

## The impact of expected and perceived service quality on customer satisfaction within the framework of Bangladesh's sustainable tourism development

Md. Adnan Noor<sup>1</sup>, Dr. Mohan Prasad Sharma<sup>2</sup>

<sup>1</sup>Ph.D Scholar, School of Business, Galgotias University, Greater Noida, U.P, India  
ady00740@gmail.com

<sup>2</sup>Professor, School of Business, Galgotias University, Greater Noida, U.P, India  
mohan.prasad@galgotiasuniversity.edu.in

**How to cite this article:** Md. Adnan Noor, Mohan Prasad Sharma (2024) The impact of expected and perceived service quality on customer satisfaction within the framework of Bangladesh's sustainable tourism development. *Library Progress International*, 44(3), 21034-21050.

### Abstract

The present discourse delves into the state of tourism in Bangladesh, which has been experiencing growth, and the trend of declining tourism expenditures within the national budget due to technological advancements. Bangladesh has natural beauty and many of the world's most popular nature-based tourism destinations. Bangladesh boasts the longest beachfront in the world, Cox's Bazar, and is also home to the biggest mangrove woodlands, the Sundarbans, which UNESCO has recognized as a World Heritage Site. The country also has a significant historical record; UNESCO has acknowledged numerous culturally significant locations, including the Bengali New Year festivities' grand procession, as elements of artistic works. Along with beaches and islands, hills and waterfalls, forests, rivers, and wetlands, as well as spiritual and archaeological websites, historic sites, and background information, the item offers a desk that enumerates essential tourism destinations in Bangladesh. It also suggests building eco-motels, watchtowers, rope approaches, walk techniques, night hikes and other centers in partnership with the Ministry of Environment and Forests to boost eco-tourism. Ultimately, the article suggests creating websites about archaeology and the ancient world by conserving and repairing them, building museums, and offering research and advice on such platforms. The study covers the importance of the tourism sector in Bangladesh and the difficult circumstances that the hotel business must deal with to maintain and increase guest satisfaction. The author emphasizes how important customer satisfaction and loyalty are to the long-term success of businesses in the transportation industry. The author proposes a study that examines the correlation between exceptional consumer service and client happiness in suburban accommodations, as well as the influence of consumer contentment on behavioral goals. The examination's history is given, along with a discussion of students' interests in sustainable tourism and development and the necessity of reducing the influence on the natural environment. Because some countries do not have ecotourism regulations, the author highlights the importance of distinguishing between ecotourism and sustainable tourism. In conclusion, the author characterizes tourism as a recreational activity involving travel to and lodging in areas outside of one's normal surroundings for leisure, personal growth, and consuming natural, economical, and cultural values.

**Keywords:** Satisfaction, SERVQUAL, tourism, customers, and service quality.

### 1. Introduction

The magnificent beauty of Bangladesh captivated the spectators at the arena. The development of the tourism industry plays a significant role in Bangladesh's economy. In Bangladesh, tourism is a growing source of foreign exchange earnings abroad.

According to Kandampully (2000), tourism is a singular commodity since it is composite—a combination of material and immaterial—and encompasses the entirety of the visitor's experience. In addition to becoming an

important aspect of lifestyle, tourism has become a major factor in the economic development of almost every nation. Keeping clients happy is one of the biggest issues facing motel industry management. Experts have observed that customer demands for superior products and services in the travel business are becoming increasingly apparent (Lam & Zhang, 1999; Yen & Su, 2004). Customer pride is a customer experience problem that emphasizes a supplier's advantage over customers (Satoru & Yustisia, 2018). It also depends on how well it is managed and how quickly the benefits are distributed. Several business-related factors could be to blame for this contentment. A few examples include the nature of devices and enterprises and the creation, development, and reactions of customers.

Concerns, queries, the overall mission, up-delivery agencies, board conflicts, etc. In line with their current offers, groups seek to offer their clientele even more. In essence, businesses want to know what aspects of their customer service they provide and whether their clients are satisfied (Mouzaek et al., 2021). The tourism business is significant because it contributes significantly to the economies of both developed and developing countries. The definition of tourism has evolved over the past few years and now encompasses a dynamic, static, and economic aspect, as has been largely emphasized. The tourist industry has grown significantly and is currently regarded as one of the most significant businesses worldwide. It is impossible to overstate the significance of loyalty for a company's sustained success over the long run. Although the Bangladeshi service sector has grown, it faces more challenges due to strong competition and changing customer expectations.

Furthermore, globalization has increased hostility to this industry (Karim & Baset, 2016). My research focuses on the anticipated and perceived pleasantness of the provider on customer satisfaction. It will benefit Bangladesh's growth of sustainable tourism. The first goal is to examine the connection between the suburban inns' great customer service and pride. The second goal is to assess how customer satisfaction affects behavioral intentions. The brief discussion of the following literature focuses on the dependent and independent variables that the researcher may find interesting and how to develop the study's hypotheses.

## **2. Context of the Research**

Many students in the challenge have developed an interest in sustainable tourism and development since the 1990s. Sustainable tourism encompasses all facets of tourism and provides ways to reduce its negative effects on the natural environment. It aims to establish a "connection" with several sustainable development principles and how they apply to various visitor activities. It's crucial to distinguish between the two because any laws do not govern ecotourism in Romania. One type of opportunity tourism that caters to the herbal world is ecotourism. Sustainable tourism is tourism that is as damaging as possible to the natural and cultural environments. Ecotourism is a travel style whose main goals are to explore and appreciate nature, learn about the local way of life in a natural environment, and increase awareness among travelers of the need to protect both natural and human resources. (Colleagues Mitosis, 2022). Tourism is a leisure activity that people engage in during their free time. It involves traveling to and staying in places outside of their normal surroundings for purposes of recreation, healthcare, personal growth on both a physical and intellectual level, advancing knowledge, and consuming natural, financial, and cultural values. A carrier is one pastime or a series of connected sports during interactions between a carrier issuer and a patron. Currently, providing service is seen as a pastime, a procedure, and a way to fulfill a purpose to feature cost for client satisfaction.

Consistently, a service is defined as: A service is an exchange of praise or movement that is primarily intangible and does not lead to the transfer of an ownership interest. The provider's performance might or might not be connected to a biological product. There is a wealth of studies on customer satisfaction, and numerous variations are under each author's definition. According to Oliver (2010), satisfaction stems from evaluating the difference between the consumer's pre-use expectations and their feelings after using the product. According to Zeithaml and Bitner (2018), customer satisfaction is the foundation for evaluating the quality of services businesses provide. It is essential to the success of a business. According to Pizam et al. (1978), customer satisfaction is the outcome of the interaction between the experience and the client's expectations regarding the vacation spot. Fulfilling customers' desires is thought to be the most effective way to attract and retain customers in the modern era. Similarly, Oliver (2010) contends that the degree of consumer satisfaction with tourism-related goods would depend on the difference between their perceived benefits and their actual experiences.

The "use–conservation gap" that is frequently mentioned in the context of naturally protected wetlands points to the necessity of cooperation and coordination to ensure that the wetland system and the tourism (industry) system work closely together for sustainable management of tourism destinations (Jamal and Stronza 2009). In this sense, the government can demonstrate an interest in cooperative management techniques that could be interactive, participatory, and focused on "sharing electricity" (Plummer and Fennell 2009). It is anticipated that adaptive co-management as a substitute method of control can save wetlands for environmentally friendly travel (Plummer and Fennell 2009). Wetland tourism and extremely rural poverty alleviation are related. However, a limited range of research studies conducted in this particular field have been identified.

### **3. Literature Review**

According to Santos et al. (2019), strategy is crucial in determining customer happiness, with service quality being another significant component (Barbosa et al., 2020). Customer satisfaction declines when patrons have a negative dining experience (Kim et al., 2019). Clients who are dissatisfied with the level of service at a restaurant are unlikely to return. These clients also tell other prospective clients about their depressing experiences. As a result, the restaurant's reputation suffers tremendously and daily patronage declines. As a result, restaurant owners need to be well aware of the standards by which patrons judge the caliber of their establishments' services. There are several definitions of service quality in the literature.

Nonetheless, Delpechitre et al. (2018) 's concept is frequently applied. "The discrepancy between how consumers perceive the services offered by a particular firm and their expectations of firms offering such services" is how they define service quality. A few frameworks exist for gauging the caliber of services. The SERVQUAL, SERVPERF, Nordic, and DINESERV models are significant frameworks. Below is a description of these models.

The gap model is a different paradigm that Chen and Raab (2014) created. This model calculates the discrepancy between the actual and expected services provided. Ten dimensions are used in this model to measure the quality of services. They are tangibles, dependability, promptness, skill, manners, communication, credibility, safety, and comprehension of the client's needs. Five of the ten service quality dimensions are included in the framework that has been established for measuring service quality. We refer to this framework of measurements as the SERVQUAL model. Tangibility, dependability, responsiveness, accessibility, and empathy are the five dimensions. Another scale dubbed the SERVPERF model, was created by Bussier and Shulga (2018) to gauge the quality of services. Compared to SERVQUAL, this approach assesses service quality more accurately (Pizam et al., 2016). It is yet another crucial element influencing client pleasure. One item that the consumer directly pays for is the price. The number of patrons in restaurants that serve high-quality food at affordable prices is rising. Furthermore, food prices are significant in third-world nations where people's purchasing power is constrained.

According to Pei et al. (2020), restaurant owners offer frequent price reductions on food to draw in new business. Traveling for pleasure, business, family, religion, or leisure is known as tourism, often lasting just a short while. Travel might be either domestic or foreign. One of the primary sources of income for many nations nowadays is tourism. There is no universally accepted definition of tourism; definitions vary from person to person and source. Tourism was first defined in 1905 by Esen & Uyar. The UNWTO defined "tourism" as "the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for recreational, business, and other purposes" to prevent misunderstandings about what constitutes tourism. Travel is not the same as tourism. Tourism is not the only purpose of travel. Displacement is a prerequisite for tourism (Roy et al., 2015). A service industry is tourism. It's evolved into an intricate activity with many different interactions involved. There will likely be an increase in tourists overall due to higher living standards, more disposable income, and longer vacation times. The availability of information at numerous tourist destinations, ease of transportation, the absence of travel restrictions, and innovative marketing strategies have all contributed to the rise in the global number of tourists in the modern era. Additionally, a number of sociodemographic factors, including rising educational standards, information technology advancements, and increased urbanization, have significantly impacted the expansion of tourism.

Founded in 1972, Bangladesh Parjatan Corporation (BPC) is an independent organization under the Ministry of

Civil Aviation and Tourism. BPC's primary goal is to boost the tourism industry and offer domestic and international travelers services. The National Hotel and Tourism Training Institute (NHTTI) is an organization for expert instruction in tourism management. In 1974, NHTTI was founded under the name Bangladesh Parjatan Corporation. This institution provides training programs to produce skilled workers for the hospitality and tourist sectors. In 1994, NHTTI launched a two-year diploma program in hotel management.

Additionally, the institute organizes special seminars and workshops on tourist development and offers employment training to BPC employees. The Bangladesh Tourism Board is another significant organization that promotes tourism growth. The Bangladesh Tourism Board was founded in 2010 in response to the significant need for commercial and tourism professionals. It is connected to the United Nations World Tourism Organization (UNWTO).

According to research by Ali and Mobasher (2004), this region has been renowned for its beauty since antiquity. This nation has received accolades from visitors from other countries for its breathtaking natural beauty, rich cultural legacy, and friendly populace. The tourism industry in the nation immediately contributes to the development of the required facilities to accommodate travelers and the residents of the area. The development of different relevant physical amenities and infrastructure is sparked by tourism in the target country (Johannesburg Summit, 2002). Additionally, tourism can be a very useful instrument for developing nations looking to reduce poverty. The impoverished can profit materially from tourism in various ways, directly and indirectly. Other benefits include long-term employment opportunities, cultural pride, a sense of ownership, decreased vulnerability through diversification, and the development of the poor's own skills (WTO, 2002). Sultana (2016).

Concerned individuals who are aware of social and environmental issues, such as discrimination among large population groups, and environmental issues, such as biodiversity destruction, global heat waves, ozone depletion, and the greenhouse effect, have been debating the idea of sustainable tourism for decades (Richard & Derek, 2000). According to the World Tourism Organization (UNWTO) and the United Nations Environment Programme (UNEP), sustainable tourism promotes tourism activities while taking into account the social, cultural, and economic needs of host communities in addition to aiming to encourage change (UNWTO, 2005). ). Therefore, one of sustainability's main goals is to encourage change while preserving a destination's social, cultural, and economic aspects and safeguarding the environment. Ahmadian and Associates, 2022). Working together to promote sustainable tourism is an important and hopeful endeavor. It will take creative thinking to build sustainable tourism to learn from the past, seize the opportunities, fulfil our obligations, and embrace chaos and complexity to take coordinated, sustainable action. This implies that the tourist business has responsibilities not just to itself but also to its patrons, stakeholders, staff, and the general public, other countries, government, and time (Liburd & Edwards, 2018). Through the lens of tourism, we can start to comprehend many aspects of contemporary society, such as how people manage their free time, present themselves to others, interpret the world, and weigh risk and safety.

#### **4. Research Problem**

Bangladesh's only National Tourism Organization (NTO) is Bangladesh Parjatan Corporation (BPC). Since gaining its independence, NTO has operated under the Ministry of Civil Aviation and Tourism's sponsorship, addressing issues related to tourism in Bangladesh. NTO Policy 19921 states that reducing poverty through employment opportunities is one of its main goals. Hall and Page (2000) noted that the United Nations Development Programme (UNDP) and the United Nations World Tourist Organization (UNWTO) were supported in the formulation of the country's first Master Plan for tourist development. Nonetheless, Bangladesh is among the top beneficiaries of UNDP's core money allocated to combat poverty (UNDP 2005). The organization's overarching goal has been development and poverty alleviation through employment opportunities, increased agriculture-based production, support for small businesses, rural infrastructure development, and enhanced social services in various regions of Bangladesh (UNDP 2005). As a result, UNDP is seen as a major player in Bangladesh's tourist industry development and efforts to reduce poverty. According to Chowdhury et al. (2005), non-governmental organizations (NGOs) in Bangladesh are crucial in addressing microcredit as a means of generating income and reducing poverty through the creation of opportunities for self-employment. NGOs are

governed and recognized under Bangladesh's NGO Affairs Bureau, founded in 1990. Its primary goal is to offer NGOs with foreign assistance a one-stop shop.

According to the research backdrop, there aren't many studies on how Bangladesh's tourist industry may increase customer satisfaction to foster sustainable tourism development and raise expectations for and perceptions of service quality among consumers. Furthermore, researchers haven't examined how service quality increases customer happiness through service escape. As a result, I will be expected to offer some important insights into how services cape may encourage customer happiness in the context of Bangladesh's sustainable tourism growth.

## **5. Goals of the Research**

This study's primary goal is to investigate how customer satisfaction is impacted by expected and perceived service quality to promote sustainable tourism in Bangladesh. The particular goal of this study will be—

- a. this study aims to examine the viewpoints of both domestic and international travelers concerning the importance and effectiveness of service quality in enhancing tourism opportunities in Bangladesh.
- b. Evaluating the discrepancies between expectations and perceptions regarding providing high-quality services is the goal.

## **6. Scope of the Study**

It is critical to emphasize that the tourism industry plays a critical role in the growth of sustainable tourism in every part of the world and that customer satisfaction is a hot topic that requires the attention of academics. As the concrete field to construct the research study, this dissertation chooses the impact of expected and perceived service quality on customer satisfaction in sustainable tourism development. Varied research topics lead to varied aims, as we will examine below, but in this case, it is specifically advanced that the age and gender segmentation of the client base forms the core of the dissertation. There still doesn't seem to be agreement on what constitutes "satisfaction" or "customer satisfaction in hospitality," despite numerous attempts to define it (Giese & Cote, 2000). As noted by Hofburg and Giering (2001), there is a dearth of research on market segmentation and hotel satisfaction; among the key attributes that need to be looked into are age and gender (Caruana, 2002; Del Chiappa et al., 2016; Shanka & Taylor, 2004).

A noteworthy new feature to draw attention to is that most publications on customer satisfaction in sustainable tourism development are written in English and based on case studies from the USA and the EU, leaving a significant vacuum that has to be filled up for other nations like Bangladesh. Ultimately, concerning Bangladesh's sustainable tourism growth, we focused our research in this thesis on the expected and perceived service quality of our tourism industry.

## **7. Research Methodology**

The study was exploratory in nature in the early stages of the investigation. A comprehensive literature review identified gaps in existing research and established consumer awareness as an adjustment factor in the relationship between superior service and client fulfillment. To start the noble idea with professionals who have real-world hotel service experience. A questionnaire survey using the Stated Preference (SP) method is used to get feedback from hotel service recipients. After data collection, analysis tools are used to examine the data. The location map of a few chosen survey routes and survey location details are also included in this part. Owing to the multidisciplinary character of the research aims, several techniques can be employed to assess customer satisfaction, depending on the study's goals as well as the background and preferences of the authors. In this

instance, the background information for our research is derived from a systematic literature review and the fuzzy hybrid multicriteria decision-making (MCDM) approach, which applies fuzzy logic and similarity to ideal solutions principles.

## **8. Research Design**

### **8.1 Selecting the database:**

We selected Scopus, the database of choice for multiple factors. It is the most comprehensive bibliographic database globally, containing over 21,000 titles from reputable mathematical media companies. Secondly, it enables users to search for search terms in the piece titles, abstract concepts, and full texts. Thirdly, it supplies hyperlinks to author websites and the complete text of articles. Fourthly, it categorizes every publication into subsections involving a separate area for Social Science and Humanities. Fifthly, it enables us to evaluate the outcomes of searches based on search terms. Lastly, it offers special capabilities recognizing journals solely focused on a particular topic.

### **8.2 Selection of keywords:**

To focus our inquiry, we have selected the term "customer satisfaction" for the search. We first divided both terms into "customer" and/or "satisfaction" because the choices made the search extremely inconsistent and unsatisfactory. Numerous studies in corporate management, psychology, medicine, and economics use the term "customer." Although "satisfaction" is broadly defined, it is closely associated with medical contexts. The concept of "satisfaction" in the first section—"what people need and want to make their life better by participating in some economy activity"—is considered while choosing the word for this paper.

### **8.3 Search parameters to be applied to the papers:**

Other aspects of the publications, such as language, source type, and document type, were considered during compilation. The publications on client satisfaction are available in various languages, but as English accounts for 96.3% of all publications, we will concentrate on it here. After restricting the study to only articles published in scholarly journals, books and book chapters are finally eliminated.

### **8.4 Data gathering:**

The methods chosen for data collection include questionnaires and interviews. Our method of gathering the measured ordinal gap is a self-reported survey. 900 reporters from eight departments in Bangladesh were enlisted to assemble the sample size between November 2022 and December 2022. The population being studied comprises individuals who have utilized the amenities offered by any number of tourism hotels. Then, using inductive approach interviews to gather the subjective interpretations of different actors on the same subject, we quantify the impact on customer satisfaction (Saunders et al., 2016). In this instance, the items are chosen from travel and tourism sector clients. People residing in the Asia Pacific region, particularly in Bangladesh, make up the demographic of the sample used. The questionnaire was divided into three sections with structured questions. The first segment dealt with the responder profiles. Twenty-two items from the second section addressed customer expectations, while twenty-two items from the third section addressed customer views. The components of the expectations and perceptions sections were categorized into five groups: concrete, assurance, responsiveness, reliability, and sympathy. To collect the second set of data, interviews are conducted. It utilizes questions concerning customer pleasure. Structured interviews were conducted to obtain an open assessment of the relationship between service quality and customer satisfaction. It is also reasonable to ascertain which methods of providing services have the most impact on the contentment or dissatisfaction of our clients. The functional parameter of the research project has been adjusted to more closely correspond with the amenities provided by the tourism industry.

## **9. Interpretation and Conversation**

### **9.1 Bangladesh's current tourism situation:**

The significance of the tourism zone has increased above the normal period. 838 national budgets were allotted

for the tourism zone in 2009–2010. The 2011–2012 extension brings this to 1818. Nonetheless, there might be a downward trend in tourism spending. The amount spent on tourism in national funds fell to 683 in 2013–2014. This fashion decline may result from Bangladesh's current political unrest, which has deterred foreign traveler

Overview of the Contribution of Tourism Industry: Global traveler arrivals have expanded from 25 million globally in 1950, to 1980, 527 million in 1995, and 1133 million in 2014 and it's far predicted that the volume of international vacationers will attain 1.eight billion in 2030. Likewise international receipts earned via destinations worldwide have surged from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 415 billion in 1995 and US\$ 1245 billion 2014. (UNWTO Tourism Highlights, 2015 edition). in line with UNWTO, the direct, oblique and prompted impact of tourism in GDP is nine%; which creates 1 in eleven jobs; 6% of the sector's exports international in 2014. The increasing trend of vacationer arrivals and income is continuing. The marketplace percentage of emerging economies expanded from 30% in 1980 to 45% in 2014, and is anticipated to attain 57% by means of 2030, equivalent to over 1 billion international visitor arrivals. This continued boom in tourism commercial enterprise at some point of the world is encouraging and countries have become involved to attract extra vacationers to their very own locations.

Contribution of Tourism to the National Economy: Tourism is taken into consideration to be one of the maximum prospective industries for Bangladesh. This industry is developing hastily around the world and being valued for its large contribution to the global economic system. In current years this dynamic enterprise has started to contribute considerably to the economic system of Bangladesh. in keeping with WTTC (2021), in 2020 travel and tourism has contributed BDT 539.6 billion to countrywide economy of Bangladesh which is ready 1.7% of total GDP. determine 9 demonstrates a small picture of developing contribution of travel and tourism to country wide financial system where it's far showing that for past fifteen years contribution of travel and tourism sector to GDP has been increasing in every 12 months. As Bangladesh has giant capacity to develop the tourism industry so with the aid of utilizing the tourism resources well this will be one of the maximum dominating industries of Bangladesh.

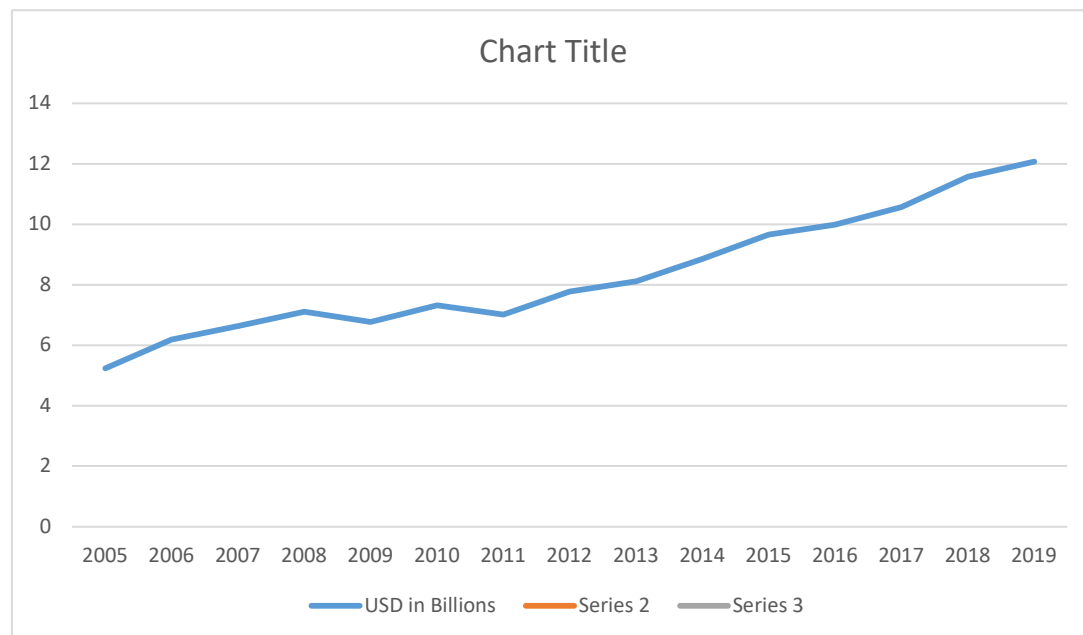


Figure:1 Total Contribution of Travel and Tourism to GDP of Bangladesh

Bangladesh is a growing country and striving vigorously to gain anticipated financial boom. The United States

has been able to see properly signs in its efforts because it has finished GDP increase charge of extra than 6% on a mean for ultimate decade. Tourism is a developing sector inside the economy of Bangladesh. It boosts socio-economic development thru generating extensive sales, diversifying financial system, developing linkage between specific monetary sectors and generating employment. in step with choice for monetary and funding studies (CEIC) (2021), the revenues achieved from tourism quarter in Bangladesh has multiplied from USD 82 million in 2005 to USD 392 million in 2019 (See determine 10). The figure suggests that revenues earned from the tourism quarter are growing 12 months by means of 12 months. even though tour and tourism region of Bangladesh doesn't contribute much to the country wide GDP as compared to different sectors however it is possibly to turn out to be an important tool for the financial improvement of the country soon.

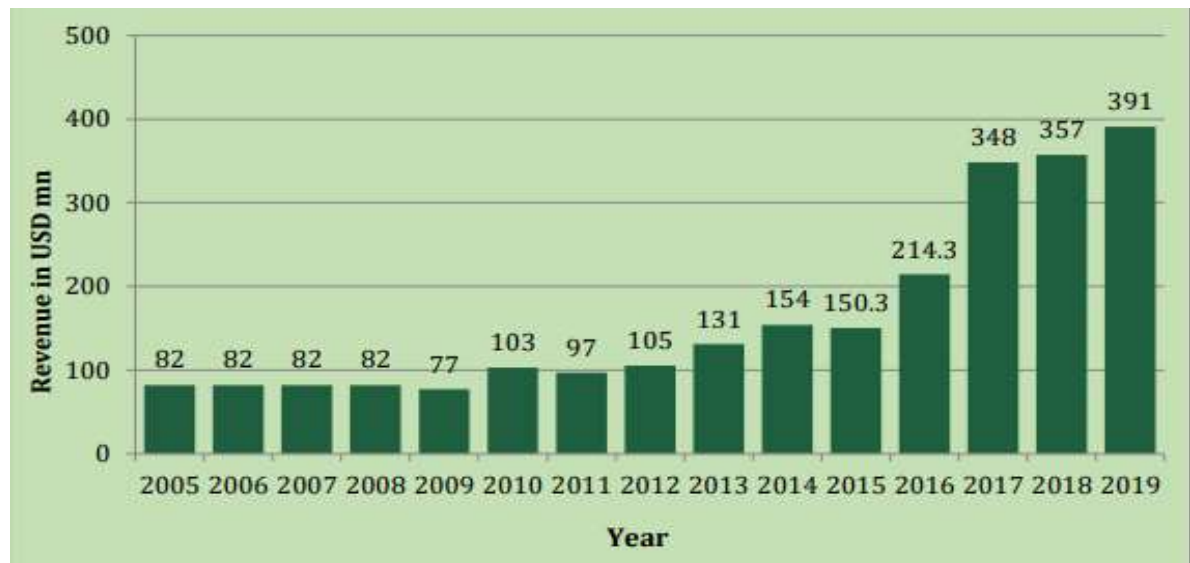


Figure 2 Revenue from Tourism 2005-2019 Source: CEIC (2021a)

Any other great contribution of travel and tourism to the financial system of Bangladesh is through worldwide tourism receipts. Bangladesh being a growing country can't come up with the money for to allocate good sized quantity for tourism zone as the u . s . attempt to allocate massive amount to different necessary sectors like training, clinical, communication, rural development and so on. for this reason the profits from tourism area are integral for developing and helping tourism industry of Bangladesh. In closing decade Bangladesh has visible sustained increase in global tourism receipts. parent eleven depicts international tourism receipts for past ten years in Bangladesh. it is also depicting that for past few years amount of receipts has extended from u.s.a. 103 million in 2010 to USD 391million in 2019. in keeping with WTTC (2021) in 2020 international visitor spending turned into BDT 12.2 billion which is set 0.3% of general export and home tourist spending changed into BDT 453.8 billion.



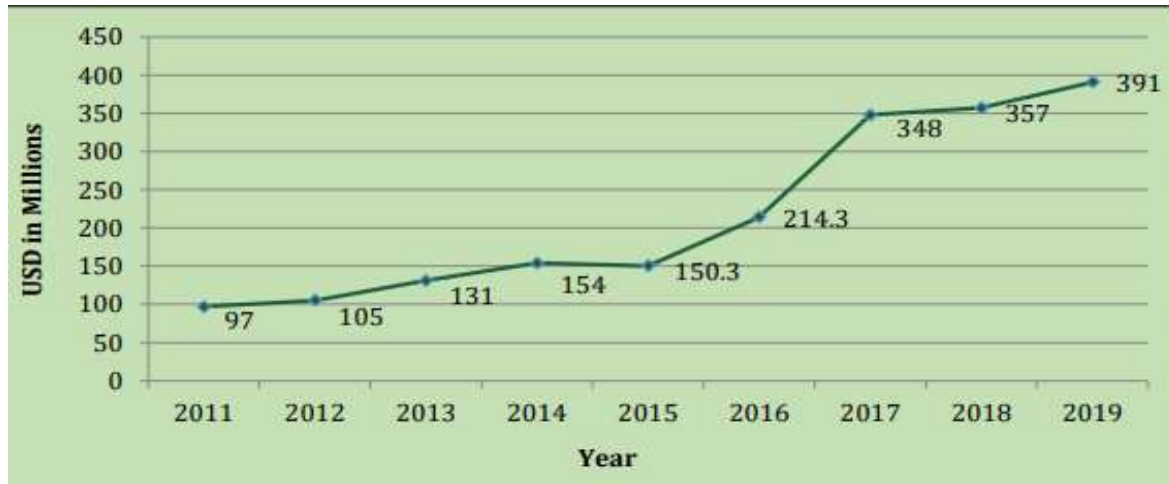


Figure 3: International Tourism Receipts of Bangladesh Source: CEIC (2021b)

The most substantive effect of journey and tourism in the economic system of Bangladesh is that it creates vast activity that is reducing regularly in other sectors with the advancement of generation. In other industries particularly in manufacturing industries because of the technological improvements many employees are laid off. but in tourism industry the offerings are lots more hard work oriented therefore the industry keeps and values its skilled and expert personnel as properly. The quantity of jobs in travel and tourism sector of Bangladesh has been growing gradually. parent 12 suggests number of jobs created every year in journey and tourism zone has increased from 2200 in 2010 to 2570 in 2019. In 2020 travel tourism area created 1452 jobs in Bangladesh which is ready 2.3% of general variety of job created inside the yr (WTTC, 2021). furthermore, small companies in tourism zone create numerous jobs opportunities which in flip allows in decreasing unemployment trouble to a huge quantity in addition to stimulate economic improvement.

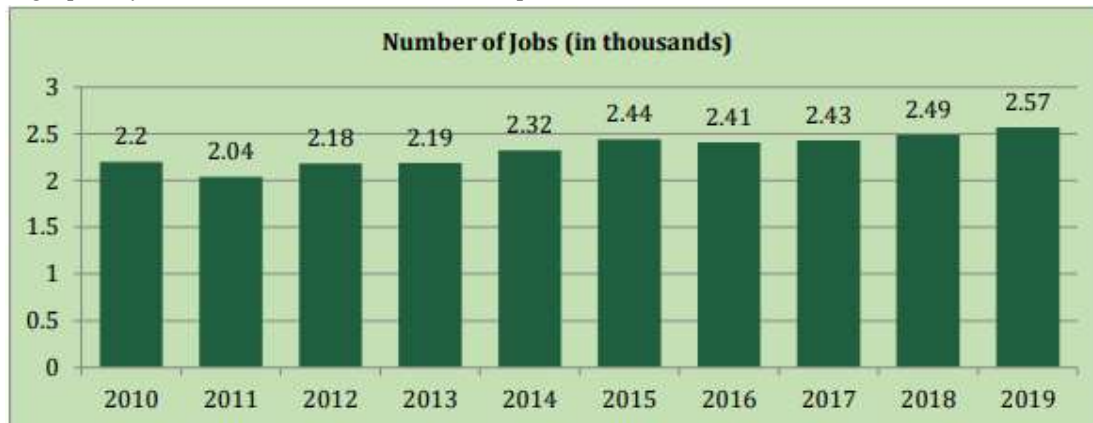


Figure 4: Contribution of Tourism to Employment (Thousands of Jobs) Source: The World Bank Group (2021)

Institutions of tourism management in Bangladesh: Bangladesh Parjatan corporation (BPC) is an self-sustaining body underneath the ministry of Civil Aviation and Tourism mounted in 1972. primary target of BPC is to extend the tourism sector and offer the provider for neighborhood and overseas tourist. national lodge and Tourism training Institute (NHTTI) is an institute for expert tourism management education. NHTTI become mounted in 1974 beneath Bangladesh Parjatan business enterprise. This institute gives courses to ensure skilled personnel for resort and tourism industry. NHTTI started a two-yr long degree route in resort control in 1994. Institute also affords the job education for BPC employees and arrange special seminar, workshop related to tourism development. every other important institution supporting the development of tourism is Bangladesh Tourism Board. Bangladesh Tourism Board established in 2010 to satisfy the strong demand for private area and the tourism specialists. it is affiliated with United countries global Tourism businesses (UNWTO).

### 9.2 Bangladesh's Tourist Attractions and Facilities:

Bangladesh possesses a copious amount of natural splendor, further enriched by its diverse seasons (Parveen, 2013). Bangladesh is privileged to possess two extraordinary natural tourism destinations: Sundarbans, the largest mangrove forest in the region, and Cox's Bazar, the world's longest coastline. The Sundarbans in Bangladesh was listed as a UNESCO World Heritage site in 1997 due to its profound historical importance. Two prominent locations inside the country include the Bagerhat mosque town, which dates back to the medieval era, and the Buddhist Bihara Ruins in Paharpur. Both monuments hold great historical significance on a global level. Furthermore, the country boasts a unique and magnificent array of plant life and a historically rich heritage. The risk of prospective new competitors is negligible, as is the level of competitiveness among current rivals. However, there is a high probability of other services or goods becoming accessible. The supplier's bargaining power is somewhat weak to moderate. The extent of consumer bargaining power can range from being restricted to being substantial. - Minimal obstacles for new market participants - Unlikely to attain cost advantages through increased production volume - stringent government regulations - Minimal initial investment required - Easy access to distribution network The industry is characterized by a multitude of suppliers, a restricted number of providers, moderate product and service variation, fierce competition, a wide array of competitors, high industry awareness, robust industry growth, low barriers to exit, a diverse range of domestic customers, small client orders, minimal differentiation among competitors, limited availability of buyers' information, low switching costs, a plethora of alternative products, a high likelihood of consumers switching, extremely low cost of substitutes, availability of high-quality substitutes, and minimal switching costs. UNESCO has officially recognized the mass procession of the Bengali New Year event as an intangible cultural property. A handful of Bangladesh's most significant tourist attractions are listed in Table 1. Most of these are the primary factors in drawing and inspiring tourists to visit this region of pristine natural beauty.

**Table :** Bangladesh's Principal Tourist Attractions by Category

Category	Tourism Attractions
Beaches and Islands	Cox's Bazar Sea beach, Kuakata sea beach, Potenza sea beach, Saint Martin's Island, Nihjum Dip, Parki sea beach, Kotkasea beach
Hills and waterfalls	Bandarban hill tracts, Nilgiri, Nilachal, Chimbuk hills, Keokradong, Tazing Dong, Khagrachari hill tracts, Shuvolong waterfall, Madhobkundu waterfall, Hum Hum waterfall
Forests	Sundarbans, Ratargul swamp forest, Lawachara rain forest, Madhupur and Bhawal National Park
Rivers and wetlands	Padma, Meghna, Jamuna, HakalukiHaor, TangurarHaor, Kaptai Lake, Boga Lake
Religious sites	Sixty Dome Mosque, Star Mosque, HazratShahjalalMazar, Golden Temple, Kantoajew Temple, Dhakeshwari Temple
Archaeological sites	Lalbagh Fort, Panam City, Shat Gambhuj Mosque, Curzon Hall, SomapuraMahavihara, Mahasthangarh
Historical places	JatiyoSangshadBhaban, SuhrawardyUdyan, Aporajeo Bangla, AhshanMonjil, Central ShahidMinar, JatioSmritiSoudho
Culture and heritage	Fairs and festivals, Rural Life, Tradition and Rituals

Source: Hafsa (2020) and Islam (2020)

### 9.3 Sustainable Tourism Development

The development of the tourism in the world today is concerned in the sustainable aspects of preservation of cultural heritage and conservation of the natural environment. Many destinations have begun to minimize the social-cultural impacts and the impact on the environment due to tourism. Tourism development nowadays tends to no longer adapt the massed tourism development but more in the form of special interest tourism development or considered as an alternative tourism development. The stage of development of this tourism is more as a stimulus to the concern for the carrying capacity of the natural and cultural environment as well as the welfare of

local communities. From the motivation, awareness and growing maturity among these special interest travelers, destinations are required to assess the carrying capacity of the natural and cultural environments in order to accommodate the expectations of tourists not limited to the physical products offered, more than that, experience and understanding outstanding (the real experiences) and quality innovative services. An example is the authenticity of the cultural appeal (authenticity) that information can relate to the interpretation of the environment. WTO (1993) stated that sustainable development should embrace the three basic principles of ecological sustainability, social and cultural sustainability, and economic sustainability for both present and future generations which will come. In addition to the sustainability of natural and economic resources, cultural sustainability is a very important resource in the development of tourism. Sustainable tourism will be achieved if there is a continuous use of natural resources, cultural resources, and human resources in addition to economic sustainability fairly and equitably

Sustainable tourism development can be achieved if the level of utilization of various resources does not go beyond the regeneration ability of those resources. Furthermore, it is said that the principles of sustainable tourism development are (1) maintaining the quality of the environment, (2) providing benefits to local communities and tourists; (3) maintaining the links between tourism and the environment; (4) maintaining harmony among local people, and environment, (5) create dynamic conditions tailored to carrying capacity, and (6) all stakeholders must work together on the same mission to realize sustainable development.

Conceptually, sustainable tourism is managed in improving the welfare, economy, and public health. The escalation of quality of life can be achieved by minimizing the negative impact of non-renewable natural resources. The effort to develop alternative tourism should be sustainable and maintainable in the future time. Tourism sustainability should not be a lip service discourse only without the existence of a commitment from some related parties to maintain the natural, socioeconomic, and cultural sustainability of society as the basic capital of tourism. In other words, a sustainable tourism development can be seen from three dimensions, namely environmental, economic, and social. These three dimensions must receive serious attention from various components of society. In terms of the environment that includes the natural environment, the farmed environment, the wildlife, the built environment, and the natural resources of sustainability must be maintained and preserved. However, if it is seen from the economic and sociocultural point of view, tourism should be able to give contribution the local people, improve their living standards, and preserve the culture of society so that the people have a strong reason to maintain the sustainability of the tourism.

### **9.3.1 Characteristics of Sustainable Tourism**

The mission of sustainable tourism development among others is to raise awareness and active role of local community in tourism activity. The cultural quality and attractiveness of tourism remain the values of keeping the personality traits of the nation, as well as the prestige and dignity of the nation increasing the participation of local communities in the development of tourism areas (GBHN, 2000). The characteristics of sustainable tourism are as follows.

1. Reduce excessive use of natural resources
2. Using sustainable natural, cultural and sociocultural resources
3. Involve local communities in the development of tourist areas
4. Provide economic benefits to local communities
5. Maintain biodiversity
6. Do not damage the natural environment
7. Enabling natural resources for future generations
8. Coordinate with relevant stakeholders in tourism object development
9. Train local people to be skilled and professional
10. Provide accurate, efficient and effective information



**Figure:Sustainable Tourism Development**

#### **9.4 Development of Seashores and Natural Tourism:**

The Kuakata coastline, the world's longest uninterrupted coastline, is being developed as the sea's daughter. Teknaf by the sea. The greatest places for excursions are St. Martin's and Sonadia Islands, among others. These places offer all the amenities for travelers, including cultural centers, golf courses, beach volleyball and soccer courts and surfing lessons. To enhance tourism and provide clear, concise communication at seaside places. Establishment of the Cox's Bazar-Teknaf Marine Drive and the growth of tourism-related aviation. The most important communications are via train and avenue.

#### **9.5 Development of Ecotourism in the Sundarbans and Other Areas of the Nation:**

To increase ecotourism with a focus on the Sundarbans, home to the biggest mangrove forest in the world and several eco-lodge-centered centers. Towers of observation. Walk-and rope-methods. After appropriate identification. Under the development strategy, every capacity spot in the Sundarbans must be introduced. Excluding the Sundarbans. Significant action should be taken to promote ecotourism in several parts of Bangladesh, such as Tamabil in Sylhet. The Chittagong Hill Tracts districts, the Padma, Jamuna, Meghna financial institutions, and other environmentally significant regions (ECAs) are home to Birisiri, a unique and aesthetically pleasing location. This must be completed with the concerned ministries, local government, district administration, and the national tourism industry.

#### **9.6 Development of Archaeological and Historical Tourism:**

A variety of historical, archaeological, and religious sites ought to serve as the foundation for the growth of archaeological tourism. Measures should be performed in tandem with the Ministries of Culture and Archaeology to draw foreign visitors by appropriately marketing the nation's archaeological landmarks. Archaeological sites must be conserved and preserved according to the guidelines set forth by the Department of Archaeology (DOA).

Growth of river and rural tourism: Bangladesh is home to one of the biggest deltas, with several rivers crisscrossing it. Bangladesh's riverine regions are known for their extensive river pathways, which serve as a window into the nation's traditional rural way of life. Installing amenities and setting up tourist centers in strategically chosen spots along riverbanks will help draw domestic and foreign visitors.

#### **9.7 Growth of Pilgrimage Tourism:**

Buildings and amenities modeled after different religious shrines and ceremonies, including Bishwa Ijtema (the world's second-largest Muslim assembly), are developed. Sufi shrine and the St. Ibne-Batuta route. The Adinath Temple at Moheshkhali, the Chandranath Temple in Sitakunda, and the King Ashoka Trail. Kantaji Temple at Dinajpur, Langalbandh, etc. This goal is necessary to establish close ties and communicate with numerous regional and international organisations, such as the United Nations World Tourism Organisation (UNWTO). Organization for Education, Science, and Culture of the United Nations (UNESCO). Organization for Islamic Education, Science, and Culture (ISESCO). Islamic Conference Organisation (OIC). In this sense, it will be necessary to provide the required infrastructure and, by creating a Buddhist circuit centered on Paharpur, entice foreign and domestic Buddhist devotees to visit Bangladesh. Maharashtra. Mainamati. Chittagong and Chittagong Hill Tracts, districts are pagodas and other Buddhist holy places, like Kuakata.

#### **9.8 Development of Cultural Tourism:**

Various customary colorful days, fairs, festivals, and other relevant events must be used to develop cultural tourism. Measures to be taken to showcase Ekushey February 1st Baishakh (the celebration of the Bengali New Year) to foreign visitors. 1 Falgun. Promoting traditional transportation, the Poush Festival, rural markets, Nabanno Utshabs (rice harvest), and other cultural events as tourist attractions is necessary.

#### **9.9 Growth of domestic tourism:**

At the moment, Bangladeshis have more purchasing power and are more eager to travel. The growth of domestic tourism is the first step in drawing in overseas visitors. Consequently, to establish economic accommodations for domestic tourists at significant religious and archaeological heritage sites, steps must be taken for infrastructure development. These include making arrangements for the private sector to receive credit at a concessional rate when needed.

#### **9.10 Development of young tourism:**

Plans to arrange trips will be pursued. Study tours, etc., that are affordable for college, university, and school kids to promote youth travel.

#### **9.11 Development of community tourism:**

Local cultural activists from the regions surrounding tourist attractions must be involved to assure visitors' safety and preservation. They must be established on the commission's property and plan eye-catching events; funding will be provided for events that amuse both local and foreign visitors. Establishing a Community homestay operation for foreign visitors would generate employment opportunities for cultural activists in the area, and community tourism and its administration will need to incorporate the participation of local government institutions and the community. It will be necessary to implement several government development projects and short- and medium-term initiatives to train young people from Bangladesh's ethnic minorities to become multilingual tour guides.

#### **9.12 Sports tourist:**

The tourist sector in Bangladesh is significantly influenced by sports. Particularly since Bangladesh's cricket team debuted in the international arena, more sports-loving travelers are planning trips to Bangladesh. The appropriate actions would be taken for the growth of sports tourism to achieve this.

#### **9.13 Miscellaneous:**

To expand tourist heritage and diversify prospective traveler demographics. MICE (Meeting, Incentives, Convention, and Exhibition) tourism includes all other forms of tourism. It will be necessary to take the required actions.

#### **9.14 Significant efforts to promote tourism growth:**

To attract international visitors, particular zones, locations, or islands should be identified and developed. Modern tourism facilities are to be constructed based on identifying special zones to encourage local, foreign, and private investors to play a significant role. The government will start planning and coordinating to develop infrastructure,

communication, and other associated facilities.

**9.15 Initiatives by the National Tourism Organization and Government/Private/Foreign Airlines to Promote Tourism:**

The National Tourism Organization and Government will collaborate to secure the involvement of private travel agencies in this initiative, as well as to increase tourist arrivals through joint packages and various promotional programs from countries that generate tourism.

**9.16 Simple immigration laws and fast visa procedures for foreign visitors:**

There are prerequisites for foreign visitors visiting Bangladesh. The Ministry of Home Affairs and the Ministry of Civil Aviation and Tourism will work together to implement visa-on-arrival policies for group travelers at land and airport terminals.

**9.17 Identification of nations that produce tourists in Asia and other continents:**

Steps will be taken to set up special tourist-generating cells in embassies, forecast potential visitor numbers and their opportunities, equip diplomatic channels with technology, and connect travel agencies for a comprehensive plan to identify nations that produce tourists in Asia and other continents and to gather tourists.

In addition, the sustainable tourism development should pay attention to the development of the following tourism principles.

1. Tourism development should be able to build an appreciation of indigenous peoples to their culture and environment.
2. Development should be based on careful planning attempted to strengthen the existing local potential.
3. Tourism development is based on preservation and future-oriented.
4. Alignment between local people, tourists, and the environment.
5. Emphasis on greater benefits to local communities.
6. It is not to damage natural resources.
7. Monitoring changes that occur due to tourism development.

**10. Findings of the study**

Over time, the tourist industry in Bangladesh has grown in significance. Nonetheless, there has been a downward trend in tourism spending, which might be brought on by the nation's current political unrest, which has discouraged travel. Bangladesh is popular because of its stunning natural surroundings and rich cultural history. The nation is home to two of Earth's best natural tourism destinations: Sundarbans, the world's biggest mangrove forest, and Cox's Bazar, the world's longest sea beach. Bangladesh's other World Heritage Sites are the Ruins of Buddhist Bihara at Paharpur and the Historic Mosque City of Bagerhat. UNESCO has designated the Bengali New Year celebration festival's mass procession as an intangible cultural property. Bangladesh's natural beauty and tourist attractions—beaches, islands, hills, waterfalls, woods, rivers, wetlands, religious sites, archaeological sites, historical locations, culture, and heritage—are the main draws for travelers. The growth of seaside resorts, ecotourism, natural tourism, historical and archaeological tourism, and rapid and simple communication at beach locations are all essential to Bangladesh's tourist industry's progress.

**11. Recommendations of the study**

The following suggestions for the growth of Bangladeshi tourism can be made in light of the statement:

1. Address the political issue: To foster a welcoming climate for visitors, it is imperative to address and settle the current political situation, which may deter travel to the nation.
2. Promote Bangladesh's natural beauty and cultural heritage: The country has a lot to offer in terms of these attractions, and by highlighting them through various marketing campaigns and initiatives, more people will travel to Bangladesh.

3. Create the essential infrastructure for tourism, including lodging, transportation, and communication options. This will enhance visitor experiences and draw more people to coastal areas.
4. Pay attention to sustainable tourism: Responsible travel and eco-tourism may contribute to preserving Bangladesh's cultural legacy and natural beauty while also bringing in money for the country's local people.
5. Improve safety and security: Keeping visitors safe and secure, especially at well-known tourist locations, is essential to fostering confidence in the nation's tourism industry.

## **12. Conclusion**

Although the importance of the tourist industry in Bangladesh has grown over time, the country's political unrest has recently resulted in a decline in tourism-related spending. Bangladesh, nevertheless, has a lot to offer travelers, including stunning scenery and rich cultural traditions. The nation is home to two of Earth's most important nature-based tourism destinations: Sundarbans, the world's biggest mangrove forest and a UNESCO World Heritage Site, and Cox's Bazar, the world's longest sea beach. Other attractions include hills and waterfalls, forests, rivers, wetlands, historical and religious sites, and cultural events. The government can invest in eco-tourism destinations in the Sundarbans and other environmentally sensitive places and in infrastructural development such as building marine drives. However, the industry faces moderate rivalry and a high availability of substitute products, which could hinder its expansion.

## **References**

- Ali, M. (2004). *Bangladesher sandhanay*. Student Ways, Dhaka, 3rd edition (Bangla).
- Barbosa, J., Stein, H., Martinez, R. L., Galan-Gadea, A., Li, S., Dalmau, J., ... & Compte, A. (2020). The interplay between persistent activity and activity-silent dynamics in the prefrontal cortex underlies serial biases in working memory. *Nature Neuroscience*, 23(8), 1016-1024.
- Chen, S. C., Raab, C., & Tanford, S. (2015). Antecedents of mandatory customer participation in service encounters: An empirical study. *International journal of hospitality management*, 46, 65-75.
- Delpechitre, D., Beeler-Connelly, L. L., & Chaker, N. N. (2018). Customer value co-creation behavior: A dyadic exploration of the influence of salesperson emotional intelligence on customer participation and citizenship behavior. *Journal of Business Research*, 92, 9-24.
- Dewan Niamul Karim, Muhammad Abdul Baset. (2016). PERCEIVED SERVICE QUALITY AS A MEDIATOR IN THE RELATIONSHIP BETWEEN SERVICESCAPE AND CUSTOMER LOYALTY: A THEORITICAL REVIEW. *The Jahangirnagar Journal of Business Studies*, 6(1), 31-40.
- Dos Santos, K. J. L., Dos Santos, G. E. D. S., de Sá, Í. M. G. L., Ide, A. H., da Silva Duarte, J. L., de Carvalho, S. H. V., ... & Meili, L. (2019). Wodyetia bifurcata biochar for methylene blue removal from the aqueous matrix. *Bioresource Technology*, 293, 122093.
- Esen, Ş., & Uyar, H. (2016). Tourism competitiveness and the evaluation of Turkey according to international tourism competitive criteria.
- Giese, J. L., & Cote, J. A. (2000). Defining consumer satisfaction. *Academy of Marketing Science Review*, 1(1), 1-22.
- Hardy, J., Behe, B. K., Barton, S. S., Page, T. J., Schutzki, R. E., Muzii, K., ... & Safley, C. (2000). Consumers preferences for plant size, type of plant material and design sophistication in residential landscaping. *Journal of Environmental Horticulture*, 18(4), 224-230.
- Homburg, C., & Giering, A. (2001). Personal characteristics as moderators of the relationship between customer satisfaction and loyalty—an empirical analysis. *Psychology & Marketing*, 18(1), 43-66.

- Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International journal of contemporary hospitality management*.
- Kim, S., Chen, J., Cheng, T., Gindulyte, A., He, J., He, S., ... & Bolton, E. E. (2019). PubChem 2019 update: improved access to chemical data. *Nucleic acids research*, 47(D1), D1102-D1109.
- Lam, T., & Zhang, H. Q. (1999). Service quality of travel agents: the case of travel agents in Hong Kong. *Tourism Management*, 20(3), 341-349.
- Li, R., Pei, S., Chen, B., Song, Y., Zhang, T., Yang, W., & Shaman, J. (2020). Substantial undocumented infection facilitates the rapid dissemination of novel coronavirus (SARS-CoV-2). *Science*, 368(6490), 489-493.
- Liburd, J. J., Mihalić, T., & Guia, J. (2018). Values in tourism higher education: The European master in tourism management. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 22, 100-104.
- Martín, J. C., Sánchez-Rebull, M. V., & Rudchenko, V. (2018). Hotel Guests' Satisfaction: A Segmentation Analysis Based on Age and Gender Using Topsis Fuzzy Methodology. *Fuzzy Economic Review*, 23(2), 63-85.
- Mateoc-sîrb, N., Albu, S., Rujescu, C., Ciolac, R., & Eugenia, T. (2022). Sustainable Tourism Development in the Protected Areas of Maramures, Romania : Destinations with High Authenticity.
- Mateoc-sîrb, N., Albu, S., Rujescu, C., Ciolac, R., & Eugenia, T. (2022). Sustainable Tourism Development in the Protected Areas of Maramures, Romania : Destinations with High Authenticity.
- MOUZAEEK, E., ALAALI, N., A SALLOUM, S. A. I. D., & ABURAYYA, A. (2021). An empirical investigation of the impact of service quality dimensions on guest satisfaction: A case study of Dubai Hotels. *Journal of Contemporary Issues in Business and Government*, 27(3), 1186-1199.
- Pizam, A., Shapoval, V., & Ellis, T. (2016). Customer satisfaction and its measurement in hospitality enterprises: a revisit and update. *International journal of contemporary hospitality management*.
- Rahmadian, E., Feitosa, D., & Zwitter, A. (2022). A systematic literature review on the use of big data for sustainable tourism. *Current Issues in Tourism*, 25(11), 1711-1730.
- Richard L. Oliver. (2010). Customer Satisfaction.
- Richards, G., & Hall, D. (2002). The community: a sustainable concept in tourism development? In *Tourism and sustainable community development* (pp. 19-32). Routledge.
- Roy, S. C., & Roy, M. (2015). Tourism in Bangladesh: Present status and prospects. *International Journal of Management Science and Business Administration*, 1(8), 53-61.
- Ryan Plummer, David A. Fennell. (2009). Managing protected areas for sustainable tourism: prospects for adaptive co-management. *Journal of Sustainable Tourism*, 17(2), 149-168 | <https://doi.org/10.1080/09669580802359301>
- Shulga, L. V., & Busser, J. A. (2020). Hospitality employee and customer role in value co-creation: Personal, organizational and collaborative outcomes. *International journal of hospitality management*, 91, 102648.
- Sitorus, T., & Yustisia, M. (2018). The influence of service quality and customer trust toward customer loyalty: the role of customer satisfaction. *International Journal for Quality Research*, 12(3), 639.
- Sultana, S. (2016). Economic Contribution of Tourism Industry in Bangladesh. 22, 45–54.
- Tazim Jamal & Amanda Stronza. (2009). Collaboration theory and tourism practice in protected areas: stakeholders, structuring and sustainability. *Journal of Sustainable Tourism*, 17(2), 169-189.  
<https://doi.org/10.1080/09669580802495741>



Wynberg, R. (2002). A decade of biodiversity conservation and use in South Africa: tracking progress from the Rio Earth Summit to the Johannesburg World Summit on Sustainable Development. *South African Journal of Science*, 98(5), 233-243.