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## Role of Tour Operators for Promoting Bangladesh as a Tourism Destination

Kazi Ahmed Farhan\*

*Abstract: Tourism industry has such a great importance around the world in terms of promoting the destination. Tour operators can play a very good role to promote the destination. The core objective of this study is to measure the favorability of the tour operators while tourists are going to have a tour. Primary data are used to find out the favorability. This paper also tries to identify the role that a tour operator should have to play while they provide the service to the tourists and to make some recommendations on that regard.*

### Introduction

Tourism is no doubt a growing industry all over the world. Tourism is not a new concept rather most of the countries of all over the world have given extra care to nurture, maintain, control and promote the tourism destination. Bangladesh has great tourism potentiality in terms of its large and attractive natural resources like beaches, scenic beauty, tribal culture, special events and festivals, religious and historical places, forests and wild life, hills, resorts, and so on. (Hasan, 1988)

Bangladesh having various kinds of natural variations e.g., hilly areas, sea beaches, mangrove forest and many historical places, has a huge potential in the scenario of world tourism (Islam, 2006). But the necessary basic structure for attracting the inbound and outbound tourists is yet to be developed. Multifaceted problems are causing the frustrating scenario of the country's tourism sector. Whereas the neighboring countries like India, Sri Lanka, Maldives and Nepal attract substantial number of tourists every year and thus generates huge amount of foreign currencies. In Bangladesh, insufficient infrastructural development at various tourist spots, lack of proper facilities for the tourists, scarcity of skilled and professional tour service providers and poor promotional programs are responsible for the lower response from the inbound and outbound tourists. Therefore, the target customers are not being properly addressed and thus the tourism sector in Bangladesh is not flourishing in that pace as expected. Integrated tourism has been treated as an industry and termed as a thrust sector in industrial policy of 1999 (Islam, 2006). But Bangladesh could not develop its various tourist destination sufficiently attractive. The paper thus looks at different behavior pattern of the tourist and examines the role of a tour operator to promote Bangladesh as a tourism destination.

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\* Lecturer, School of Business, Ahsanullah University of Science And Technology, Dhaka, Bangladesh

### Objectives of the Study

The study attempts to analyze the role of tour operators for promoting Bangladesh as a tourism destination. The detailed objectives are as follows:

- To examine the role of tour operators for promoting Bangladesh as a tourism destination.
- To understand the behavior of the tourists from the tour operator.
- To analyze the satisfaction level of tourists with respect to various amenities and support services provided by tour operators.

This paper is an outcome of an exploratory research as in there has been no such study in this particular area in Bangladesh. But some relevant literatures are available.

For measuring the satisfaction of today's tourists visiting Bangladesh, it is important to realize that the level of tourists' satisfaction is not the result of any single factor. Rather, it is the product of joint effects of a number of components like the natural beauty, attractions, facilities, hotel rooms/beds, foods, transport services, local people and their way of life, accompanying guides, historical relics, social and cultural events, information materials, prices of services, and so on. As such, a total number of sixteen tourism related components have been presented to the seventy tourist respondents to document their responses on different dimensions of five point rating scale ranging from 1 to 5 on each component. Beside this, entrepreneurs and employees of several tour operators have also been interviewed in this regard.

### Methodology of the Study

The detail of methodology of the study is given below:

- Type of research design: Descriptive Research Design
- Information needs: Quantitative Information
- Data collection from secondary sources.
- Data collection from primary sources: Respondents are tourists
- Scaling technique: Non-comparative Scaling Technique (5 point Likert Scale)
- Questionnaire development and pre-testing: After developing the questionnaire, the author has pre-tested the questionnaire on 30 respondents and found some caveat. Then after correcting them, the author finally conducted the survey.
- Questionnaire design: Structured question (Scales and Multiple questions)



- Sampling technique: Non-probability Sampling Technique (Convenience Sampling)
- Sample size: 70 respondents
- Field work: Data collected by one person
- Analysis: Factor Analysis

## Literature Review

Tour operators have a significant role to play in tourism business. A tourist is handled by the tour operator. He/she takes the tourist here and there, explains things, and projects the country as a whole to the tourist. Thus the tourist may carry many happy memories with him/her about the destination. Tour operators are also very careful in making their customers satisfied and creating positive attitudes towards their services (*Hossain, 2002*). About 40 private tour operators have already been engaged in tourism marketing in Bangladesh. Some of them conduct only domestic (inbound) tours and others offer both domestic and outbound tours. Thirty two such private tour operators have an association named “Tour Operator Association of Bangladesh (TOAB)” to carry out their activities more efficiently, press the Bangladesh Parjatan Corporation (BPC) and the government for the realization of justified rights, and promote the country’s tourism jointly.

It is the task of the tour operators to provide quality service for inbound and outbound tourists. Tourists expect the service elements to demand their expectations with full satisfactions (*Yourtseven, 2000*). Regardless of the type of tourism management tool used, the authentic qualities of the destination and community need to be preserved to keep the local identity of the destination. (*Tasci, et al., 2004*)

International tourism industry comprises of various sub-functions of overall tourism industry in forms of transportation, food, lodging and security in some cases. Attractiveness of the spot, historical aspects and entertainment facilities are also major actors for tour attractions. It is required to provide a basket of services in all those fields in order to satisfy customers (*Neal, 2003*). For providing maximum level of customer satisfaction, it is necessary to understand what the customers really want. Various tour organizations thus adopt offensive strategy which involves providing consumers variety of services.

Destination will not attract the tourists without an efficient and effective transportation system. To become a “destination”, a destination needs to be easily accessible. Transport is the cause and the effect of the growth of tourism.

Accommodations can be found in many shapes and sizes. This task often begins long before reservations are made or guests arrive. Accommodation plays a functional role by providing the facilities that make travel convenient and comfortable. Hall (1995) regarded accommodation as one of the more critical components on the demand side as accommodation has a major influence on the type of visitors who come to a destination. *Cooper et. al.* (1996) suggested accommodation provides an essential support services to satisfy the wider motivation that brought the visitor to the destination.

Food and beverage obviously play a major role in tourism. Therefore services related to food and beverages are very crucial. The required and preferred food and beverage items in destinations vastly depend on the cultural and geographic background of the guests (*MacDonald, 1997*). Food and beverage are vital components of the tourism experience, and are increasingly being seen as prime travel motivators in their own right.

Safety and security are vital to providing quality in tourism finally affect in tourists destination selection. More than any other economic activity, the success/failure of a tourism destination depends on being able to provide a safe and secure environment for visitors.

People have always been attracted to new, unusual, or awe-inspiring attractions and events in every corner of the world. Attractions are similar in some ways to live entertainment alternatives. Visiting attractions or enjoying entertainment opportunities requires travelers to make choices about how they will use their leisure time. Some attractions are planned around historic sites and natural settings while others are designed and constructed around planned activities, themes and events.

It is the tourists' satisfaction that affects their decision relating to whether they will stay for longer period or not, take some services or not, visit the place again or not, and recommend their friends/relatives to visit the place or not. The tour operator in Bangladesh should arrange its tourism components in a way to ensure tourists' satisfaction and growth of the industry. The tour operator should calculate the tourists' satisfaction by having the post visit survey. The post visit survey will definitely help the tour operator to understand how they are performing to the tourists.

### **Tourism**

Tourism may be defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding

environments that are involved in the attracting and hosting of visitors. Tourism is the travel for recreational, leisure or business purposes. Tourism is an important export earning source for 83% of the developing countries and it is the main export item for one third of them (*The Independent, 2003*). The World Tourism Organization (UNWTO), in one of its publications, revealed that tourism sector accounts for 7.9% of world export earnings (*Mondal, 2003*). The income of tourism sector is 37% of the income from global service sector exports (*The Independent, 2003*).

### **Tourists**

According to the World Tourism Organization (UNWTO), "Tourists are the people who are traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

### **Benefits of Tourism<sup>1</sup>**

Tourism has some certain benefits which can help Bangladesh to promote its image as a tourism destination though it is a third world developing country. The benefits are given below:

#### *Social Benefits*

- Brings in outside dollars to support community facilities and services that otherwise might not be developed.
- Encourages civic involvement and pride.
- Provides cultural exchange between hosts and guests.
- Encourages the preservation and celebration of local festivals and cultural events.
- Facilities and infrastructure developed for tourism can also benefit residents.
- Encourages the learning of new languages and skills.
- Tourism related funds have contributed towards schools being built in some areas.

#### *Environmental Benefits*

- Fosters conservation and preservation of natural, cultural and historical resources.
- Encourages community beautification and revitalization.
- Could be considered a clean industry.

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<sup>1</sup> Quoted from Hridaye Parjatan by Mohammad Ahsanullah



### *Economic Benefits*

- Helps diversify and stabilize the local economy.
- Provides governments with extra tax revenues each year through accommodation and restaurant taxes, airport taxes, sales taxes, park entrance fees, employee income tax etc.
- Creates local jobs and business opportunities. These include those jobs directly related to tourism (hotel and tour services) and those that indirectly support tourism (such as food production and housing construction).
- The multiplier effect:
  - Brings new money into the economy. Tourist money is returned to the local economy as it is spent over and over again.
  - Helps attract additional businesses and services to support the tourist industry.
    - Tourist multiplier effect
- Is labor-intensive.
- Earns valuable foreign exchange.

### **Tourism Performance Worldwide**

The mobility of tourism trade is booming globally. The revolutionary development of transport and communication, introduction of speedy and comfortable air-transport at a relatively cheaper fare, promising affluence of the people in the developed countries, increased paid holidays of the working class people, development of internal road transport system of the destination countries, etc. are primarily responsible for the huge and spectacular growth in tourist movements worldwide.

Today, tourism has emerged as the most important industry in the world and it is contributing a lot in connection with socio-economic development of the world. The contribution of tourism in the individual as well as global perspectives is really astounding. Tourism business is essential to economies because of the direct effect on employment, the balance of payment, and society in terms of educational and cultural benefits (*Gilbert, 1989*). It is making contribution to foreign exchange earnings, providing employment opportunities, mobilizing resources, creating a large multiplier effect in the national economy, helping develop other related sectors in the destination country, and bringing peace and solidarity in the world.

The flow of tourism around the world is assuming dramatic proportions. The following table shows the performance of the tourism sector worldwide in terms of tourist movements:



**Table 1: Tourist Movements Worldwide**

Year	Tourist Movement
2000	687 Million
2005	808 Million
2010	940 Million

Compiled from: World Tourism Organization ([www.unwto.org](http://www.unwto.org))

Table 1 shows the trend of tourist's movements worldwide. In the world, the tourist movement has been increased significantly. In 2000, the movement was 687 million. It went 808 million in 2005. In 2010, the movement is 940 million. So, it can be easily said that the people want to visit new places.

International tourism has emerged as the most outstanding business in many destination of the 21<sup>st</sup> century. It has already become the largest business in the world (*Waters, 1987*). It is one of the most dynamic invisible export sectors that makes vital contribution to the economic growth of a country. Tourism also leads to transference of purchasing power from one country to another as well as from one region to another of a country (*Talukder, 1984*). It can be the life blood of developing nations by bringing valuable foreign exchange while exploiting a country's resources without depleting them (*Kale and Weir, 1986*). Many developing countries of the world have already improved their standard of living through the means of tourism (*Bhuiyan, 1994*). They depend upon tourism as a main source of foreign exchange. Tourism is the main source of foreign exchange earnings of those countries. As a result, tourism has come to receive a special attention of governments and entrepreneurs there. The role of tourism in the national economy can be assessed by measuring the contribution from tourist receipts to national incomes (*Talukder, 1984*). The following table shows the world performance in terms of revenue earnings from this sector against tourist movements:

**Table 2: Earnings/Turnover from Tourism**

Year	Billion US \$	Year	Billion US \$
2000	476	2006	N/A
2001	463	2007	856
2002	480	2008	918
2003	524	2009	N/A
2004	623	2010	924
2005	N/A		

Compiled from: World Tourism Organization ([www.unwto.org](http://www.unwto.org))

N/A = Data Not Available

“During the period 1950-97, earnings from tourism increased 211 times. In 1950, the global tourism earning was US\$ 2 billion 100 million and the same stood at 443 billion 265 million US\$ in 1997 (Saleh, 1999)”. During 1999, this sector generated a total amount of foreign exchange earnings of 455 billion US\$ (Shamim, 2000) which was the single largest export earnings in the world (The Daily Sangbad, 2000), surpassing even the trade in oil and manufactured goods. Meanwhile, during 2000, the worldwide foreign exchange earnings were 475.80 billion US\$ (Hossain, November 18, 2001). The foreign exchange earnings throughout the world during the year 2010 stood at 924.00 billion US Dollar. Thus, the income from tourism activities in different countries of the world has been growing steadily over the years. UNWTO’s forecast shows that the earnings of this sector will be 2 Trillion US\$ year by 2020. Therefore, tourism industry has gained the recognition as the single largest industry in the world and this sector is continuing to grow day by day.

### **Tourism Performance in Bangladesh**

**Table 3: Tourist Arrivals in Bangladesh**

<b>Year</b>	<b>Tourists Arrival ('000)</b>	<b>Growth Rate (in %)</b>	<b>Earnings from tourism (in Lakh Tk)</b>
2000	199211	(+) 15	26,270
2001	207199	(+) 4	26,538
2002	207246	(+) .02	33,126
2003	244509	(+) 18	33,100
2004	271270	(+) 11	39,676
2005	312575	(+)15	44,939
2006	343590	(+)10	55,306
2007	397410	(+)16	52,651
2008	468951	(+18)	61,245
Average Growth Rate +9%			

Source: Bangladesh Parjatan Corporation (BPC), 2009 ([www.parjatan.gov.bd](http://www.parjatan.gov.bd))

Table 3 shows that the number of tourist arrivals in Bangladesh has increased to 397,410 in 2007 from 113,242 in 1991 which shows an average annual growth rate of 9 percent. The tourist arrivals increased in 2003 by 18 percent and 16 percent in 2007 over the preceding year. In general, the statistics show a very good and positive trend. This rate can be considered very high for those countries that have already matured in the market, but for a new market entry, like Bangladesh, the above growth rate is not very impressive.

Table 4: Foreign Exchange Earnings from Tourism &amp; Other Travels (2001-2010)

Year	Total Foreign Exchange Earnings (Million BDT)	% Change
2001	2653.80	1.02
2002	3312.60	24.82
2003	3310.00	-0.08
2004	3967.56	19.87
2005	4493.89	13.27
2006	5530.65	23.07
2007	5265.19	-4.80
2008	6124.52	16.32
2009	5762.24	-5.92
2010	5562.70	-3.46

Source: Bangladesh Bank

N.B: All figures of 2010 are provisional.

Table 4 shows the year wise comparison of foreign exchange earnings from tourism and other travels. In 2001, the total earning was 2653.80 million BDT. In 2002, 2004, 2005, 2006 and 2008, the trend was positive and in 2003, 2007, 2009 it went down significantly.

### Tour Operator

A tour operator typically combines tour and travel components to create a holiday. The most common example of a tour operator's product would be a flight on a charter airline plus a transfer from the airport to a hotel and the services of a local representative, all for one price. Generally Tour Operators make the tour in Bangladesh comfortable and enjoyable by providing everything like:

Tour Packages	Hotel Reservation	Meetings, Incentive Travel, Conventions and Exhibitions (MICE)
Land Transportation	River Cruise	Cycling
Arranging Jungle Safari	Bird Watching	Fish Catching
Rail Travel	Religious Tour	Special media & photographic tour
Health Tourism	Language Guide	Special Buddhism Culture tour



To better organize and control the tour operators there is an association named “Tour Operators’ Association of Bangladesh”. The present number of tour operator members is 141.

Tour operators cannot alone promote tourism for Bangladesh. For this, they will certainly need the help of some other parties also. There are several parties who are working jointly to promote tourism in Bangladesh. They are Ministry of Civil Aviation and Tourism, Bangladesh Parjatan Corporation, Association of Travel Agents of Bangladesh (ATAB) etc. Coordinated efforts by them certainly help to promote tourism in Bangladesh.

### **SWOT Analysis of Tour Operators’ Industry<sup>2</sup>**

#### **Strength**

- Lots of visitors are from inbound, so they can be communicated easily.
- Bangladesh is small country, so it is easy to move from one place to another.
- The cost of living is not too high.

#### **Weakness**

- Lack of government support.
- Tourism industry lacks marketing professionalism, which is severely crippling the industry’s inbound tourism growth.
- Lack of knowledge about the demand, supply and competitors in the Bangladeshi tourism business.

#### **Opportunities**

- Inbound people are interested to visit new places.
- Bangladesh is a fairly new and rarely visited inbound tourist destination, which can attract an adventure searching tourist market.

#### **Threats**

- Political vulnerable may hamper tourism business.
- Climate change throughout a year, so people are little interested to visit.
- Global warming can affect the inbound travel market in Bangladesh, as the country is one of the ten most vulnerable countries to a rise in sea level.

### **Factors, Hypothesis and Findings**

Respondents were asked to find the most appropriate (out of sixteen), which they consider most important for the tour operator to promote Bangladesh as a tourism destination.

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<sup>2</sup> Quoted from Hridaye Parjatan by Mohammad Ahsanullah



**Table 5: Factors considered for understanding the role of tour operators to promote Bangladesh as a tourism destination**

Factors			
1.	Tour Operator's offer	9.	Transportation by Tour Operator
2.	Price of Tour Operator	10.	Hygenity of foods and drinks by Tour Operator
3.	Knowledge of Tour Operator	11.	Accommodation by Tour Operator
4.	Knowledge transfer from Tour Operator	12.	Actual history regarding tourism destination
5.	Attractive presentation by Tour Operator	13.	Better presentation by Tour Operator
6.	Cooperation of Tour Operator	14.	Promotional material by Tour Operator
7.	Customer satisfaction by Tour Operator	15.	Quality service providing by Tour Operator
8.	Security by Tour Operator	16.	Image building by Tour Operator

**Hypothesis used:**

Alternate Hypothesis – Tour Operators have significant role to play for promoting Bangladesh as a tourism destination.

Null Hypothesis – Tour Operators have no role to play for promoting Bangladesh as a tourism destination.

KMO test and Bartlett's Test of Sphericity are used to test the hypothesis.

**Table 6: KMO & Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.592
Bartlett's Test of Sphericity	Approx. Chi-Square	247.460
	Df	120
	Sig.	.000

The result of KMO test is .592. So, it can be said that factor analysis was appropriate. On the other hand, Bartlett's Test of Sphericity has the chi square score 247.460, degrees of freedom is 120 and this test is significant at 0.000. This all point that the null hypothesis is rejected.

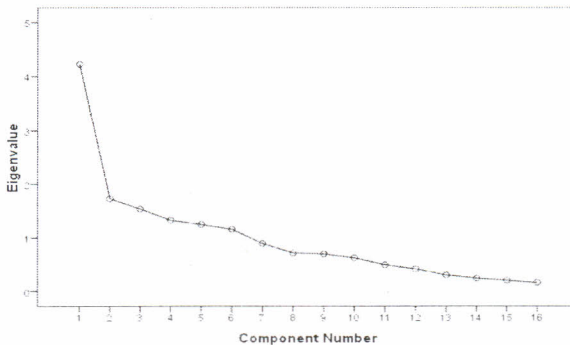
**Table 7: Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.225	26.409	26.409	4.225	26.409	26.409	2.389	14.932	14.932
2	1.732	10.826	37.235	1.732	10.826	37.235	2.136	13.350	28.282
3	1.540	9.624	46.860	1.540	9.624	46.860	1.817	11.359	39.641
4	1.328	8.298	55.158	1.328	8.298	55.158	1.705	10.656	50.297
5	1.249	7.807	62.965	1.249	7.807	62.965	1.699	10.621	60.918
6	1.161	7.255	70.220	1.161	7.255	70.220	1.488	9.302	70.220
7	.896	5.598	75.818						
8	.717	4.484	80.302						
9	.698	4.361	84.662						
10	.625	3.904	88.566						
11	.496	3.098	91.664						
12	.417	2.609	94.273						
13	.307	1.917	96.190						
14	.245	1.532	97.722						
15	.203	1.271	98.993						
16	.161	1.007	100.000						

Extraction Method: Principal Component Analysis.

The Eigenvalue is over 1 when there are 6 components or factors. The Cumulative percentage of variance also shows 70.220% for 6 factors. So it is reasonable to take six factors (components). The screeplot states the same result.

Scree Plot



**Figure 1: Screeplot**

But which variables belong to which factor, can be understood by analyzing rotated component/ factor matrix.

**Table 8: Rotated Component Matrix (a)**

	Components					
	1	2	3	4	5	6
Tour Operator Offer	.229	.407	.058	.147	.576	.156
Price of Tour Operator	.071	.754	.339	.253	-.128	.040
Knowledge of Tour Operator	.782	-.038	-.095	.226	.114	.006
Knowledge Transfer from Tour Operator to Tourist	.454	.312	-.072	.046	.218	.548
Attractive Presentation by Tour Operator	.031	.172	.065	.800	.252	-.038
Cooperation of Tour Operator	.086	.306	.596	.096	.111	.324
Customer Satisfaction by Tour Operator	.166	.310	.337	.321	-.156	.535
Security by Tour Operator	-.077	.032	.196	.143	.747	-.209
Transportation by Tour Operator	.499	-.079	-.019	.031	.630	.139
Hygenity of Food & Drinks by Tour Operator	-.046	-.042	.896	.028	.197	.041
Accommodation by Tour Operator	.515	.359	.189	-.499	.321	.046
Actual History providing by Tour Operator	.665	.158	.551	-.018	-.200	-.155
Better Presentation by Tour Operator	.381	-.033	.083	.692	.064	.005
Promotional Material by Tour Operator	.141	.180	-.102	.154	.063	-.820
Quality Service Providing by Tour Operator	.587	.426	.101	.163	.130	.073
Image Building by Tour Operator	.059	.840	-.058	-.116	.171	-.045

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

It seems Knowledge, Accommodation, Actual History and Quality Service Provider make FACTOR 1; FACTOR 2 consists with Price, Promotional Material and Image Building; Cooperation, Hygenity of Foods and Drinks make Factor 3; Factors 4 consists with Attractive Presentation of Destination, Better Presenter; Operator Offer, Security and Transportation make Factor 5; lastly Factor 6 contains Knowledge Transfer and Customer Satisfaction. So the name and variables assigned to the 6 factors are given below -

#### TOUR OPERATOR'S ABILITY (Factor 1)

1. Knowledge of Tour Operator
2. Accommodation by Tour Operator

3. Actual History providing by Tour Operator
4. Quality Service Providing by Tour Operator

**TOUR OPERATOR'S OFFERS (Factor 2)**

1. Price of Tour Operator
2. Promotional Material used by Tour Operator
3. Image Building by Tour Operator

**TRUST-WORTHYNESS OF TOUR OPERATOR (Factor 3)**

1. Cooperation by Tour Operator
2. Hygenity of Foods and Drinks by Tour Operator

**TOOS & TECHNIQUES OF TOUR OPERATOR (Factor 4)**

1. Attractive Presentation of Destination by Tour Operator
2. Better Presentation by Tour Operator

**SAFETY & RELIABILITY OF TOUR OPERATOR (Factor 5)**

1. Tour Operator's Offer
2. Security arrangement by Tour Operator
3. Transportation arrangement by Tour Operator

**AFTERMATH OF TOURISM OPERATION (Factor 6)**

1. Knowledge Transfer by Tour Operator
2. Customer Satisfaction by Tour Operator

## **Conclusion**

Bangladesh is yet hopeful to attract a large section of tourists as it does have something special to offer to the tourists. As tourists are now changing their outlook, avoiding popular tourism circuits and heading towards natural and cultural attractions, Bangladesh has bright prospect to attract those nature-lover tourists. With an unexplored natural beauty and cultural objects, the country can expect to become an important destination by adopting effective strategies and by promoting its unexplored and unbeaten natural and cultural attractions.

Tour operators have a very good role to play in this regard. They have to understand the need, want and demand of the tourist so that they can provide the tourists better. They should further direct all their efforts to relocate necessary facilities, develop domestic transport networks, arrange security measures, create good image of the country, undertake enough effective promotional programs, etc.

This study refers that Tour Operator has six roles to play for promoting Bangladesh as a tourism destination. Tour operator must need the ability



to serve the tourists. For this, they have to offer something new, exciting, interesting and unusual which tourists have attraction. Side by side, tour operator has to maintain the trust-worthiness while serving the tourist as tourist relies upon them. Tour operator has to adopt new tools and techniques in order to serve the tourists better. Tourists carry away all the happy and sweet memories with him/her while the tour is over. So, the tour operator needs to try to make the tourist satisfied about the service.

But tour operators cannot do the entire task alone. There are lots of problem in the tourism sector. Tourism industry has been suffering from lack of enough and diversified products, bad image of the country, enough and effective promotional activities, insecurity of movements, etc. Therefore, the concerned authority and the private operators should work hand to hand so that the situation can be improved. Especially, the Ministry of Civil Aviation and Tourism, Bangladesh Parjatan Corporation, Biman Bangladesh Airlines, tour operators, travel agencies, private sector hotels, local authorities and host population should come forward for undertaking an integrated efforts and extending mutual cooperation to popularize Bangladesh tourism both at home and abroad.

Bangladesh does not possess any magic lamp it can not expect an overnight result from this sector. The country requires sincere and relentless efforts from concerned authority for continuous and sustained development and growth of its tourism sector.

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