

Development of Tourism and Hospitality sector in Bangladesh

Introduction

The hospitality industry is considered as one of the largest industry in every nation and it can help the country gain additional economic improvements. The idea of tourism and other hospitality business gave birth is both introducing the beauty of the country and at the same time, maintaining its beauty for the sake of the future. Tourism and hospitality are very favorable for the countries that are under the series of development and the people are seeking for the opportunities, even if there are many challenges due to globalization.

Background and Problem Statement

The increasing attention on tourism reached in both sides of the world. Through creating the main idea that tourism and hospitality industries plays an important role in navigating the success of an economy still, the continuous growth is what truly accounted for. Basically, through the various tourism and hospitality activities being offered in the industry, there is a significant boost that might increases in economic growth, disposable income and leisure time, political stability, and aggressive tourism campaigns. For such, developing countries are doubling their effort to provide solution into their tourism and hospitality opportunities. Bangladesh is a developing country in Asia, which draws interest in the tourism because of its potentials. Moreover, Bangladesh has been an attractive destination for tourists. But at present, its position is not significant in terms of the international tourism market. The overall objective of this

research is to identify the issues and challenges in tourism marketing facing Bangladesh (Nazrul, 2009). The hospitality management is in the middle of risky decisions. First is the challenge in terms of the globalization and second is the challenge of economic recession. Most of the developing countries are on the focus of the effective ways to bringing back the life in their economy.

Research Aim and Objectives

The main aim of the study is to discover the developments in the tourism and hospitality industry. In order to support the aim of the study, there are five important that are needed to fulfill.

- To develop tourism as a driving force for poverty and vital force for the economic growth of the country.
- To initiate a key sustainable development of local tourism as the tool of protecting environmental and community that leads to quality life
- To describe Bangladesh as a global tourist destination and its ability to attract tourists from all over the world.
- To determine the various developmental factors towards research in tourism and training of both business and people.
- To measure the attractiveness created by the country in facilitating investments for the continuous economic growth.

Literature Review

Tourism has become a very important and dynamic sector both in the world economy and particular in the developing countries. Its growth affects not only the activities directly linked to tourism but also other sectors. Tourism is already an important sector in some developing countries and will become so for others. Developing countries have been fast growing in tourism industry terms in the world over the last decade. Tourism is one of the most important sectors in a large number of developing countries (Nazrul, 2009).

Apparently, most of the issue being faced by various countries in tourism is the problem with the solid wastes and its management. The solid wastes management requires the organizations to make decisions in terms of the economic, social, environmental and institutional aspects (Visvanathan and Alamgir, 2005). The ongoing development of the tourism and hospitality industry can duly promote the national festivities and heritages as part of the tourism product to welcome the foreign visitors into their culture and create a long-term impression. This idea can definitely increase the rate of return in the country (Rahman, 2008).

Methodology

The proposed methodology in the study is the use of the secondary information. Through the application of the method, the appropriate techniques that were incorporated by the various hospitality organizations can be an essential tool to help the industry breathe even in the rapid changes in terms of globalization. The method will

provide the study an opportunity to measure the effectiveness of each technique and therefore, the study can generate its own analysis regarding the issue on boosting the tourism industry.

References:

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