

Myths of Bangladesh's Tourism

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EXECUTIVE SUMMARY

We have been discussing about the development of Bangladesh's tourism sector for a long time. But the fact is Bangladesh has not been able to excel in this sector like our neighboring countries Malaysia, Singapore, Thailand, or even Maldives.

In order to understand what strategies we should adopt for ensuring long term growth in this particular sector, we launched a research project sometime back. After conducting an in-depth research on this subject, we realized that we have great flaws in thinking process at all levels when we analyze the prospects of tourism sector in Bangladesh. Now we feel that if we do not admit such flaws, then it would not be possible for us to ensure long term growth in this particular industry.

After conducting this research, it makes us feel that we all believe some myths to be true when we discuss about Bangladesh's tourism potentials. These myths are prevalent amongst the educated class; even amongst the policy makers. Due to these myths, when we are discussing issues about the tourism sector, we are discussing the entire issue from a wrong perspective.

Therefore, in order to ensure long term growth in this sector, we need to understand what these myths are. These myths are not listed anywhere. They work in our subconscious mind only. In this Policy Paper, we are discussing these myths that we all generally believe.

We are now illustrating all these myths one after another. These are as follows:

Myths of Bangladesh's Tourism

Myth 1: "Tourists" are those people who travel around the world only for vacation purposes

Myth 2: In order to attract tourists, we have to first focus on the foreigners

Myth 3: "Cox's Bazar" is the best destination in Bangladesh to attract foreign tourists

Myth 4: Bangladesh's conservative culture is an obstacle to tourism sector development

Myth 5: The private sector plays the key role for Tourism Sector Development

Myth 1: “Tourists” are those people who travel around the world only for vacation purposes

There is a general perception amongst Bangladesh’s policy makers, academicians and people in the media that tourists mean those people who travel around the world only for vacation purposes. When discussing about the development of the tourism sector, we always concentrate on this particular class of visitors.

However, the definition of “tourist” is actually much broader. If we do not understand the proper classification of tourists, we will make faulty policies that will prove to be irrelevant in the future. This is very important because if we portray our country to the foreign visitors without understanding their actual demands, our strategy for attracting those tourists will not work properly in the long run. In the following section, we will illustrate different classes of tourists:

1. The Backpackers

Backpackers are usually young, energetic tourists who travel around the world to have a taste of a different culture. They are budget travelers and their travel plans usually change over time. In order to attract this kind of tourists, a country should always portray the strength of its culture.

2. Health Conscious Tourists

These tourists go to a different place in order to ensure a better healthcare. They usually look for quality healthcare services at competitive prices. Thailand is one of the countries that is earning billions of dollars by selling healthcare services to health conscious tourists. We can say at least theoretically that if Bangladesh can develop at least 10 world class hospitals, then despite the country’s existing weak infrastructure, it is possible to earn billions of dollars of revenue by providing such healthcare services to such tourists.

3. Religious Tourists

This kind of tourists travel around the world to meet their religious aspirations. Mecca and Medina in Saudi Arabia are two such places that attract millions of religious tourists every year. In Bangladesh, if the Government improves the infrastructure of Ijtima congregation, then it will be possible to attract such tourists from abroad in a mass scale because Ijtima is the second largest Muslim gathering in the world.

4. Business Tourists

These tourists travel to a different place to meet their business needs. If the economy of a country improves and its products become more competitive, then arrival of such tourists increases.

5. Vacation Tourists

These tourists travel for vacation purposes. They want to visit a place where there are many places to see. They usually belong to middle class, higher middle class or high class people.

6. Academician Tourists

These tourists travel to a specific place to attend conferences, seminars, forums, etc.

7. Cultural Tourists

These tourists have love for different culture, arts, photography, archeological sites, etc. Egypt is one of few countries in the world that is famous for attracting tourists through marketing their archeological sites.

8. Sport Loving Tourists

These tourists travel to a place to attend some sport event. This kind of tourists can be attracted by developing sport infrastructure like golf courses, skiing, etc. or organizing global sporting events.

9. Domestic and Foreign Tourists

Tourists can also be classified on the basis of their domain of travel. If a tourist travels within his country, then he is a domestic tourist. On the other hand, a foreign tourist travels beyond the territory of his own country.

Please note that in this section we have illustrated nine types of tourists, although we have a perception that tourists are only those who travel for vacation purposes. In order to develop the tourism sector, we need to understand the demands of each class of tourists. Otherwise, all our strategies will be flawed and it will prove to be futile in the long run.

Myth 2: In order attract tourists, we have to first focus on the foreigners

In Bangladesh, when we discuss the prospects of tourism sector, we always discuss the matter for attracting foreign tourists. This is reflected during different events which are arranged to mark special days on tourism. These events are always arranged at five star hotels. The main objectives of these events are to portray Bangladesh to the foreign tourists only.

But we always forget that the sector has so far progressed with the help of domestic tourists. In any country, a sector is developed when the participation of the local people increases over time and it grows further to meet the demands of the local people, not the foreigners.

Similarly, in order to develop Bangladesh's tourism sector, we first need to assess the demands of the domestic tourists and try our best so that their participation increases over time. Eventually this sector will also be able to automatically attract foreign tourists in due course.

Ignoring the aspects of domestic tourists is clearly evident in Bangladesh's *Sixth Five Year Plan FY2011-FY2015: Accelerating Growth and Reducing Poverty*. In Part 2 of the Plan, all future plans regarding the tourism sector has been illustrated in Page 202-206. One can readily identify the following features of this Plan:

1. The tourism related plans have been described in a section titled "Air Transport and Tourism". In this section, all the detailed plans have been elaborated with regard to the

development of aviation infrastructure in Bangladesh. Therefore, the inherent assumption is that tourists only travel by air.

2. All the measures that have been outlined in the next section to attract tourists are targeted for foreigners.
3. The Plan acknowledges that despite Government efforts, the arrival of tourists is still insignificant. But before making such a comment, there is a need to assess the movement of domestic tourists to see whether such trends are increasing or decreasing. But this aspect is missing in the Plan.
4. Domestic tourists usually travel by road and trains. But in this section, no plan is outlined how these infrastructures will be developed.
5. The strategies to be undertaken by various Government agencies to attract domestic tourists are also absent in this section.

Attracting domestic tourists was always a key strategy for the countries which have become successful in the tourism industry. In Turkey, which is now one of the best tourist loving destinations in the world, formulated *Tourism Strategy of Turkey 2023*, where it dedicated a complete section to outline the strategies to attract domestic tourists. Besides this, the Government of Turkey conducts a comprehensive survey to assess the travel pattern of domestic tourists every three months, which is published regularly.

Unfortunately, in Bangladesh such statistics are not available and nobody knows how the demand of domestic tourism is changing over time, what is the level of investment in various tourism areas and how is the behavior of occupancy rates in different hotels-motels and guest houses in popular tourist spots. Without such comprehensive statistics, the future growth of the sector will be unplanned.

Myth 3: “Cox’s Bazar” is the best destination in Bangladesh to attract foreign tourists

If somebody in Bangladesh is asked, “*What is the best tourist destination in Bangladesh?*”, then the answer will be obvious, “*Cox’s Bazar*”. We all believe that the long sea beach and the adjacent beautiful hills make Cox’s Bazar the best tourist destination in the country. This is why all the Government funded tourism projects always start from Cox’s Bazar. But have we ever asked a foreign tourist how does he rate Cox’s Bazar as a place to visit?

While looking for an answer of the above question, we have discovered some fascinating facts. We first explored various travel guides and looked for their comments on the overall quality of Cox’s Bazar as a tourist destination. It is because Bangladesh is always an unknown country to a foreign visitor just like Congo and Fiji are unknown to any Bangladeshi citizen. So before visiting Bangladesh, the first thing a foreign tourist would do is to buy a travel guide.

So we tried to find out how the foreign travel guides rated Cox’s Bazar and what advices they gave to a potential traveler to Bangladesh.

Lonely Planet and Bradt are two such travel guides which are globally renowned. Lonely Planet rated Bangladesh as the top value destination in 2011. However, in their travel guide, surprisingly, Cox's Bazar was not even mentioned in the list of top 10 attractions of Bangladesh. The same happens for Bradt as well. In Bradt, it is even mentioned that Cox's Bazar is not the longest sea beach in the world as the local people believe. Many of foreign tourists are buying these travel guides before travelling to Bangladesh and they are being influenced by such comments.

In order to assess whether the comments made by the guide book authors are true, we have tried to independently verify how much rating foreign travelers actually give to Cox's Bazar. We have explored www.tripadvisor.com and assessed the ratings of Cox's Bazar by tourists from different countries. The results are summarized below:

1. The emotions of Bangladeshi tourists regarding Cox's Bazar are generally higher than tourists of other countries. Most of Bangladeshi tourists gave highest rating to Cox's Bazar.
2. Out of total respondents, 60% are Bangladeshi tourists and the rest are foreign tourists.
3. The average rating for Cox's Bazar from Bangladeshi tourists is on the high side compared to the tourists of other countries. However, higher ratings were generated by the tourists of Japan, Australia, Russia and Kenya. In terms of rating, the closest to Bangladeshi tourists are the Indian tourists.
4. The lowest rating came from the tourists of Hawaii, Sri Lanka and Malaysia.
5. The survey shows that despite various weaknesses, many foreign tourists spoke highly about Cox's Bazar. Many of them are the citizens of developed countries.
6. Very few respondents complained about the absence of night entertainment in Cox's Bazar.

We also explored to determine whether Cox's Bazar has the longest sea beach in the world as it is widely believed in Bangladesh. After conducting this research, we found that most probably Cassino Beach in Brazil has longer sea beach than Cox's Bazar.

In order to assess the overall competitiveness of Cox's Bazar compared to other tourist destinations elsewhere in the neighboring countries, we compared the travel cost to Cox's Bazar with other overseas tourist destinations. We found that for a high class Bangladeshi tourist, the travel cost to Cox's Bazar from Dhaka is only slightly lower than that of Bangkok, Kuala Lumpur, Pataya, Langawi and Singapore.

The same is true for a foreign traveler. The cost of travel to Cox's Bazar from Dubai is only slightly lower than the cost of travelling to Bangkok, Kuala Lumpur, Male, Seychelles and Singapore. Now the question is, "Is Cox's Bazar lucrative enough for a tourist to spend his next holiday?"

Myth 4: Bangladesh's conservative culture is an obstacle to tourism sector development

If conservative culture is truly an obstacle to tourism sector development in Bangladesh, then how did Lonely Planet rate Bangladesh as the top value destination in 2011? Lonely Planet must have considered the conservative culture before assigning such a high rating to Bangladesh!

There is a widespread belief in Bangladesh that it is not possible for the country to attract foreign tourists without allowing alcohol and night clubs. Such belief is reflected in the most recently approved Government project under which an exclusive tourist area will be developed near Teknaf, which will be dedicated to the foreign tourists only. In this enclave, besides other elements, there will also be bars and night clubs.

Such a belief is also reflected in the fact that the few restaurants Bangladesh state owned Parjatan Corporation owns in Dhaka are actually known for their bar facilities, not for their quality of other food items. The Government owned Duty Free Shops that we have in our main airport also have racks of alcohol, indicating this widespread belief. One can hardly find any other item in these nicely designed shops.

This is a fact that there is a high correlation between these elements and the growth of tourism sector, but one should remember that these elements are needed mostly for the vacation tourists, not for other classes of tourists.

Business tourism thrives in a country if the economic competitiveness of the country increases, no matter whether there is a presence of night life or not. The same is true for health conscious tourists and academician tourists. For religious tourists, such an environment would in fact act as a deterrent.

On the other hand, for the vacation tourists, a question can be asked, "If Bangladesh's overall infrastructure is developed to the level of Singapore or Malaysia but the degree of conservatism remains at the level as it is today, then would still the country be rated low by such tourists?"

There is no answer to this question because so far no country has experimented such tests in the tourism sector. The Muslim dominated countries which have excelled in the tourism sector did not experiment such test either.

We have tried to find out through internet research whether any researcher in the past conducted such a study to find the answer to this question. We did not find any such research paper. However, we came across a survey of tourists, which was conducted by an Indonesian travel portal sometime back.

In 2013, an Islamic political party in Indonesia proposed to ban alcohol in the country. As a result, many tourist facility owners became panicked and started to think that such a step would be disastrous to the sector's future growth and development. To understand the potential impact of such a ban, a survey was conducted by Vilondo Villas, a travel portal agency that arranges accommodation facilities for the tourists in Bali.

In this survey, 317 tourists of 40 countries were asked the following question:

- It has been proposed to ban alcohol in Indonesia. What is the likely impact of the decision on your travel plan?

22.4% of the tourists responded saying that there is no impact, 9.8% said they would even prefer Bali more than before, 26.5% said they would prefer Bali less than before, and 41.3% said they would not spend holidays in Bali if such a ban is implemented.

Amongst these respondents, 101 were Australian tourists. Of these tourists, 21.8% of the tourists responded saying that there is no impact, 22.8% said they would even prefer Bali more than before, 12.9% said they would prefer Bali less than before, and 42.6% said they would not spend holidays in Bali if such a ban is implemented.

Of these respondents, 30.9% tourists were from Muslim dominated countries and 69.1% were from Non-Muslim countries. It is quite surprising that although most of the tourists were saying they would not prefer Bali as their preferred holiday destination in future if alcohol is banned, the number of respondents showing anti-alcohol behavior is quite high. Surprisingly Australian tourists reflected more anti-alcoholic behavior compared to others although Australia is a Non-Muslim country.

It is worth noting that this survey was conducted at a time when there is no active global anti-alcohol campaign running around the world. If such a global campaign was launched like the one against smoking, the result of this survey would have been opposite.

In order to attract tourists, a country should always present to the tourists its unique selling points. The factors that Bangladesh Tourism Board considers as Unique Selling Points for Bangladesh to attract foreign tourists are as follows:

- The Culture of Bangladesh
- People's Hospitable Behavior
- Communal Harmony in Bangladesh
- Industrious and Caring People

Now our question to the policy makers is, "If the culture of Bangladesh is a unique selling point to attract foreign tourists, then aren't we destroying our uniqueness by importing foreign culture like drinking alcohol and night clubs?"

We always try to copy the West but we always forget that Westerners are actually portraying their own culture to the incoming tourists. Drinking alcohol and night entertainment are elements of their culture and they are using these elements to attract foreign tourists. We should note the fact that in order to attract Muslim tourists, they are not building mosques in every corner, nor are they adopting the culture of the East to attract tourists from these regions.

Then in order to attract the same tourists, why should we leave our own culture and adopt foreign elements? We believe such a trend would not only destroy our unique selling points, but it will also destroy all of us.

So far none of the Muslim countries has run a campaign to promote alcohol-free tourism. Saudi Arabia, Iran and Sudan are amongst the few Muslim nations where alcohol is completely banned, however, these countries still did not adopt any national strategy to promote alcohol-free tourism. Amongst these countries, the situation of Iran is worth mentioning.

Despite economic embargo and absence of many other facilities such as credit card access and availability of ATM machines, the number of tourists in Iran has gradually increased over years. In 2000, the number of incoming tourists in Iran was 1.3 million, which increased to 3.1 million by the end of 2010. This number is almost ten times of tourist arrival in Bangladesh during the same period. It is expected that once the economic embargo is lifted, Iran would soon become one of the best tourist destinations in the world.

On the other hand, Kerala, one of the most tourist loving destinations in India, has some similarity with Iran in terms of attitude towards alcohol. Until recently, there was no ban on alcohol in Kerala, but recently, the State Government of Kerala has decided that within next 10 years, consuming alcohol will be completely banned everywhere in Kerala, except in five star hotels. Even in five star hotels, consumption of alcohol will be restricted on Sundays.

It needs to be seen whether such a Government action would turn to be effective in the long run. It is not easy for Kerala to ban alcohol altogether since the consumption of alcohol has become a part of Indian culture. However, we would like to highlight the fact here that despite being a Non-Muslim area, Kerala is still considering to ban alcohol because the socially responsive people of Kerala are thinking that such a drinking behavior would be detrimental to the tourism sector development in the country.

Myth 5: The private sector plays the key role for Tourism Sector Development

If we read the Sixth Five Year Plan of Bangladesh, then we would feel that Bangladesh's Government is considering the role of the private sector to be the paramount for the growth of tourism sector in Bangladesh. In Page 206 of the Part II of the Plan, the following strategies have been outlined for the country's tourism sector development:

- Investment in the Tourism infrastructure through PPP initiatives
- Developing Bangladesh's positive image globally
- Dissemination of information and arranging various tour programs to attract tourists
- Making the visa process easier
- Creating awareness for the development of the tourism sector
- Developing human resources for the sector through various educational programmes
- Identifying new tourism products and making them popular

It is readily understandable from reading the above strategies that Government's plan is to act as a facilitator of the private sector to develop the tourism industry in the country. Such a strategy is consistent with the free market principle, which states the Government would develop the key infrastructure facilities, such as roads, power, etc. and on the basis of such facilities, the main growth of the industry would be driven by the private sector.

The Government of Bangladesh is following the same strategy for the development of other sectors as well. Although this is a widely tested strategy to promote development, the development of the tourism sector cannot be ensured by following the same strategy.

Before going deep into the matter, we will first look into the investment strategies of an investor from a business point of view. Before investing in a particular project, every investor calculates

his potential return from this investment and determines how quickly this return would be generated that will ensure his profit.

If the return is low, then the investors lose interest to invest in this project. Return of an investment would be ensured if the buyers buy the products with a reasonable price for a reasonably long period that would generate enough cash flows to cover the initial investment.

This is why investors invest in the cement sector, because with the economic growth, the demand for buying cement increases, and the likelihood of selling cement at reasonable price for a considerable time also increases, that eventually ensures the profit of the investors. The same is true for all other sectors, such as steel, ceramic, cosmetics, etc.

However, from the perspectives of the market potentials, this calculation is a bit different in case of tourism sector.

Tourism sector is largely dependent on seasons and if the weather condition is adverse, nobody buys such products. As a result, the selling of the products goes down significantly. For example, tourists thrive to Cox's Bazar mainly during the winter season when the weather is favourable. However, arrival of tourists in Cox's Bazar declines significantly during the hot summer and monsoon seasons.

As a result, the investors who have invested in different hotels and motels in Cox's Bazar always wait for winter season to come when they can generate enough profits for maintaining their establishments all the year round. This profit should be high enough to cover their fixed costs that are incurred during the whole year. If the profit is low in a particular season, they incur losses. This seasonal trend is equally applicable for all other tourist destinations in the world.

As a result, a common trend in the tourism sector is that investors are usually willing to invest in this sector when the arrival of tourists is already significant and there is high probability of selling the tourism products to them. So there is a puzzle or paradox:

- If the investors do not come forward to invest, the arrival of tourists will not increase;
- If the investment is low, the number of tourists will not increase;
- And if the number of tourists is low, then the investors will not invest.

Now the question is, "Who would then invest in this sector in the beginning of the growth path by taking such a high level of market risk?"

For the tourism sector, the role of the Government actually starts here.

During the beginning of a tourism sector development, actually the Government has to take the driving seat for promoting tourism. This role should not be limited to only developing infrastructure; this role should be much broader and for long term.

In order to ensure long term growth of the tourism sector in the country, the Government, during the beginning of the growth of the industry, should not only ensure quality accommodation facilities but also ensure that there are good quality tourism products, such as theme parks, shopping malls, air transport, etc.

We will understand this unique feature of the tourism sector if we analyze the case of tourism sector development in Singapore. The Government of Singapore established Tourism

Promotion Board back in 1964. This particular Government body, besides attracting tourists in the country through various means, also involved itself in setting up various tourist spots to attract tourists. *Sentosa Island* is one of such spots, which has sea beaches, golf courses, 14 hotels and one theme park. Around 20 million tourists visit this Island every year.

Sentosa Island was developed in 1972 under Government owned Sentosa Development Corporation. If we analyze the ownership structure of various entities that are operating to manage this Island, we will see that most of these entities are owned majority by the Government of Singapore.

This is worth noting that in order to attract tourists, the Government of Singapore not only ensured high quality infrastructure, but also ensured that good quality tourist spots are developed that would attract a large number of tourists in the country. Besides such investments in the tourism sector, the Government of Singapore also invested a large amount in urban development and also in the air transport sector. Singapore Airlines is now one of the best in the world and it is carrying a large number of tourists to Singapore every year.

All these investments were primarily undertaken by the Government of Singapore, not by the private sector of the country. The same is true for New York, Paris and Kuala Lumpur. The Government investments in the Statue of Liberty, Eiffel Tower, Louvre Museum and Twin Towers are all the reflection of the fact that during the beginning of the growth path of tourism sector, it is the Government that should play the key role.

IFD's Recommendations

In light of the above discussions, we are placing the following recommendations:

1. There is no substitute of formulating a long term integrated plan for developing Bangladesh's tourism sector in the future. Unfortunately, the industry has so far developed without any proper planning;
2. In this Plan, there is a need to identify Bangladesh's strengths, weaknesses and areas of competitiveness;
3. Despite Bangladesh's weak infrastructure at present, it is still possible to attract a large number of backpackers, religious tourists, business tourists, academic tourists and cultural tourists in Bangladesh. In order to attract such tourists, there is a need for developing new tourism products and designing suitable marketing campaigns;
4. It is very difficult for Bangladesh to attract vacation tourists at this moment. Therefore, the Government should consider this fact while designing such marketing campaigns;
5. There is a need for designing different marketing campaigns for different classes of tourists because the need for each class of tourists is different;
6. The Government should recognize the roles of domestic tourists in the country. There is a need for analyzing their demands and adopting tourism related projects on the basis of such demands;
7. The demands of tourists are always changing and in order to understand these changes in demands, there is no alternative to periodic data collection and analysis. Therefore the

relevant Government agencies should collect such data and publicly report them in a periodic manner;

8. We think the Government of Bangladesh should reconsider investing in a Cox's Bazar based project that is targeted to attract **only the vacation tourists**. If we develop a tourism project targeting **only** the foreign tourists, then our expectation and reality might not match in the long run. This is to note here that if we develop a project targeting only the vacation tourists from abroad, then Bangladesh would fall into an unequal competition with destinations like Kuala Lumpur, Bangkok, Singapore, etc. because all these destinations are already advanced in the tourism sector;
9. Cox's Bazar has been branded as the *Longest Sea Beach in the World* for a long time and now it is being branded as the *Longest Unbroken Sea Beach in the World*. We need to understand that Cox's Bazar is not the longest sea beach in the world. Whether Cox's Bazar remains as the longest *unbroken* sea beach in the world is highly dependent on the climate. If the future climate changes, it is likely that this particular feature might not exist in the long run. Therefore, we should brand Cox's Bazar in a manner that would be sustainable in future. At the same time, the people of Bangladesh should be made aware of this particular fact. Otherwise, they might claim to the foreign tourists something, which might be wrong in reality;
10. We are in favour of developing Cox's Bazar and its adjacent areas, however, such development should always be based on targeting the domestic tourists **first**. Therefore, we believe that, **at present**, before branding Cox's Bazar to attract foreign tourists, we should concentrate more on domestic tourists. We should develop the road infrastructure and fast trains so that a domestic tourist can reach Cox's Bazar quickly and at less cost. As a result, the overall competitiveness of Cox's Bazar will increase and eventually foreign tourists will also start visiting Cox's Bazar more;
11. The Government should develop the infrastructure of Cox's Bazar and other tourist destinations very quickly and the overall competitiveness of these destinations should also be enhanced. Otherwise, these destinations will lose their competitiveness over time and eventually the domestic tourists will also lose their interests over these destinations. It is because now a domestic tourist can travel to a much better overseas tourist destination at affordable costs and all these destinations are already advanced in the tourism industry. It might happen that in the future even the middle class domestic tourists will prefer overseas destinations over local ones for spending their holidays;
12. We should not import any element that would be contradictory to our local culture. If we add these elements, our competitiveness in the tourism sector will decrease. It is because if Bangladesh adds these elements, and if these elements are also available in other competing tourist destinations in more lucrative form, then the tourists would be inclined to visit those places instead of Bangladesh;
13. The Government should follow a policy that would gradually make this country an alcohol-free tourist destination. No country has so far branded itself like this. If Bangladesh can brand itself as an "Alcohol Free Tourist Destination" in the world, we believe this would be beneficial for the country in the long run. If Bangladesh drops an easy element to attract tourist from its policy, then Bangladesh would be compelled to follow the more difficult routes to attract tourists, such as, developing the best tourist infrastructure in the world, ensuring the world's best tourism services, and following the

world's best tourism marketing campaigns. We believe such efforts are difficult, but not impossible;

14. But at the same time, the Government should make people aware about the demerits of drinking alcohol. If Bangladesh leads a global campaign against drinking alcohol, then this will gradually influence other Muslim countries, and eventually this campaign will be spread to other Non-Muslim countries as well;
15. Under the long term integrated tourism sector development plan, specific projects should be implemented and the investment of the Government at a greater level should be ensured. If the private sector joins hands in these projects, then it should be welcomed, however time should not be wasted waiting for the private sector to be involved. If these projects are implemented, then they will be able to attract tourists in a large number, and eventually the private sector will follow by investing in similar or even better projects. However, we should always remember that all these Government funded projects should act as the guide for the private sector. They should not create an unequal field of competition for the private sector.

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