Economic Prospects and Constraints of Cox’s Bazar
Bangladesh – A Study

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ABSTRACT

Present study mainly examines potential tourism products of Cox’s Bazar (a major tourists’ zone) and its nearer areas, present performance of Bangladesh tourism and prevailing constraints and challenges of the same. The study results reveal that Bangladesh has huge prospects to flourish its economy through tourism and the world recognized heritage ‘Cox’s Bazar’ has many tourism products to attract worldwide tourists’. But due to lack of resource constraints and other reasons government initiatives are not adequate to develop (specially infrastructure) tourism in the country and so, this industry is still unexplored to most potential tourists’ of the world. The study concludes that both government and private interventions are vital to develop and modernize the Cox’s Bazaar (tourist capital of the country) including other potential tourism spots of Bangladesh.

KEYWORDS: Tourism Products, Growth Trend of Tourism, Public and Private Sector Initiatives

INTRODUCTION

Tourism is a growing industry in Bangladesh. Recently, Cox’s Bazar of Bangladesh has been recognized as a rising tourists’ spot among the fastest growing destinations in the world (BPC, 2006). Presently, it holds important position in the competition of world’s natural beauty- new seven wonders (www.new7wonders.com/nature). So, this industry has great potentials both as a foreign exchange earner and provider of job opportunities with the resultant multiplier effect on the country’s economy as a whole (Rahman, 2007). However, the potentials of this sector in Bangladesh still remain unexplored by parties concerned mainly due to poor infrastructure facilities and deterioration of law and order system (corruption and terrorism), whereas this sector in different countries is a major source of revenue, employment generation and poverty alleviation (The News Today February 18, 2008).

Tourism industry in Bangladesh is becoming an emerging issue both for the public and private sector to establish their eligibility for accomplishing a successful business as well as marketing activities development (Akteruzzaman & Ishtiaque 2001 p. 107). Bangladesh is fast emerging as an alluring tourist spot on the global map. It is a land of diverse attractions, bountiful nature and millions of friendly people with more than a millennium of cultural heritage. The country has failed to utilize even 10 per cent of its tourism potential due to lack of sufficient steps and entrepreneurship by the government and private sectors (The Daily Star May 19, 2006). We need to take pragmatic steps including developing our websites to increase international tourist flow to our country. Cambodia has its tourism websites in eight languages; Thailand, Malaysia, Indonesia in 12 languages, and we have ours only in one language, in English. Extensive training, increased government budget and a long-term policy will give a boost to the tourism and hospitality industry that hold tremendous potentials in Bangladesh (The News Today February 18, 2008). San Amalan, the General Manger of Westin Dhaka opined that the number of tourists will mark a rise in Chittagong city if high quality hotels are set up at the port city, known as the commercial hub of
He also expressed the hope that Bangladesh should leave no stone unturned in inviting foreign direct investment (FDI) to develop road communications, construct motels and hotels, renovate old and historical places and monuments and protect mangroves and green areas (Ibid). If the government lifted visa restrictions on citizens of Europe, USA and other western countries, around 20 lakh foreign tourists would visit Bangladesh within next couple of years. To get the enormous benefit of tourism, our government needs to shed its "policy of reciprocity" regarding issuance of visa to foreign nationals. (Hasan, 2006). From the above reviews and discussions, it is seen that the development of the tourism industry has been constrained for many reasons and as a result, it has not been possible to earn the desired amount of foreign currency or to create employment opportunities that this sector could provide.

In recent time, some researches have done on the different issues of tourism industry of Bangladesh such as: tourism management and development, problems and prospects of tourism industry, investment opportunities, role and contribution of tourism in the economy etc. For instance, studies done and reports and newsletter published by (Siddique (2006), Akteruzzaman & Ishtiaque (2001) Hasan (2000) highlight on problems and prospects of Bangladesh tourism. Newsletter published by Embassy of Bangladesh, Stockholm (2007), Khan (2001), evaluate investment opportunities in the tourism industry of Bangladesh, On the other hand research conducted by Sikder Zahed Husain and Hussain Md. Moazzam (1998), discusses and analyzes about tourism management and development of Bangladesh. Weekly Economic Times April 6 2008, BPC (2006), WTTC (2005), Siddique (2003) examines prospects of Bangladesh tourism industry. Mizan Khan and Mahfuzul Haque (BIMSTEC-Japan cooperation in Tourism and Environment: Bangladesh Perspective, May 2007) provide a valuable analysis on Bangladesh’s tourism sector based on SWOT analysis. But so far, no research is done on Cox’s Bazar (tourism capital of Bangladesh) independently to flourish its economic viability as well as constraints. In this regard, this research is an initiative to make up the gap by the researcher.

**Objectives of the Study**

a. To discuss about historical background of Cox’s Bazar Spot as a tourism capital of Bangladesh and its nearer potential tourism products;

b. To analyze the present position as well as performance of tourism industry of Bangladesh in general; and Cox’s Bazar in particular;

c. To evaluate development initiatives and investment opportunities for developing tourism infrastructure with international competitiveness;

d. To identify various constraints and challenges of tourism industry in Bangladesh and finally to suggest some pragmatic and realistic policy measures for meaningful tourism development in Bangladesh

**Study Design**

Present study is a descriptive one drawing on empirical data and a wide range of literature from a variety of disciplines, based on extensive search from various sources. The desk research method has been followed to review the existing literature on the aforesaid area. Secondary materials, like Report of Bangladesh Paryaton Corporation, Tourism Statistics of Bangladesh, 2004, Asian Development Outlook, UNWTO, WTTC Report, the daily news papers, seminar papers, UNCTARD Report-, online databases produced by both academicians, consulting firms and institutions were used to develop the theoretical frame work regarding economic prospects of Bangladesh Tourism Industry and its existing constraints and challenges. Besides, informal interview method was followed to discuss with the administrative officials of some service providing organization in Cox’s Bazaar spot.

**Brief Historical Background of Cox’s Bazar**

Kôksho Bajar or Kôks Bazar is a town, a fishing port and district headquarter in Bangladesh. It is known for its wide sandy beach which is claimed to be the world’s longest natural sandy sea beach (120 km). Miles of golden sands, towering cliffs, surfing waves, rare conch shells, colorful pagodas, Buddhist temples and tribes, delightful seafood--this is Cox’s Bazar, the tourist capital of Bangladesh. The warm shark free waters are good for bathing and swimming while the sandy beaches offer opportunities for sunbathing. Miles of golden sands, towering cliffs, surfing waves,
rare conch shells, colorful pagodas, Buddhist temples and tribes, delightful seafood--this is Cox's Bazar, the tourist capital of Bangladesh. The town is named after lieutenant Cox, who died here in 1798 after he had established a colony of Moth who sought shelter in British territory after the conquest of Arakan by the Burmese. Two third of the population of the town are descendants of these refugees. Having the world's longest (120-km) beach slopping gently down to the blue waters of the Bay of Bengal, Cox's Bazar is the most attractive tourist spot in the country.

The attractive local variety of cigars and handloom products of the Rakhyne tribal families are good buys for the tourists. Their unique customs and costumes attract visitors from home and abroad. Cox's Bazar tourist resort has a mine hole Golf course in addition to varied other tourist facilities. Visits to the fascinating spots at Inani, Himchari, Teknaf, southern most tip of Bangladesh, Buddhist temple at Ramu and nearby islands of Sonadia, Moheshkhali and coral island St. Martin are a memorable experience of a lifetime. Local hotels arrange beachside accessories for the tourists at Cox's Bazar. The beach is the main attraction of the town. Larger hotels provide exclusive beachside area with accessories for the hotel guests. Visitors in other hotels visit the Laboni beach which is the area of the beach closest to the town. Other than the beach there are several places of interest near the town which can easily be visited from town center.

Cox's Bazar of Bangladesh has been treated as a rising tourists' zone to most of the worldwide tourists to enjoy their holidays. Yet, the country fails to attract huge potential tourists and income from home and abroad due to its inadequate infrastructure facilities, social security, corruption and terrorism, etc. The below Chart –1 & 2 show the picture vividly.

Source: Table –1 in Appendix-1

The Above charts show the growth performance of tourist arrivals and income from travel and tourism in Bangladesh over the years. The overall growth trend of tourist arrivals show disappointing picture, except the year 2003. However, in the fiscal year 2006-2007, arrival of foreign tourists in Bangladesh grew by 35% from the previous year (Media Bangladesh, April, 2008). But the actual growth in the last five years is almost nil (Table –1 in Appendix -1). On the other hand, chart-2 reveals the overall growth performance of income from tourism. The period 1998-2002 the growth trend of income/foreign exchange shows very unsatisfactory picture for Bangladesh. But later year’s performance shows satisfactory position except the year 2006. If we compare the SAARC tourist’s arrivals we can easily see the condition of Bangladesh.
In comparison with SAARC countries statistics, Bangladesh’s share from tourism is not up to the mark. The above Chart-3 reveals that in case of international tourist arrivals to SAARC countries, India occupies the first position and second position is occupied by Maldives; Sri Lanka is in the third position, then Pakistan and others. Bangladesh has not been able to reap the full benefits from this sector according to its potentiality. Bangladesh has a host of tourist treasures to offer to international tourists - beaches, lakes, rivers, hills, forests, wildlife, tribal life, archaeological remains, including historical monuments, folklore, religious and cultural heritage, handicrafts and much more. All these, combined, are enormous tourist products for international tourists, which properly exploited, can fetch the country its due share of the ever-expanding world’s tourist trade.

Chart-3: Showing International Tourists Arrivals in SAARC Countries from 1997-2003

Source: Table –2 in Appendix-1
In the above context if we compare the recent growth performance of tourist arrivals of SASEC countries including Bangladesh, we can see the bright future of this industry in Bangladesh. The below chart -4 reveals the economic growth of tourists arrivals of SASEC countries.

**Chart-4**

The above chart reveals very attractive growth performance of Bangladesh (7.8%) in case of tourist arrivals compared to other SASEC countries since 1995 to 2003). In the same period, the chart-4 also show growth trend of India (3.7%), Bhutan (3.9 %) and Nepal (~1.5%) respectively. Besides, in the year 2007, arrival of foreign tourists in Bangladesh grew by 35% from the previous year (2006), where in India, the same year, the growth trend of tourism is 12.34 % (The New Nation May 20, 2008). From the above analysis, it is crystal clear that tourism sector of Bangladesh has huge prospects to be an important driving force of rapid economic development of the country. For Bangladesh, it should be a matter of great opportunity to enrich its economy by developing its tourism sector, which unfortunately has been at low ebb and could not be any significant contributory factor for its economic development.

**REVIEW OF EXISTING GOVERNMENT INITIATIVES AND INVESTMENT OPPORTUNITIES FOR THE TOURISM DEVELOPMENT**

**Review Government Initiatives**

Bangladesh possesses tremendous tourism potential, which has yet to be exploited. The Industrial Policy of 1999 (Annex-2) included tourism as an industry and identified it as Thrust Sector. In the national tourism policy framed in 1992, tourism's contribution to poverty alleviation has also been recognized. But in the later draft policy 2003-2007, tourism was not included as a thrust sector. The so-called Thrust Sector has received no thrust this far (The Bangladesh Monitor July 16 2008). All the governments of Bangladesh-past and present-transmitted strong signals about their seriousness to put tourism development on right-track and to secure for the country some benefits of current worldwide tourism boom. But all the promises and assurances were contradicted by not providing adequate funds for the development of tourism infrastructure and promotion of Bangladesh to dispel its negative image (Siddique 2006). According to the official sources, for the development of tourism sector in Bangladesh, around Tk. 57 crore had been earmarked in the national budget (2007-08), which was 2.1 percent of the total government expenditure but in the latest budget (2008-09) no allocation was made for tourism development (The Bangladesh Monitor, July 15 2008). Following the independence of Bangladesh, tourism development plans were prepared with foreign assistance. The latest five-year development plan and other perspective plans on tourism development were prepared with assistance from the World Tourism Organization (WTO) and the United Nations Development Programme (UNDP).

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1 SASEC-South Asian Sub regional Economic Cooperation
Domestic private sector investments in the development of this industry have been made in an uncoordinated manner, so they have not achieved any remarkable progress (Khan 2001). However, considering various prospective economic benefits and global competition, the present caretaker government has initiated an effort to create a new National Tourism Organization (NTO) to put tourism on right track and kick-start its development. Series of meetings of stakeholders are now being held to exchange views to give final shape to the proposed NTO (The Bangladesh Monitor, July 1, 2008). In the first ever roundtable on immediate needs to develop tourism in Bangladesh brought together all the stakeholders of tourism industry and identified a number of immediate actions to be taken to set the development on right track (The Bangladesh Monitor, June 16, 2008):

• As recommended in keynote paper, Mahbub Jamil, Special Assistant to Chief Adviser, in-charge of the Ministry of Civil Aviation and Tourism announced that law concerning formation of National Tourism Authority (NTA) is in final stage and the authority is likely to come next month (July).
• He also said that the proposed NTA would be powerful and independent. In drafting the concerned law, structures of national tourism organizations of Malaysia, Singapore, Thailand, Nepal and Sri Lanka have been studied. The proposed NTA would perform the job of regulator and facilitator.
• The business in tourism industry will be left for businessmen.
• The Special Assistant to Chief Adviser said the question of country branding would be taken up after the formation of NTA. Development of infrastructure would also be taken up according to short, medium and long-term plans.
• Policy of public private partnership would be followed in developing tourism infrastructure. He said that the government should take the lead in this building infrastructure and would leave the field jobs to the private sector. About the negative image of the country, Mahbub Jamil said, “We are greatly responsible for that.” He mentioned practice of security screening at hotels in Dhaka and said that this makes the visitors apprehensive without any valid reason. However, the success of the effort rests on the final outcome and the ability of the proposed NTO/NTA to translate the vision behind its creation into reality. The past experience in this regard is bitter. We can recall the fate of current NTO-the Bangladesh Parjatan Corporation (BPC). The vision and purpose behind creation of BPC as a corporation, was to free it from government control. But taking advantage of adequate legal protection, it was turned into an organization, worse than a government department. BPC enjoyed no freedom even to spend its own earnings, employ, promote or transfer its employees. Like government department it received no fund from revenue budget (The Bangladesh Monitor, July 1, 2008). Besides, as a main and only government institution in tourism development, BPC’s existing initiatives are not up to the mark to meet global competition. It fails to attract foreign tourists due to some limitations (The New Nation, December 6, 2006). Resource constraint may be one of the main limitations of government intervention to develop tourism sector widely in Bangladesh.

Review of Private Investment Opportunities

Bangladesh is a developing country, and therefore, its economy does not permit huge investments in the development of infrastructure facilities especially in identified areas for tourism development. Inadequate funding by the government in the tourism sector is also a major impediment to tourism infrastructure development. The government is therefore taking appropriate measures to attach due priority to the tourism sector so that economic benefits can be realized as has been done in other countries (Khan 2001). The Board of Investment in Bangladesh is working diligently to attract local and foreign investments in the private sector. From an analysis of recent statistical data, it is evident that 77 percent of the total investment in the national economy is coming from the private sector, which is playing a very significant role in the growth of GDP in the economy of Bangladesh (Embassy of Bangladesh, Stockholm 2007). To encourage more and more private investments in this sector, it is very important to ensure congenial investment environment in the country and government support is vital in this regard. Considering the
The government has taken necessary measures to encourage the private sector to play a positive role in the development and diversification of tourist facilities and to promote domestic and international tourism in the country. In the above context, the present caretaker government is highly keen to stimulate the economy and transform a poverty-stricken economy within short time. Government has liberalized the industrial and investment policies in recent years by reducing bureaucratic control over private investment and opening up many areas. Major incentives are shown in the following figure -1:

**Figure -1: Showing major incentives for Foreign Investors in Bangladesh**

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<td>1. Tax Exemptions:</td>
<td>Generally 5 to 7 years. However, for power generation exemption is allowed for 15 years.</td>
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<td>2. Duty:</td>
<td>No import duty for export oriented industry. For other industry it is @ 5% ad valorem.</td>
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| 3. Tax Law: | i. Double taxation can be avoided in case of foreign investors on the basis of bilateral agreements.  
ii. Exemption of income tax up to 3 years for the expatriate employees in industries specified in the relevant schedule of Income Tax ordinance. |
| 5. Exit: | An investor can wind up on investment either through a decision of the AGM or EGM. Once a foreign investor completes the formalities to exit the country, he or she can repatriate the sales proceeds after securing proper authorization from the Central Bank. |
| 6. Ownership: | Foreign investor can set up ventures either wholly owned or in joint collaboration with local partner. |


Due to taking some drastic measures to open investment climate in Bangladesh, recently, some domestic private organizations like the Concord Group and others have seen coming forward. To establish and develop tourism in Bangladesh, Concord Group has taken some projects like Fantasy Kingdom, Water Kingdom, and Heritage Park etc., especially in Dhaka and Chittagong. But no foreign investment is seen in this prospective industry in Bangladesh like other sector till today. However, recently, foreign investors have shown keen interest to invest in tourism development of Bangladesh.

**Proposed investment offers to develop Cox’s Bazar and nearest tourism sites**

- Ras Al Khaimah royal family is interested to invest US$2 billion to develop Sonadia Island as tourist resort as well as Cox’s Bazar airport to facilitate movement of tourists
- China is also interested in building a sort of China Town near Cox’s Bazar for tourist coming from Kunming to use the beach as the nearest beach for them, which is 6,500 kilometers away (The Bangladesh Monitor, July 1 2008).
- Bangladesh and China agreed to open a road link between the two countries through Myanmar to ease transportation of goods for further expanding bilateral trade. The two countries have also decided to swap air flights by their national airlines to boost business and tourist exchanges. The road link will connect Bangladesh with China’s southwestern Yunnan province, which is the closest in proximity between the two countries (SDNP, 2004).

**Constraints and Challenges of Tourism Sector in Bangladesh**

From the findings of the present study, it is seen that tourism industry of Bangladesh has been facing multisided problems. It mainly lacks proper planning and infrastructure facilities, law and order system (corruption & terrorism) etc. However, according to the findings of this study and previous researches, the following are main barriers of tourism development of Bangladesh especially in Cox’s bazaar:

- **Inadequate Infrastructure Facilities**

Existing infrastructure facilities is not modern and developed in Bangladesh. For this reason in spite of the presence of many tourism potentials, Bangladesh’s share of income from tourism is very poor (Table-2). With poor infrastructure, little marketing sense and direction, and a national carrier too busy serving the labor traffic, tourism potentials of Bangladesh this far remained...
unexploited. One of the key aspects of infrastructure is the availability of monetary funds during travel. Even until recently, the ATMs outside Dhaka aren't connected to the international network, and traveler’s cheques are very difficult to cash. Due to counterfeiting, many stores accept only "beautiful" (crisp and clean) bills.

- **Lack of Modern and Adequate Recreation Facilities**
  Although Cox's Bazar Spot is treated as a tourism capital of Bangladesh, its recreation facilities yet to developed. Existing recreation facilities are not modern and sufficient according to the demand of the tourists especially for foreign tourists. For example, boating, wind surfing, horse racing and other modern playing instruments with local recreation facilities etc. are not available in the Cox’s Bazaar and other tourism spots of Bangladesh.

- **Negative Impact of Security and Safety**
  Social security and safety have great impact on tourism development in any region like Bangladesh. Security system is yet to develop in the main cities of all tourists spots Cox’s Bazaar. The condition of security and safety are very disappointing in the roadsides for tourists coming especially from Chittagong to Cox’s Bazar and other spots. Due to kidnapping and hijacking issues, foreign tourists are reluctant to stay longer period in Cox,s Bazar (Amin , 2006, Siddique, 2006). This issue leads to loss huge foreign currencies of the country. Moreover, due to lack of sufficient security foreign tourists seldom stay in the beach area after evening time to enjoy the rare natural beauty (during sunset) without any anxiety.

- **Country's Poor Image**
  Bangladesh, whose image abroad tends to revolve round its being one of the poorest countries in the world and prone to natural calamities like flood and cyclone, is not an obvious tourist destination. The tourism industry has also suffered significantly due to the bomb attacks in the year 2005. In addition to this, negative image of the country in the international tourism market has not helped change the view of the West for Bangladesh

- **Lack of Human Resources in Different Parjatan Sector:**
  Trained human resources play vital role to develop tourism in any region like Bangladesh. In this regard Bangladesh Parjatan Corporation has established National Hotel Tourism Training (NHTTI) in 1974. A two-year diploma course on Hotel-Management has been started in 2002. However, the above initiatives of BPC are not sufficient to meet needs of all tourist spots in the country. Besides, some recent research findings (Siddiqui 2006, Rahman 2007, and Parveen 2008) prove that still there are acute shortage of tourism experts in most hotels and motels of tourist areas in Bangladesh.

- **Visa Problems**
  Visa policy of government is one of the main reasons behind the foreign tourists' unwillingness to visit Bangladesh. If the government lifts visa restrictions for visitors from Europe, USA and other western countries, around 20 lakh foreign tourists will come to Bangladesh in a couple of years. Now it requires about 15 to 20 days for a Bangladeshi visa **even for a European citizen** (The Daily Star, May 29, 2008).

- **Lack of FDI in Tourism Industry**
  A good presence of FDI is seen in many sectors (like IT, Garments, Medicine, Communications etc.) of Bangladesh except tourism. Government should provide special facilities to both local & foreign investors to invest in this industry considering its economic growth and development. For instance, Sri Lanka encourages, 100 % FDI in the tourism sector development of their country. Government may give **Tax holiday** to more and more development of tourism industry and set up hotels and restaurants in the tourist areas all over the country. As a result foreign investors will be interested to invest in this industry.

- **Lack of Proper and Updated Information**
  Cox's Bazaar definitely needs to be advertised properly on the popular tourist related web sites. There should be coordination of information and services between these websites and popular hotels, restaurants, shops and travel services of Cox's Bazaar and other tourist spots of Bangladesh. We need to take pragmatic steps to develop and update our websites to increase international tourist flow. For instance, Cambodia has its tourism websites in eight languages; Thailand, Malaysia, Indonesia in 12 languages, and we have ours only in one language, English.
1. Concluding Remarks and Policy Measures

For at least one third of the developing countries, tourism receipts are the main source of export revenue and the tourism industry generates substantial economic benefits to the developing countries. From the overall discussions and analyses of the research, it is very much clear that tourism industry has a great impact on the overall economy of Bangladesh. Present caretaker government recently took significant steps towards liberalizing scopes and facilities for establishing a transparent legal framework. Moreover, as we have resource constraints and our per capita income is very poor (US$ 456), government can create more favorable domestic conditions for attracting private sector investment. To achieve the goals and meet the challenges set for the travel and tourism industry in Bangladesh, a strong and co-operative partnership between government departments as well as national tourism authorities, international and national trade associations, and the travel and tourism private sector is required. However, as per findings, the present study and policy guidelines of other recent researches, a number of suggestions, however, are made below that would help to ensure proper and timely development and modernization of tourism industry in Bangladesh.

- Government may establish a have a high-powered independent tourism authority (National Tourism Board) to guide tourism development in the country. The authority must be the facilitator and promoter of tourism and perform all campaigning activities including infrastructure development. It can coordinate with the authority of hotel, motel and tourists for the organized development of tourism industry in Bangladesh. Under present organizational structure, BPC cannot function as regulatory and promotional body (The Bangladesh Monitor, July 1 2008).
- For campaigning activities, government can employ trained manpower countrywide who continuously will work to include all scenic beauties, prospective tourism products, and update previous tourism sites including Cox’s Bazar.
- Public and Private partnership may play vital role to develop and modernize Bangladesh tourism as per global competition. Government should address such issues as creating a conducive environment, providing investment incentives, introducing adequate and supporting legislation and building public sector capability for the formulation and prioritization of projects and negotiations.
- Investment in convertible foreign currencies by foreign investors, and the option to establish public/private limited companies or sole proprietorship concerns, could be allowed.
- To ensure better communications telex, fax and international dialing services, e-mail and Internet connections through a satellite system need to be made available in the tourist destination especially in the Exclusive Tourist Zones (ETZs) in Cox’s Bazar and other important spots.
- Adequate communication services especially railroads, and street in all tourism spots must be ensured. Roads from Dhaka to Chittagong, Chittagong to Cox’s Bazar, and its other nearer spots need drastic improvement. As Govt. has resource constraints so, it should allow Travel Agents Association of Bangladesh to import luxury coaches at reduced tax to carry tourists in the important spots.
- As stated earlier, visa policy of government is one of the main reasons behind the foreign tourists’ unwillingness to visit Bangladesh. No tourism development will bring any good, if visa is not relaxed, Government can introduce an online visa tracking system by bringing all the land ports and airports connecting through internal network and can monitor visitor's entry and exit date and time automatically (The Daily Star, May 29, 2008)
- BPC needs to be turned into a self-governed and self-controlled body if the government wants to turn the tourism industry into a profitable venture (The New Nation June 15, 2008).
- Government should ensure proper security and safety system in the country in general and

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tourism spots in particular. In this regard more strong involvement of joint forces play vital role to control unwanted events (Hijacking or kidnapping tourists) occurring while coming from main city to tourism spots (Cox’s Bazar and other spots). In the remote areas and roads, involvement of ’tourist police’ joint forces to ensure security and safety will lead to increase more foreign tourists in Cox’s Bazar and other spots.

- As the concept of economics has changed globally, we have to introduce public-private partnership in this industry. Moreover, as our govt. has resource constraints and bureaucratic problems, only govt. initiatives are not adequate to develop tourism; rather public private partnership is a demand of the day to develop infrastructure and modern recreation facilities (like –boating, wind surfing, horse racing and other playing instruments as per international standard) as well as local cultural activities for the enjoyment of tourists.

- To control unwanted situation as well as death hazards in the beach areas, it is very important to set up and develop weather forecasting (during sea bathing) system and like Yasir Life Guard, other institutions may set up for the rapid safety and security of the tourists.

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