PREFACE

Bangladesh as a nation may have come into existence only recently. But its culture and traditions go back to many centuries in the past. It has a very rich cultural heritage in all aspects such as literature, folklore, music, religion, fairs, festivals, history, monuments and architectural designs and these are continuing to be practiced even today. Besides, the country is endowed with natural characteristics like massive river systems, forests, sea beaches, small hills and the people with high calibre and artisanship. In short, Bangladesh as a tourist attraction has many things to offer to anyone who is interested in enjoying cultural heritage, natures, pristine beauty and people’s genius with a tradition of advanced culture. Regrettably, Bangladesh is at the low end in the international tourist map. Fewer tourists visit Bangladesh than the neighbouring countries in South Asia.

Tourism industry in Bangladesh is facing a lot of marketing problems and no comprehensive investigation has been made to identify the same. It is, therefore, felt worthwhile to undertake a detailed study on the marketing of tourism industry in Bangladesh with a view to identifying the present marketing problems and suggesting measures necessary for its proper growth and development. All possible attempts have been made in this study to diagnose the ills from which tourism industry has been suffering and prescribe the policy measures which can ensure reforms and development of the same. The study uses both the descriptive and analytical methods to present the logics and judgements systematically. The industry requires development of new attractions and introduction of massive promotion. Moreover, tourism sector can succeed only when all its supplements
and infrastructure such as transport, communication, accommodation, hospitality, facilities etc are equally well-developed.

As a patriotic national of Bangladesh, this researcher is quite concern about the low development of the country’s tourism industry inspite of its high potential as a great tourist attraction point. When, therefore, an opportunity came in the form of a scholarship for the Ph.D degree granted by the Government of India, it was inevitable to choose the topic “Marketing of Tourism Industry in Bangladesh: An Empirical Study of Performance and Strategies” for detailed study.

The study is a humble but organized effort to promote and improve Bangladesh’s tourism. As a Ph.D thesis, it would have the academic rigour of methodology, logic and results. It is hoped that the concerned authority in Bangladesh would find the study of some help in improving the status of tourism industry in the country.

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