							
	df	SS	MS	F		Significance F	
Regression	1	1.34E+09	1.34E+09	32.33938		0.010778	
Residual	3	1.24E+08	41340131				
Total	4	1.46E+09					
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	94683.5	6743.452	14.04081	0.000782	73222.83	116144.2	73222.83	116144.2
Year	11562.5	2033.227	5.686772	0.010778	5091.863	18033.14	5091.863	18033.14

Ŷ=a+bx, Where a=Y intercept, i.e. the minimum no of tourist arrival even if time period is x=0
For prediction of year 2000, Coded value of X = 10   [210308.5]
For prediction of year 2020, Coded value of X = 30   [441558.5]

Summary Output 02: Projected Values based on 1991-2000 Period

Regression Statistics							
Multiple R					0.958019		
R Square					0.917801		
Adjusted R Square					0.907526		
Standard Error					9157.793		
Observations					10		
ANOVA							
	df	SS	MS	F		Significance F	
Regression	1	7.49E+09	7.49E+09	89.32466		1.29E-05	
Residual	8	6.71E+08	83865174				
Total	9	8.16E+09					
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	101501.7	6255.964	16.2248	2.09E-07	87075.46	115928	87075.46	115928
Year	9529.048	1008.24	9.451172	1.29E-05	7204.043	11854.05	7204.043	11854.05

Ŷ=a+bx, where a= Y intercept, i.e. the minimum no of tourist arrival even if time period is x=0
For prediction of year 2005, Coded value of X=15   [244437.42]
For prediction of year 2020, Coded value of X=30   [387373.14]

Summary Output 03: Projected Values based on 1991-2005 Period

Regression Statistics							
Multiple R					0.934205		
R Square					0.87274		
Adjusted R Square					0.862951		
Standard Error					17043.06		
Observations					15		
ANOVA							
	df	SS		MS	F	Significance F	
Regression	1	2.59E+10		2.59E+10	89.1529	3.49E-07	
Residual	13	3.78E+09		2.9E+08			
Total	14	2.97E+10					
	Coefficients	**Standard Error**	**t Stat**	**P-value**	**Lower 95%**	**Upper 95%**	**Lower 95.0%**	**Upper 95.0%**
Intercept	101531.3	9260.485	10.96393	6.12E-08	81525.27	121537.4	81525.27	121537.4
Year	9616.925	1018.518	9.442081	3.49E-07	7416.552	11817.3	7416.552	11817.3

Ŷ=a+bx, where a= Y intercept, i.e. the minimum no of tourist arrival even if time period is x=0
For prediction of year 2010, Coded value of X=20   [293869.8]
For prediction of year 2020, Coded value of X=30   [390039.1]

Summary Output 04: Projected Values based on 1991-2010 Period

Regression Statistics							
Multiple R					0.824062		
R Square					0.679079		
Adjusted R Square					0.66125		
Standard Error					47968.12		
Observations					20		
ANOVA							
	df	SS		MS	F	Significance F	
Regression	1	8.76E+10		8.76E+10	38.08855	7.95E-06	
Residual	18	4.14E+10		2.3E+09			
Total	19	1.29E+11					
	Coefficients	**Standard Error**	**t Stat**	**P-value**	**Lower 95%**	**Upper 95%**	**Lower 95.0%**	**Upper 95.0%**
Intercept	89648.46	22282.7	4.023231	0.000797	42834.24	136462.7	42834.24	136462.7
Year	11479.93	1860.124	6.171593	7.95E-06	7571.952	15387.9	7571.952	15387.9

Ŷ=a+bx, where a= Y intercept, i.e. the minimum no of tourist arrival even if time period is x=0
For prediction of year 2020, Coded value of X=30   [434046.4]

Summary Output 05: Projected Earnings based on 1991-1995 Period

Regression Statistics							
Multiple R					0.973663		
R Square					0.948019		
Adjusted R Square					0.930692		
Standard Error					71.72461		
Observations					5		

ANOVA							
	df	SS		MS		F	Significance F
Regression	1	281467.7		281467.7		54.71321	0.005111
Residual	3	15433.26		5144.42			
Total	4	296901					

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	90.61	75.22541	1.204513	0.314751	-148.791	330.0108	-148.791	330.0108
Year	167.77	22.68131	7.396838	0.005111	95.58794	239.9521	95.58794	239.9521

Ŷ=a+bx, where a= Y intercept, i.e. the minimum amount of earnings even if time period is x=0

For prediction of year 2000, Coded value of X=10   [1768.31]
For prediction of year 2020, Coded value of X=30   [5123.71]

Summary Output 06: Projected Earnings based on 1991-2000 Period

Regression Statistics							
Multiple R					0.938272		
R Square					0.880354		
Adjusted R Square					0.865398		
Standard Error					367.4515		
Observations					10		

ANOVA							
	df	SS		MS		F	Significance F
Regression	1	7947823		7947823		58.86376	5.89E-05
Residual	8	1080165		135020.6			
Total	9	9027988					

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-242.513	251.0172	-0.96612	0.362277	-821.36	336.3334	-821.36	336.3334
Year	310.3824	40.45508	7.672272	5.89E-05	217.0928	403.672	217.0928	403.672

Ŷ=a+bx, where a= Y intercept, i.e. the minimum amount of earnings even if time period is x=0

For prediction of year 2005, Coded value of X=15   [4413.223]
For prediction of year 2020, Coded value of X=30   [9068.959]

Summary Output 07: Projected Earnings based on 1991-2005 Period

Regression Statistics							
Multiple R					0.971136		
R Square					0.943105		
Adjusted R Square					0.938728		
Standard Error					333.8923		
Observations					15		
ANOVA							
	df	SS		MS		F	Significance F
Regression	1	24023769		24023769		215.4906	1.8E-09
Residual	13	1449293		111484.1			
Total	14	25473062					

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-184.403	181.4231	-1.01643	0.327971	-576.344	207.5377	-576.344	207.5377
Year	292.915	19.95388	14.6796	1.8E-09	249.8072	336.0227	249.8072	336.0227

Ŷ=a+bx, where a= Y intercept, i.e. the minimum amount of earnings even if time period is x=0
For prediction of year 2010, Coded value of X=20   [5673.897]
For prediction of year 2020, Coded value of X=30   [8603.047]

Summary Output 08: Projected Earnings based on 1991-2010 Period

Regression Statistics							
Multiple R					0.960581		
R Square					0.922717		
Adjusted R Square					0.918423		
Standard Error					680.0898		
Observations					20		
ANOVA							
	df	SS		MS		F	Significance F
Regression	1	99400176		99400176		214.909	1.89E-11
Residual	18	8325398		462522.1			
Total	19	1.08E+08					

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-785.341	315.9231	-2.48586	0.022973	-1449.07	-121.611	-1449.07	-121.611
Year	386.6186	26.37275	14.65978	1.89E-11	331.2115	442.0257	331.2115	442.0257

Ŷ=a+bx, where a= Y intercept, i.e. the minimum amount of earnings even if time period is x=0

For prediction of year 2020, Coded value of X=30   [10813.22]