Chapter 9
Ecotourism and Hospitality in Bangladesh: The Application of PESTEL Analysis and Determining the Internal Factors

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Abstract The growth of tourism depends on the extent to which tourists appreciate offered hospitality by the host country. More generally, it is accepted that tourists are more willing to spend their moments in regions with good hospitality. This paper investigated the relevance of this hypothetical intuition using the case of Bangladesh. This is the fundamental logic behind undertaking this investigation. The hospitality industry is a noteworthy service industry in the world economy; it incorporates services like food service, hotels and tourism. We proposed that, among individuals, the willingness to consider tourism is constrained by positive changes in hospitality. Firstly, this paper probed the association between emotions regarding hospitality among tourists and tourism in Bangladesh. Secondly, it investigated the extent to which changes in hospitality impact the willingness of considering tourism in Bangladesh. Thirdly, this paper examined the extent to which tourists in Bangladesh are responsive to external and internal factors of tourism and hospitality. A survey was organized to collect data on target tourists visiting the tourist's places such as hill tracts, sea beaches/islands, and residing three/five star hotels in Bangladesh. We measured some qualitative factors of emotions regrading hospitality and willingness to consider tourism. We determined the internal factors and focus on “PESTEL Theory of Marketing” to analyse and monitored the macro-environmental (external marketing environment) factors that have an impact on tourism. Finally, we proposed a tourism and hospitality model based on our outcome. Our findings identified the current conditions and perceptions regarding tourism and hospitality in Bangladesh. The tourism industry is completely dependent on the hospitality industry. Visitors coming to visit Bangladesh wish to have peace,
good environment, best quality products and services. We believe that our study will help the policy makers to form relevant policies to promote tourism and hospitality industry in Bangladesh.

**Keywords** Consumer · Behavior · Tourism · Hospitality · Bangladesh

**Introduction**

There is no shortage of tourist spots in this land of natural beauty. Bangladesh has many resources to attract tourists as it has a temperate climate and a center of ancient civilization. Cox’s Bazar, the longest sea beach in the world, the Sundarbans, the largest mangrove forest in the world, Bandarban, Sajek, Rangamati, Mainamati, Paharpur are some of the natural, historical and cultural places visited by domestic and foreign tourists rich enough to attract. Bangladesh has set a shining example of hospitality and harmony since ancient times.

Individuals enjoy being close to beautiful, attractive natural environments that have more physical and/or psychological benefits (Kaplan 1995, 2001). Individuals prefer a natural environment because nature can help recover from stress or fatigue compared to build environments (Ulrich et al. 1991). In the recovery psychology field, many studies have confirmed that the natural environment can provide better recovery results for individuals (Kaplan 1995, 2001; Honold et al. 2015).

Despite the endless natural beauty of Bangladesh, the tourism industry has not yet developed much. To present and serve a service industry like tourism requires skills, advanced behavior strategies and sincerity. Besides, the main problems for the tourism industry in Bangladesh are communication and infrastructural problems, lack of public and private initiatives, underdeveloped domestic tourism system and political instability.

Although not as expected, the tourism industry has been making a significant contribution to Bangladesh’s economy for decades. However, a tourism friendly National Tourism Policy is a crucial lack (Hassan et al. 2020; Hassan and Kokkranikal 2018; Hassan and Burns 2014). Bangladesh Parjatan Corporation, formed in 1973 through Order No. 143 of the 1972 Constitution. The company started its journey in 1983 as it is the only government tourism company in the country. It is a pioneer in the development of this tourism industry (Bangladesh Parjatan Corporation 2020). Besides, Bangladesh Tourism Board was formed as a national tourism agency in 2010 with the enactment of National Tourism Policy and Bangladesh Tourism Board Act-2010 (Bangladesh Tourism Board 2020a). Capacity building of the huge workforce employed by the National Tourism Board in the tourism industry, connecting foreign tour operators with local tour operators, increasing facilities for tourists in tourist attraction areas, in print, electronic and digital media various action plans are being adopted and implemented to promote tourism, create public awareness, coordinate with private tour agencies, hotels, motels, improved food and
above all, improved hospitality (Bangladesh Tourism Board 2020b). Different factors such as internal and external factors influencing growth of hospitality in Bangladesh as well as current status of six factors- political factors, economic factors, social factors, technological factors, environmental factors and legal factors are described and represented with raw data in this study.

Tourism management refers to the activities associated with travel planning. Hospitality management is the administration of activities in a place where people meet, such as a restaurant, casino, convention center, theme park or shopping mall. Hotel management, just as the name says, involves managing operations in a hotel or resort.

Organizations and managers in the tourism and hospitality industry face real challenges in recruiting, developing and maintaining a committed, competent, well-managed and well-motivated workforce which is focused on offering a high-quality ‘product’ to the increasingly demanding and discerning customer. This study seeks to address some of the economic, social and environmental issues that have to be tackled in order that organizations can maintain such an environment. To do so, it critically analyzed some of the problems which led many to characterize tourism and hospitality in Bangladesh as both positive and negative factors due to refugee flow, whilst also considering examples of good practice, important policy responses and models of strategic choice matrix which may offer cause for greater optimism in the way people are managed within the tourism and hospitality industry in Bangladesh.

The aim of the chapter is to explore the consumer demand of tourism industry in Bangladesh. However, specific objectives include: first, to discover the opinion regarding external and internal factors. Second, to assess the problems and prospects of tourism industry. Finally, to proffer the best strategy to overcome the problems.

The research questions are: first, how is the current scenario of ecotourism?; second, how do the internal and external factors work?; and third, What are the problems and prospects?; Fourth, What are impacts of COVID-19 on tourism? Finally, Do the econometric analyses support the actual fact?

**Literature Review**

The word ecotourism came from two different words: ecosystem and tourism; forming ecotourism. It has the literary meaning of environment friendly tourism. Today’s much hyped about ecotourism rises from the concept of the nature based tourism.

Ishtiaque (2013) led a study on Tourism Vision 2020 subject to Bangladesh. The study of the work was to state the status of Bangladesh in such manner with special accentuation on global tourist arrivals and tourism receipts, tried to found the gap in achieving the vision and present initiatives along with action plan to reduce the gap for meeting different implications of this vision.
Ecotourism

Afroz and Mahmud (2017) conducted a study to analyze the problem and prospects of ecotourism on regards to Bangladesh. The purpose of the study was to present the current scenario of the ecotourism, to identify the existing problems and to recommend some suggestions for reforms and improvements of ecotourism in Bangladesh.

Khondkar and Anis (2014) conducted a study on identifying and describing ecotourism destinations in Bangladesh. The study represents the constraints of promoting Bangladesh as an ecotourism destination, present status and future prospects of ecotourism.

Hossain and Wadood (2020) explored the potential effects of tourism on the economic growth of Bangladesh based on secondary data. The study represented a general idea of the ecotourism industry of Bangladesh, a detailed idea about tourist spots, tourism administrations and organizations.

Factors of Ecotourism

There are mainly two types of factors of ecotourism: internal and external factors.

Mihalić (2001) emphasizes on the need for a relationship between tourism and the natural environment, coordinating the impact of tourism on the natural environment, as well as the importance of quality physical environment for tourism.

Kabir and Bhuiya (2004) opined that ecotourism is sacred for preserving and sustaining the diversity of natural and cultural environment. It relates to sustainable environmental tourism.

Shamsuddoha and Nasir (2011) did a study on Sitakunda eco-park in Chittagong division of Bangladesh where they explored the opportunities of ecotourism in suburban city. According to them, to maintain the natural balance, Bangladesh is trying to develop a number of eco-parks.

Okaka (2007) tried to find out the role of media communications in formulating tourism strategy and cross cultural communication for peace, safety for sustainable tourism industry in Africa. The researcher pointed out that, the media can play a vital role in the development of sustainable tourism in the African region.

Rahman and Shahid (2012) conducted a research on the growing dilemma of tourism ecotourism and sustainable development in the context of Bangladesh. The researchers tried to provide an impression of how ecotourism destination appeared as a core elements of sustainable development of Bangladesh.

Liutikas (2015) observed that, interested tourists are driven by their spirit of faith and belief in religious tourism.

Hughes et al. (2013) said that the common people visit not only for religious importance of reliance or spirit but also for recreational or educational purposes.
Das and Chakraborty (2012) in their study tried to focus on the tourist attraction sites and they believed that religious tourism could be a very potential resource in Bangladesh but she needs proper planning and marketing which can attract more tourists to visit Bangladesh. It would bring benefit the tourism industry economically.

Lo Presti and Petrillo (2010) suggested that religious tourism is involved with cultural tourism. They also distinct that many people not only travel to several holy sites for religious tenacities but also to consume as a tradition and cultural product when marketed.

Campbell and Smith (2006) coined that, in 1980s the practice of the Internet started for spreading on religious ideology. During this time religious group started using the Internet to express religious interest and religious activities through online communication.

Managerial skills are defined by Katz (1974) as a manager’s ability to transform information and knowledge into practice. Today’s organizations operate in challenging and uncertain circumstances, consequently, more than ever before, their success or a failure is the result of managers’ ability to adopt their way of managing to contemporary business environments (Bulog et al. 2016). Managerial skills are not industry or firm specific, but they may become because of the unique combination of managerial skills that each organization holds (Carmeli and Tishler 2006: p.18). Unquestionably, only skillful managers could become effective managers, and effective managers are crucial for organizational success. Management effectiveness and efficiency require managerial skills (Mostafa et al. 2012: p.388). That is why managerial skill is an important factor in every industry. Tourism is not an exception of it.

Legal factor is one of the most important external factors of tourism and hospitality. In the current article, the effect of visa restrictions on bilateral travel is examined instead. Neumayer (2006) speculated that visa restrictions have a large detrimental effect on bilateral travel, but could not test this hypothesis.

Hossain et al. (2008) depicted that according to the foreign tourists of Bangladesh, scenic beauty ranked first, cost of services second, attitude of the people third, and so on down to facilities ranking tenth.

Nath (2007) observed that the level of satisfaction with the overall tourism facilities and services is at a level of 51%. The tourists judge by very poorly the level of night entertainment, tour information, advertisement and traveling agency.

**Meaning of Ecotourism, Principles of Ecotourism and Its Importance**

According to the Oxford English Dictionary (2009), the term ecotourism was first originated in 1982. Claus-Dieter (Nick) Hetzer in 1965 identified four “pillars” or principles of responsible tourism: minimizing environmental impacts, respecting
host cultures, maximizing the benefits to local people, and maximizing the tourist satisfaction (Blamey 2001).

According to ACS Distance Education (2020), Ecotourism that has minimal impact on fragile natural environments and which focuses on providing nature based experiences. The International Ecotourism Society (2015a) defined ecotourism as the responsible travel to natural areas that conserves the environment. Sustains the well-being of the local people, and involves interpretation and education. Education is meant to be inclusive of both staff and guests.

According to British Broadcasting Corporation (BBC) (2020), ecotourism is a form of environmentally friendly tourism which involves people visiting fragile, unexplored areas that are usually protected. Ecotourism is designed to be low impact and small scale.

Ceballos-Lascuráin (1996: p.14) opined that travelling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas.

According to Grant and Alcock (1998), ecotourism is nature based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable. This definition recognizes that ‘natural environment’ includes cultural components and that “ecologically sustainable” involves an appropriate return to the local community and long term conservation of the resource.

According to the Ecotourism Society (1990), responsible travel to nature areas which conserves the environment and improves the well-being of the local people.

Ecotourism is a part of ecological or environmental preservation. The International Ecotourism Society (2015b) highlights some principles associated with what ecotourism stands for:

- Minimize physical, social, behavioral, and psychological impacts.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Generate financial benefits for both local people and private industry.
- Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries’ political, environmental, and social climates.
- Design, construct and operate low impact facilities.
- Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment.

Ecotourism is very important to development of sustainable environment, to build up cultural and environmental awareness, to promote environment conservation, to boosts employment and financial opportunities for local people. Benefits and importance of ecotourism are given below:

Ecotourism helps in learning and understanding cultures of different communities. Its helps to knowing the distinctive religion and ways of life of different peoples.
Ecotourism helps in limiting the ecological effect on earth. The preservation of plants, animals, water, coal and so forth are required to be done. Different awareness programs should be conducted in the visit to make comprehend the peoples about significance of ecology.

The wild plants and animals are getting wiped out because of human intercession and habitat destruction. Forests are lost gradually and wild animals are losing their habitat. Ecotourism creates awareness to conserve endangered and rare plant and animal species of the earth. Awareness programs should be conducted to educate a tourist and the local people about endangered species and educate their how to increase the production of endangered animals and plant.

Ecotourism helps in generates income opportunities for the local people. Tourism offers jobs to local tourist guides as well as hospitality industry. It may help in improving the life style of the local people.

**Impact of Ecotourism in Bangladesh**

Bangladesh is a land of natural beauty. There is immense beauty in this country. Bangladesh is rich in all historical and spiritual beauties with many ecological sites. So it has been identified as a dream country for local and foreign tourists for ages. Ecotourism or Tourism has a great impact on different aspects like Environmental, Economical as well as Social.

**Environmental Impacts**

Ecotourism originates from the idea of proper maintenance of the environment. At a time when the devastating effects of greenhouse were being felt all over the world, a group of conscious people started a movement to protect the earth and its environment. The development of public tourism was seen as a threat to the environment such as decreasing water sources, land degradation, air pollution and noise, disturbing wild animals, damage to wild plants etc. For the protection of the natural environment Ecotourism is a new concept for the development of tourism without disturbing the balance of the environment.

**Economic Impacts**

Tourism is an emerging industry in Bangladesh. The last few years have seen an improvement in the tourism industry. Ecotourism industry impacted a lot on the economic industry of a country. Ecotourism directly create jobs for the local people. With the travel and tourism industry contributing 3.9% of the total employment in Bangladesh in 2018 (The Independent 2019). Bangladesh government earned 344 million US$ (2017) (Bangladesh Bureau of Statistics (BBS) 2019). In 2017, the
tourism industry’s direct contribution was reported to be US$5.3 billion, which was approximately 2.2% of GDP in Bangladesh, the report said, adding that it is expected to rise by 6.8% per year to $7.5 billion by 2028 (The Financial Express 2019).

Social Impacts

The increase of ecotourism brings about changes in social status. The beginning of Ecotourism has had a profound social impact on society. With the expansion of ecotourism traditional clothing and food, customized kits and staff is becoming more popular. Local people are demanding ecotourism growth and getting extra pay, Immigration trends are declining, which contributes to the national economy (Afroz and Mahmud 2017).

Different Types of Ecotourism Sites and Name of Tourists Spots in Bangladesh

Bangladesh is a reservoir of unparalleled beauty with no shortage of natural beauty. The Sundarbans, Cox’s Bazar, Chittagong Hill Tracts, the green forests of Sylhet and many other natural beauty landscapes are our Bangladesh. Some ecotourism sites and destination are mentioned in Table 9.1.

Famous Ecotourism Destinations in Bangladesh

Cox’s Bazar

A tourist city located in the southeast of Bangladesh. Cox’s Bazar was also known as “Panoya” which literally means yellow flower. Another ancient name is “Palangki”. It belongs to Cox’s Bazar district of Chattogram division. Cox’s Bazar is famous for its natural beauty. It has the longest uninterrupted natural sandy beach in the world which stretches for 120 km from Cox’s Bazar to Badarmokam. Cox’s Bazar is famous as the healthiest place in Bangladesh. It has the largest marine fishing port and submarine cable landing station in Bangladesh. Tourist attractions in Cox’s Bazar are Laboni Point, Himchaari, Inani sea beach, Ramu (Bangladesh Parjatan Corporation 2014a).
### Table 9.1 Different ecotourism and other tourists spot in Bangladesh

| Types                | Sites                                                                 | Name of tourists spot                                                                 |
|----------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Marine               | Marine protected areas, coral reefs, islands, beaches, bays           | Cox’s Bazar Beach (longest sea beach in the world with stretching 120 km), Inani Beach, Laboni Beach, Patenga Sea Beach, St. Martin’s island, Kuakata Sea Beach, Guliakhali Sea Beach, Banshbaria Sea Beach, Nijhum Dwip, Dublar Char, Burir Char, Bhola island (the country’s largest island), Manpura island, Maheshkhali Island, Swarna Dwip, Hatiya, Char Kukri Mukri, Kutubdiya, Sonadiya, Urir char. |
| Terrestrial          | Mountains, caves, forest areas, Natural parks                        | Chittagong Hill Tracts, (Bandarban, Rangamati, Khagrachaar), Sitakunda, Zaflong, Garo Hills, Alutila cave, The Sundarbans Mangrove Forests, Lawachora National forests (Sreemangal), Ratargul Swamp Forest (Sylhet), Banghabandhu Sheikh Mujib Safari park, Dulhajra Safari park, Sitakunda Eco Park, Madhabkund Eco Park. |
| Freshwater           | Lakes, Wetlands, Rivers, Waterfalls                                  | Kaptai lake, Tanguar Haor, Nikli Haor, Hakaluki Haor, Foy’s Lake, Ratargul Swamp Forest, Bichanakandi, Jaflong, Padma River, Meghna River, Karnafuli River, Jamuna River, Shuvolong Falls, Richang Falls, Jadipai and Baklai Fountains, Tinap Safari, Khaiyyachara Falls, Madhavkund Falls |
| Cultural             | Historical places and monuments, Religious monuments, Archaeological sites | Ahsan Manjil, Jatiya Smriti Soudho, Jatiyo Shaheed Minar, Lalbag fort, Huseni Dalan, Natore Rajbari, Muktagacha palace, Curzon Hall, Baitul Mukarrom Mosque, Tara Mosque, Shat Gombuj Mosque, Choto Sona Mosque, Bagha Shahi Mosque, Guthia Mosque, Kantanagar Temple, Adinath Temple, Chandranath Temple, Buddha Dhatu Jadi Pagoda, Ramu Temple, Ukhiya Pagoda, Armenian Church, St. Peters Cathedral, The Holy Rosary Cathedral, Mahasthangarh, Sonapura Mahavihara, Mainamati, Sonargaon, Wari-Bateshwar. |
| Manmade              | Urban parks, zoos, Museums, National Institutions                    | Jamburi Park (Chattogram), Horticulture Park (Khagrachaar), Jatiyo Sangshod Bhaban, Central Shaheed Minar, Mouseleum of Father of the Nation Banghabandhu Sheikh Mujib Rahman (Tungipara, Gopalganj), World War II Cemetery (Chattogram), Bangladesh National Zoo, Chattogram Zoo and Veterinary Clinic, Comilla Zoo and Botanical Garden, Museum of Zoology (Dhaka), Ethnographical Museum (Chattogram), Varendra Research Museum (Rajshahi), National Museum (Dhaka) |

Source: Ahmed and Mollah (2014) and Hossain and Wadood (2020)

### St. Martin’s Island

Bangladesh has the world famous coral island St. Martin’s. A coral island isolated from the mainland of Bangladesh with an area of 17 km². St. Martin’s is a small island in the sea, 120 km from the distinct town of Cox’s Bazar. Just water and water all around. When the island was annexed by British India in 1900, it was named after Martin, the Deputy Commissioner of Chittagong. The locals call it “Narikel Jinjira”. In addition to the main island, there are several smaller islands measuring 100–500 m², locally called “Chera dwip”. There is a 10–15 km coral reef along the
The Sundarbans

The Sundarbans is the largest mangrove forest in the world, with an area of 6017 km² in Bangladesh, the longest saline wetland and a very important ecosystem rich in biodiversity. There are 334 species of plants and 375 species of wildlife, including 35 species of reptiles, 315 species of birds, 42 species of mammals and the world famous Royal Bengal Tiger. The Sundarbans was declared as the 560th Ramsar Site in 1992 as all the features of the Ramsar Site exist as a wetland. In 1997, UNESCO declared the Sundarbans as a World Heritage Site (Bangladesh National Portal 2020a).

Sajek Valley

Sajek Valley is a famous tourist attraction in Baghaichhari Upazilla of Rangamati district in Bangladesh. Sajek Valley is located on the northernmost Mizoram border in Rangamati district. Sajek is the largest union in Bangladesh, its area is 702 miles². Sajek “Ruluipara” and “Kanlak para” are a combination of these two neighborhoods. Ruluipara was established in 1885, which is about 1720 ft above sea level. The Kanlak para is located on the Kanlak Hill at an altitude of 1800 ft. Sajek is mainly inhabited by Lusai, Pangkhoa and Tripura tribes. Sajek’s bananas and oranges are quite famous. Much of Rangamati can be seen from Sajek Valley. That is why Sajek Valley is called the roof of Rangamati (Bangladesh National Portal 2020b).

Kuakata Sea Beach

Kuakata is a beach and tourist destination in the southwestern part of Bangladesh. It is one of the most natural beaches in Bangladesh with a length of 18 km. Kuakata is known to tourists as the “Daughter of the Sea”. It is the only beach in Bangladesh from where both sunrise and sunset can be seen. The mangrove forest has started on the west side of the beach, which is called “Fatar” forest, a protected forest. The forest of Fatar is already known as the second The Sundarbans (Bangladesh Parjatan Corporation 2014b).
Tanguar Haor

Tanguar Haor is one of the largest group of water bodies in Bangladesh. It is located in Dharmapasha and Tahirpur Upazilla in Sunamganj district. This haor is rich in biodiversity and is the second Ramsar site of Bangladesh. During the monsoon season, the area of the haor is about 20,000 acres. One of the biodiversity of this haor is the variety of birds. This huge wetland is famous not only for birds but also for fish (Bangladesh National Portal 2020c).

Kaptai

Karnafuli Lake was created in 1960 with the construction of Kaptai Dam for the purpose of setting up a hydroelectric power station. The area of this artificial lake is 292 miles². The Karnafuli, Kachalong and Maini rivers are closely connected with this lake. At the mouth of the Langadur Maini upstream of the Kachalang river, one has to be amazed at the expanse of the lake. Here the vast waters of the lake merged with the sky without hesitation. When you come to Rangamati town, you can see the unnatural coexistence of lakes and hills which is not seen anywhere else in the country. The crystal clear waters of the lake and the magnificent beauty of the green hills attract the tourists easily and the boat trip on the lake captivates the mind and soul of anyone in its own glory of nature (Bangladesh National Portal 2020d).

Lauyachhara National Park

Lauyachaara National Park is a protected forest area which is Located in Kamalganj Upazilla of Moulvibazar district. Lauyachhara National Park is not only unique in its natural beauty, but also one of the few remaining forests in the country. Forests created by afforestation in 1925 have now taken the shape of dense natural forests. Its area is 1250 ha. Rare species of animals and birds can be seen in Lauyachhara National Park, which is rich in biodiversity. Bird lovers from all over the world flock to Lauyachhara National Park from far and wide to see the birds. The Khasia and Tipra tribes live in and around this forest (Bangladesh National Portal 2015).

Ratargul Swamp Forest

The only freshwater swamp forest and wildlife sanctuary in Bangladesh, located in Fatehpur Union, Gowainghat Upazilla, Sylhet District. The distance of this forest from Sylhet is 26 km. The forest covers an area of 3325.61 acres, of which 504 acres were declared a wildlife sanctuary in 1983. It is one of the few wetlands in the world. The forest is protected under the Forest Department. “Karach” tree is the most grown here (scientific name – Millettia pinnata). There are also “Hijal” (Barringtonia acutangula), “Koroch” (Pongamia pinnata), “Pitali” (Trewian
udiflora), “Kalahuza” (Cordia dichotoma), “Batkurar” (Vitex canescens). Roots of these trees are in two levels. One is in the ground, and another is in the mid-level, which is used while the forest is flooded in the monsoon period. During the rainy season, the forest is submerged under 20–30 ft of water. For the rest of the year, the water level is about 10 ft. Then the small canals become footpaths. Then the water is sheltered in the dug hills of the forest department. Aquatic animals take shelter there. Especially in the monsoon season, tourists flock here. Boats are needed to travel through the forest, but they have to be dinghy boats. You can see the beauty of nature while riding around in the forest (Bangladesh National Portal 2020e).

Sitakunda Eco Park and Botanical Garden

Sitakunda Eco Park is located just 35 km from Chattogram city. Which is currently being remarkable tourists spot. There are two impeccably beautiful fountains called “Sahasra Dhara” and “Supta Dhara”. Sitakunda Eco Park has a number of rare species of trees. The Botanical Gardens houses the Orchid House, which has about 50 different species of domestic and foreign orchids. Mountains, trees, wildlife, fountains, birds enrich the eco park (Bangladesh National Portal 2020f).

Madhabkunda Waterfall and Eco Park

Madhabkunda Falls in Barlekha Upazilla of Moulvibazar district is the largest waterfall in Bangladesh. The falling water of the mountain springs from the hill about 200 ft high is attractive for tourists. The Khasia ethnic group lives near this fall. There is a huge forest around the waterfall. Millions of tourists visit Madhabkunda Ecopark every year. Moreover, in the tank adjacent to the Madhabkunda waterfall, the Hindus bath in Baruni on the thirteenth day of the month of Chaitra, Madhukrishna, and a fair is held. It is a place of pilgrimage for Hindus (Bangladesh National Portal 2020g).

Sonadia Island

It is located in the Kutubjom Union, about 6 km northwest of Cox’s Bazar town, southwest of Maheshkhali and close to the Bay of Bengal. The government is declaring the island an environmentally critical area. This island can be called a paradise for migratory birds. To the west of the island are sandy beaches where oysters and pearls are found (Bangladesh National Portal 2020h).
Tourism Administrations and Associations in Bangladesh

The tourism industry in Bangladesh is managed and administered by the Bangladesh Parjatan Corporation (BPC) that was founded in 1972 by government of Bangladesh. The primary objective of BPC is to represent Bangladesh as an attractive tourist destination country to the world and in the trademark has been “Beautiful Bangladesh”. The BPC instructs the public and private tourism organizations, assures visa and immigration facilities for foreign tourists and ensure security as well as the safety of the tourists (Hossain and Wadood 2020) (Table 9.2).

Economic Contribution of Tourism in Bangladesh

Bangladesh, known as the green land of natural beauty, has immense potential for tourism. This country of immense beauty has attracted foreign tourists for ages. The economy is prospering by attracting foreign tourists. The contribution of the tourism industry to the GDP has exceeded 2%. However, the country will go a long way in tourism if good hotels, efficient and quality services, entertainment for foreign tourists, security and infrastructural development are increased. According to the list of World Economic Forum, Bangladesh has advanced 5 steps in terms of tourism since 2017. However, the position is still far behind 120th. The share of this industry in the overall employment of the country is only 2%, which is lower than the international average (The Daily New Nation 2019). Foreign tourists cannot be attracted due to inefficient hospitality in the tourist area (Table 9.3).

Though Bangladesh does not get a large number of foreign tourists, it has millions of domestic tourists, it has millions of domestic tourists who go for vacations or holidays each year. According to different tour operators, the number of domestic tourists rose to 70 lakhs in 2017 from 60 lakhs in 2016 (The Daily Star 2018).

The country’s economy and employment are undergoing major changes as a result of the development of the tourism industry. At present there are huge employment opportunities in this industry. Because when a tourist comes, employment of four people is arranged (The Daily Janakantha 2018). As such, if 1 lakh tourists

Table 9.2 List of tourism administrations and associations in Bangladesh

| Name                                      | Website                                      | Website Contents                                           |
|-------------------------------------------|----------------------------------------------|------------------------------------------------------------|
| Bangladesh Parjatan corporation (BPC)     | http://www.parjatan.gov.bd                   | List of tourist spots and places, hotel-motel booking, photo gallery, list of hotel-motel |
| Bangladesh Tourism Board                  | http://www.tourismboard.gov.bd               | List of tourist spots and places, video gallery             |
| Tour Operation Association of Bangladesh  | http://www.toab.org                          | List of tourist spots and places, newsletter, blog etc.     |

Source: Hossain and Wadood (2020)
come to our country, then 4 lakh people will be employed. About 1.3 million jobs were created in the tourism industry in 2014, which is 1.8% of the total employment in the country. Employment opportunities in the industry are expected to increase by 4% in 2015 and are expected to increase by an average of 2.8% per annum from 2014 to 2024 (Daily Prothom Alo 2019). Bangladesh Tourism Revenue reached 357 US$ million in December 2018, that was 348 US$ million in 2017 (Choice for Economic and Investment Research (CEIC) 2019). Bangladesh earned US$ 1153 million from the travel industry during the 2009–2017 (World Tourism Organization 2010) (Table 9.4).

The direct contribution of the tourism industry to the national income in 2018 was 427.5 billion, which is 2.2% of GDP and total income was 850.7 billion, which is 4.3% of GDP. In 2017, the tourism industry contributed 3.8% of the total employment to indirect employment. 11 lakh 38 thousand and 500 people are directly and indirectly involved in the tourism industry in Bangladesh at the moment. According to the Bangladesh Monitor (2017), in 2011, travel and the tourism industry straightforwardly upheld 1,329,000 occupations – 1.9% of all out work. It expanded to 1,138,500 occupations (2.0% of all out business) in 2015. This is relied upon to ascend by 1.5% in 2016 and ascend by 0.8% per annum to 1,257,000 occupations (1.8% of all out business) in 2026.

### Table 9.3 Foreign tourist arrivals in Bangladesh (Top 12 countries)

| Countries     | 2014  | 2015  | 2016  | 2017  | 2018  | 2019  |
|---------------|-------|-------|-------|-------|-------|-------|
| India         | 91,486| 1,00,176| 1,44,304| 1,88,814| 2,13,947| 2,70,024|
| United States | 4870  | 3352  | 4161  | 5596  | 7171  | 7225  |
| China         | 5619  | 3217  | 5807  | 6839  | 6363  | 7004  |
| United Kingdom| 3129  | 1876  | 2564  | 3432  | 3676  | 2405  |
| Japan         | 5514  | 2638  | 2230  | 2858  | 3712  | 4195  |
| Malaysia      | 1385  | 1007  | 1636  | 2335  | 2601  | 2225  |
| South Korea   | 1747  | 1421  | 1385  | 1990  | 2297  | 2226  |
| Australia     | 1270  | 735   | 864   | 1405  | 1608  | 1603  |
| Canada        | 1093  | 790   | 1023  | 1196  | 1402  | 1535  |
| Germany       | 1105  | 634   | 930   | 1127  | 1285  | 1304  |
| Nepal         | 1574  | 1036  | 2477  | 2781  | 2725  | 2974  |
| Saudi Arabia  | 555   | 801   | 2289  | 1921  | 1505  | 1549  |
| Total (including other countries) | 1,33,902 | 1,26,264 | 1,82,469 | 2,37,452 | 2,67,209 | 3,23,295 |

Source: Bangladesh Tourism Board (2020c)
Tourism is entering into a great crisis due to the worldwide panic of the Corona virus. The impact of the Covid-19 on world tourism is unquestionable, because of the world tourism industry experienced with similar crises such as that of SARS or H1N1 (Travel Daily News 2020).

The employment of 10–12 crore people involved in the industry is at risk. 33 crore people work in the tourism industry worldwide. In this case, out of every 10 people is employed in this industry. But in the last 5 years, one out of every four people has found employment in tourism. It was expected that the number of tourists in the world would increase by 3%-4% in 2020 compared to 2019. But under the influence of Corona Virus, the picture is reversed. World Tourism Organization reports the number of tourists dropped by 68 million between January and March 2020, which is expected to fall by 22% and income 600 million (World Tourism Organization 2020).

Impact of Covid-19 on the Tourism Industry

| Year | Tourism Revenue (In million USD) | NO of Tourist visited | Contribution of Travel and Tourism to GDP (In Billion BDT) | Job in Travel and Tourism | Contribution of Travel and Tourism to GDP (Percent) |
|------|---------------------------------|-----------------------|----------------------------------------------------------|--------------------------|-----------------------------------------------|
| 2009 | 70                              | 267,000               | --                                                       | --                       | 4.6                                           |
| 2010 | 81                              | 303,000               | --                                                       | --                       | 4.7                                           |
| 2011 | 87                              | 440,000               | 381.6                                                   | 2,880,500                | 4.2                                           |
| 2012 | 110                             | 600,000               | --                                                       | --                       | 4.3                                           |
| 2013 | 128                             | 618,000               | 830                                                     | 1,328,500                | 4.4                                           |
| 2014 | 153                             | 630,000               | 627.9                                                   | 1,984,000                | 4.5                                           |
| 2015 | 148                             | 648,000               | 809.6                                                   | 2,346,000                | 4.4                                           |
| 2016 | 213                             | 654,000               | 840.2                                                   | 2,401,000                | 4.3                                           |
| 2017 | 337                             | 700,000               | 850.7                                                   | 2,432,000                | 4.3                                           |
| 2018 | --                              | --                    | --                                                       | --                       | 4.4                                           |
| 2025a| --                              | --                    | 1252.8                                                  | 2,492,000                | 6.1                                           |
| 2026a| --                              | --                    | --                                                       | 2,894,000                | 6.4                                           |
| 2027a| --                              | --                    | 1783.0                                                  | 2,965,000                | 4.7                                           |
| 2028a| --                              | --                    | 1753.1                                                  | --                       | 4.6                                           |

*projected value

Source: World Tourism Organization (2010), World Travel and Tourism Council (2020a) and knoema (2019)
According to the Guardian (2020), the tourism industry in Italy is expected to decline by 95% in 2020 and Spain by 77%. As a result of the corona, the number of international tourists in the Asia-Pacific region will decline by 13.3% in Indonesia, 10.9% in China, 10% in Vietnam, 9% in Thailand, 8.4% in Singapore, 8% in Hong Kong and 7.8% in Japan.

A similar stagnant picture can be seen in the tourism industry of Bangladesh. The contribution of tourism to the domestic economy is 4.4%, the main part of which comes from domestic tourism. As a result of Corona Virus, hotels, motels, resorts, tour operators, travel agencies, air travel and tourism related businesses in Bangladesh are closed. Due to this, there is a risk of loss of around BDTK. 970.5 crore and the employment of 3 lakhs 9 thousand people related to the tourism industry is at risk (The Pacific Asia Travel Association (PATA) 2020). The coronavirus outbreak has caused a loss of Rs. 570,0 crores in Bangladesh’s travel and tourism industry (TBS News 2020).

**Methodology**

The study is based on primary and secondary data sources. Primary data were collected through a questionnaire responded by randomly selected local people, domestic and foreign tourists of the country during the period from 30th December, 2019 to 4th February 2020. On the other hand, the data and information have been collected and analyzed mainly from different published articles and reports, research monograph, Bangladesh Parjatan Corporation (BPC), Ministry of Civil Aviation and Tourism, and different websites.

**Sample Design**

From the study areas information has been collected by questionnaire survey, in-depth interviews, and FGDs. In the case of selecting individuals for the survey, respondents selected randomly from research areas by following a simple random sampling method. For determining sample size, respondents’ categories and sampling strategy non-probabilistic sampling method (purposive sampling) were applied. Focusing on this an observational survey conducted on the presence of respondent in the six areas: SAJEK valley, Khagrachari, Cox’s Bazar, Bandarban, Sylhet and Rangamati (Fig. 9.1).
Survey Instrument

Questionnaire survey method is conducted among the respondents by providing a 34-item questionnaire developed by the researchers to gather primary data where questions are about demographic characteristics, travel characteristics of respondents and the remaining questions about external and internal factors and some questionnaires are about Tourist Satisfaction. Questions on satisfaction are designed on the basis of two types of 5-point Likert scale (5 = strongly Agree…1 = Strongly Disagree) and (5 = Excellent…1 = Very bad). Some questions were designed with yes/no options.

Mode of Data Analysis

A number of methods were adopted to fulfill the objectives. The modes of data analysis are represented below:

Qualitative Analysis

Qualitative analysis has been done from both primary and secondary data. This analysis is heavily dependent on authors’ analytic and integrative skills and personal knowledge of the social context where the data is collected. The analysis is arranged based on an ethically enlightened and participant-in-context attitude, and a set of analytic strategies.
Likert Method Analysis

We analyzed external and internal factors of consumer demand regarding tourism through Likert method. Most of the questions in the questionnaire are based on Likert method. Likert method helped us respondent’s opinion or attitude towards tourism factors.

Descriptive Statistics of the Factors

Descriptive statistics of the factors are used to describe the basic features of the data in our study. They provide simple summaries about the sample and the measures of the factors. Descriptive Statistics are used to present quantitative descriptions in a manageable form so that a clear picture can be seen.

Graph Analysis

Several graph analyses such as column, bar, pie; doughnut, cone etc. have been done to explore the tourists’ perceptions regarding both internal and external factors of tourism and hospitality in Bangladesh. It displays a clear picture of it.

Econometric Analysis

Ordinary least square analyses have been done for both internal and external factors. Firstly, our goal in this study is to estimate empirically the impact of internal factors in the tourism industry on the tourism satisfaction. We start by estimating the effect of internal factors on the tourists’ satisfaction in our sample. The regression model is specified below:

\[
\text{Tourists satisfaction} = \alpha + \beta_0 \text{ Types of facilities and activities} + \beta_1 \text{ Location and accessibility} + \beta_2 \text{ Workforce} + \beta_3 \text{ Management} + \beta_4 \text{ Service standard} + \beta_5 \text{ Financial support} + \beta_6 \text{ Pricing standard} + u
\]

Secondly, our goal in this study is to estimate empirically the impact of external factors in the tourism industry on the tourism satisfaction. We start by estimating the effect of external factors on the tourists’ satisfaction in our sample. The regression model is specified below:
Tourists satisfaction = $\alpha + \beta_0$ Environmental + $\beta_1$ Technological + $\beta_2$ Socio-cultural + $\beta_3$ Economic + $\beta_4$ Political + $\beta_5$ Legal + $u$

**Identifications of Variables That Influence Tourist Satisfaction**

The variables influencing tourist’s satisfaction regarding tourism products and services in Bangladesh have been presented in the following Table 9.5.

PESTEL analysis is an acronym for a tool used to identify the macro (external) forces facing an organization. The letters stand for Political, Economic, Social, Technological, Environmental and Legal.

**Result and Analysis**

**Internal Factors of Tourism and Hospitality**

**Management**

From the 3D column graph above, we can see that more than half respondents appreciated highly regarding management of tourism and hospitality which is obviously a positive issue. 39.47% and 26.75% respondents opined that the management is very good and excellent respectively. Furthermore, 17.11% respondents react positively and agreed that the management is good enough. On the other hand, 8.77% and 7.89% tourists opined differently (Fig. 9.2).

| Table 9.5 | Identifications of internal and external factors |
|-----------|------------------------------------------------|
| Type of the factors | Factors |
| Internal | Management |
| | Workforce |
| | Location and accessibility |
| | Types of facilities and activities available |
| External | Environmental |
| | Technological |
| | Socio-cultural |
| | Economic |
| | Political |
| | Legal |

Source: Internal factors identified by authors, 2020 and external factors from PESTEL analysis
From the bar graph above, we can see that more than half respondents appreciated highly regarding workforce of tourism and hospitality which is obviously a positive issue. 39.47% and 21.05% respondents opined that the human capital is very good and excellent respectively. Furthermore, 24.12% respondents react positively and agreed that the effective labor force is good enough. On the other hand, 8.33% and 7.02% tourists opined that the workforce is bad and very bad respectively (Fig. 9.3).
Location and Accessibility

From the cylinder graph above, we can see that more than half respondents appreciated highly regarding location and accessibility of tourism and hospitality which is obviously a positive issue. 23.68% and 20.18% respondents opined that the location and accessibility is very good and excellent respectively. This tells us that the geographical position and transportation systems are quite good. Furthermore, 23.25% respondents react positively and agreed that the location and transport is good enough. On the other hand, 16.67% and 16.23% tourists opined that the geographical position and vehicle facility is bad and very bad respectively (Fig. 9.4).

Available Facilities and Activities

From the horizontal cone graph above, we can see that more than half respondents appreciated highly regarding available facilities and activities of tourism and hospitality which is obviously a positive issue. 33.77%, 39.47% and 8.77% respondents opined that the available facilities and activities as well as tourism products and services are excellent, very good and good respectively. On the other hand, 7.02% and 10.96% tourists opined that the available facility and activity is bad and very bad respectively (Fig. 9.5).
From the cylinder graph above, we can see that more than 90% respondents appreciated highly regarding environmental factors of tourism and hospitality which is obviously a positive issue. 60.09%, 27.19% and 8.33% respondents opined that the environmental factors are excellent, very good and good respectively. It explores that Bangladesh is full of natural environment in reality, which can attract the tourists very easily. On the other hand, 0.88% and 3.51% tourists opined that the environment is bad and very bad respectively, which is actually negligible percentage (Fig. 9.6).

**External Factors of Tourism and Hospitality**

**Environmental Factors**

From the cylinder graph above, we can see that more than 90% respondents appreciated highly regarding environmental factors of tourism and hospitality which is obviously a positive issue. 60.09%, 27.19% and 8.33% respondents opined that the environmental factors are excellent, very good and good respectively. It explores that Bangladesh is full of natural environment in reality, which can attract the tourists very easily. On the other hand, 0.88% and 3.51% tourists opined that the environment is bad and very bad respectively, which is actually negligible percentage (Fig. 9.6).
Technological Factors

From the 3D Column graph above, we can see that more than 80% respondents appreciated highly regarding technological factors of tourism and hospitality which is obviously a positive issue. 19.30%, 37.72% and 26.75% respondents opined that the technological factors are excellent, very good and good respectively. It reflects that Bangladesh, which can attract the tourists very easily. On the other hand, 8.77% and 7.46% tourists opined that the technology is bad and very bad respectively. We have scope to improve in this industry (Fig. 9.7).

Socio-cultural Factors

From the pie graph above, we can see that more than 61% respondents appreciated positively regarding socio-cultural factors of tourism and hospitality which is obviously a positive issue. 26%, 11% and 24% respondents opined that the socio-cultural factors are excellent, very good and good respectively. It explores that Bangladesh is rich in social and cultural aspects, which can be an attraction for the tourists very easily. On the other hand, 21% and 18% tourists opined that the social aspect and cultural aspect is bad and very bad respectively. Government and the authority can take necessary steps to improve social and cultural factors so that all the tourists have a positive opinion regarding these factors (Fig. 9.8).

Economic Factors

From the horizontal cylinder graph above, we can see that more than 75% respondents appreciated highly regarding management of tourism and hospitality which is obviously a positive issue. 27.63%, 22.37% and 25% respondents opined that the
economic factors are excellent, very good and good respectively. It explores that Bangladesh provides good economic structure in reality, which can be a good side of tourism and hospitality. On the other hand, 12.72% and 12.28% tourists opined that the workforce is bad and very bad respectively (Fig. 9.9).

**Political Factors**

From the doughnut graph above, we can see that 94% respondents appreciated highly regarding political factors of tourism and hospitality which is obviously a positive issue. 61%, 15% and 18% respondents opined that the political factors are
excellent, very good and good respectively. It explores that there is no political instability in Bangladesh right now, which can be a relief for the tourists who are planning to visit the tourism destinations of Bangladesh. On the other hand, 2% and 4% tourists opined that the political factor is bad and very bad respectively. A very few tourists have negative perception regarding politics in Bangladesh (Fig. 9.10).

Legal Factors

From the column graph above, we can see that more than 81.58% respondents opined that legal restrictions are very high. It explores that Bangladesh maintaining a strong legal structure. But it can be a barrier for foreign tourists. On the other hand, only 18.42% tourists opined that the legal factors are not restrictive (Fig. 9.11).
Descriptive Statistics of Internal Factors (Tables 9.6 and 9.7)

Table 9.6  Summary statistics of management and workforce based on authors survey

| Management | Workforce |
|------------|-----------|
| Mean       | 3.701754386 | Mean       | 3.63158 |
| Standard Error | 0.078842104 | Standard Error | 0.07447 |
| Median     | 4         | Median     | 4         |
| Mode       | 4         | Mode       | 4         |
| Standard Deviation | 1.19048966 | Standard Deviation | 1.12452 |
| Sample Variance  | 1.417265631  | Sample Variance  | 1.26455 |
| Kurtosis   | −0.04551193 | Kurtosis   | 0.0392 |
| Skewness   | −0.827347228 | Skewness   | −0.6605 |
| Range      | 5         | Range      | 5         |
| Minimum    | 1         | Minimum    | 1         |
| Maximum    | 6         | Maximum    | 6         |
| Sum        | 844       | Sum        | 828       |
| Count      | 228       | Count      | 228       |
| Confidence Level (95.0%)  | 0.155355962 | Confidence Level (95.0%)  | 0.14675 |

Source: Authors’ survey 2020

Table 9.7  Summary statistics of location and accessibility and types of facilities and activities based on authors’ survey

| Location and accessibility | Types of facilities and activities available |
|----------------------------|---------------------------------------------|
| Mean                       | 3.149122807                                |
| Standard Error             | 0.08996846                                 |
| Median                     | 3                                           |
| Mode                       | 4                                           |
| Standard Deviation         | 1.358493958                                |
| Sample Variance            | 1.845505835                                |
| Kurtosis                   | −1.149221203                               |
| Skewness                   | −0.177571798                               |
| Range                      | 4                                           |
| Minimum                    | 1                                           |
| Maximum                    | 5                                           |
| Sum                        | 718                                         |
| Count                      | 228                                         |
| Confidence Level (95.0%)   | 0.177280108                                |

Source: Authors’ survey 2020
Econometric Analysis of Internal Factors

The model is significant. The relationship between types of facilities and activities, management, service standard, financial support and tourists’ satisfaction is negative. Authority needs to reform all these services to achieve tourists’ satisfaction. On the other hand, location and accessibility, workforce and pricing standard have positive impacts on tourists’ satisfaction. The more the location and accessibility improves, tourists’ satisfaction is more. Workforce and pricing standard also have positive impact on tourists’ satisfaction (Table 9.8).

Table 9.8  Econometric analysis of internal factors

| Source           | SS     | df   | MS     | Number of obs | 228 |
|------------------|--------|------|--------|---------------|-----|
| Model            | 66.0365575 | 7    | 9.43379393 | Prob > F    | = 0.0000 |
| Residual         | 67.3801092 | 220  | .306273223 | R-squared   | = 0.4950 |
| Total            | 133.416667 | 227  | .58773862 | Root MSE    | = .55342 |

| tourismssatisfaction | Coef. | Std. Err. | t     | P>|t| | [95% Conf. Interval] |
|----------------------|-------|-----------|-------|------|---------------------|
| typesoffacilitiesandactivitiesav | -.0365646 | .0936923 | -0.39 | 0.697 | -.2212139 | .1480848 |
| locationandaccessibility | .0198048 | .0314073 | 0.63 | 0.529 | -.042093 | .0817025 |
| workforce           | .0772164 | .0355074 | 2.17  | 0.031 | .0072382 | .1471947 |
| management          | -.0291031 | .0352606 | -0.83 | 0.410 | -.094595 | .0403887 |
| servicestandard     | -.0086565 | .0318606 | -0.27 | 0.786 | -.0714475 | .0541345 |
| financialsupport    | -.1478801 | .0875833 | -1.69 | 0.093 | -.3204898 | .0247295 |
| pricingstandard     | .6484365 | .0505618 | 12.82 | 0.000 | .5487892 | .7480839 |
| _cons               | 2.09631 | .233393 | 8.98  | 0.000 | 1.636341 | 2.556286 |

Source: Authors’ survey 2020
### Descriptive Statistics of External Factors (Tables 9.9 and 9.10)

**Table 9.9** Summary statistics of environmental, technological and socio cultural based on authors survey

| Environmental | Technological | Socio-cultural |
|---------------|---------------|----------------|
| Mean          | 4.42          | 4.53           | 3.05           |
| Standard Error| 0.06          | 0.07           | 0.10           |
| Median        | 5             | 4              | 3              |
| Mode          | 5             | 4              | 5              |
| Standard Deviation | 0.92   | 1.12           | 1.45           |
| Sample Variance | 0.84   | 1.26           | 2.10           |
| Kurtosis      | 4.10          | -0.16          | -1.32          |
| Skewness      | -1.92         | -0.64          | 0.06           |
| Range         | 5             | 4              | 4              |
| Minimum       | 1             | 1              | 1              |
| Maximum       | 6             | 5              | 5              |
| Sum           | 1007          | 804            | 695            |
| Count         | 228           | 228            | 228            |
| Confidence Level(95.0%) | 0.12     | 0.15           | 0.19           |

Source: Authors’ survey 2020

**Table 9.10** Summary statistics of economic and political based on authors survey

| Economic | Political |
|----------|-----------|
| Mean     | 3.40529   | 4.26316   |
| Standard Error | 0.08904 | 0.07145   |
| Median   | 4         | 5         |
| Mode     | 5         | 5         |
| Standard Deviation | 1.3415   | 1.07885   |
| Sample Variance | 1.79962 | 1.16392   |
| Kurtosis | -0.984    | 1.29002   |
| Skewness | -0.3839   | -1.4113   |
| Range    | 4         | 4         |
| Minimum  | 1         | 1         |
| Maximum  | 5         | 5         |
| Sum      | 773       | 972       |
| Count    | 227       | 228       |
| Confidence Level(95.0%) | 0.17545 | 0.14079   |

Source: Authors’ survey 2020
Table 9.11  Econometric analysis of external factors based on author’s survey

| Source          | SS         | df   | MS          | Number of obs | 227 |
|-----------------|------------|------|-------------|---------------|-----|
| Model           | 17.2676626 | 6    | 2.87794376  | Prob > F      | 0.000 |
| Residual        | 116.142029 | 220  | 0.527918314 | R-squared     | 0.1294 |
| Total           | 133.409692 | 226  | .59030837   | Adj R-squared | 0.1057 |

| touristssat-n   | Coef.      | Std. Err. | t    | P>|t| | [95% Conf. Interval] |
|-----------------|------------|-----------|------|------|---------------------|
| environmental   | .074749    | .0563971  | 1.33 | 0.186 | -.0363987 to .1858967 |
| technological   | -.1266746  | .0452564  | -2.80 | 0.006 | -.2158662 to -.037483 |
| sociocultural   | .1404812   | .0348454  | 4.03 | 0.000 | .0718077 to .2091546 |
| economic        | .0002891   | .0372274  | -0.01 | 0.994 | -.0730789 to .0736571 |
| political       | -.0054402  | .0484908  | -0.11 | 0.911 | -.1010061 to .0901258 |
| legaldummy      | -.1653786  | .1263275  | -1.31 | 0.192 | -.4143456 to .0835884 |
| _cons           | 3.929419   | .3767565  | 10.43 | 0.000 | 3.186905 to 4.671933 |

Source: Authors’ survey 2020

Econometric Analysis of External Factors

The model is significant for external factors. The relationship between environmental factors, socio-cultural, economic factors and tourists’ satisfaction is positive. On the other hand, the relationship between technological, political and legal dummy and tourists’ satisfaction is negative. If technological advancement is adopted, that would be harmful for the environment. That’s why tourists are not satisfied. If political instability increases, then tourists’ satisfaction decreases. Lastly, if legal restrictions increases, tourists’ satisfaction decreases (Table 9.11).

Barriers to the Eco-friendly Tourism in Bangladesh

Though Bangladesh is full of natural beauty there are a lot of barriers of tourism industry. A large group of people of our country have no knowledge about ecotourism. Evergreen forests are exceptionally debased, The Sundarbans are losing her beauty due to human oppressions and many natural wildlife sanctuaries are gradually declines due to high population pressure. Many wild plants and animals are already extinct. Many ecotourism destinations such as Cox’s Bazar, St. Martin’s island, the Sundarbans are not free from human destruction. Besides this, there are some common obstacles for the exploration of tourism industry in Bangladesh, which are given below-

- Lack of awareness about tourism
- Lack of pollution free environment
• Loss of biodiversity and deforestation
• There is no government or private long-term plan for tourism
• There are no plans for sightseeing
• The tourism board is not active
• Poor infrastructure, over population, uncontrolled urbanization
• Transportation problem
• Sanitation problem
• Absence of proper training institute about tourism and hospitality.
• Lack of product development in tourism potential areas
• Complications in immigrations at the airport
• There is no proper branding about tourism
• Lack of security in tourist places
• Militant attacks and terrorism give rise to negative perceptions of local and foreign tourist
• Budget scarcity in the tourism industry
• Tourism fairs are not working due to lack of proper planning
• Overall, Bangladesh is not yet fully prepared for international tourist attractions.

Ways to Overcome the Problems of the Tourism Industry in Bangladesh

Despite the immense potential, the tourism industry in Bangladesh is still neglected. No such initiative has been taken so far in the development of this industry from both government and non-government levels. If ecotourism is to be developed rapidly in Bangladesh along with the tourism industry, then the hospitality industry needs to be turned into a professional industry. A definite framework needs to be created through policy makers if Bangladesh is to be become an international tourist attraction. Some recommendations are given below for improving the ecotourism industry:

• To increase public awareness about ecotourism
• Transportation and communication system needs to be improved
• Long-term plans need to be adopted by the government as well as private industry
• Improved hotels, food and entrainment must be ensured in abundance
• Need to ensure improved network and high speed the Internet service
• Tourism fair should be arranged frequently in different parts of the country
• Various awareness and motivational programs should be taken in both public and private industries to increase the flow of local tourism
• Proper training institute should be developed to train the staffs related to hospitality industry
• We need to change our attitude towards foreign tourists.
• The positive idea about tourist spot in Bangladesh needs to be highlighted in the world media.

**Conclusion**

Hospitality industry has seen many ups and downs in the UK during the twentieth century and world-leading nations have seen many changes in society. Improvements in economy have paved the way for enhancement in living standards for the majority of people residing in those countries. Many social changes for the industry’s operators are observed including the increased disposable incomes, cheaper and easier travel and more leisure time. The rise in standards of living by hospitality industry varies providing services and products, employment and leisure services. For the tourism the catering; hotel industry is a very essential element and considered to be very fastest growing industry and earning the foreign currency.

To the best of the researchers’ knowledge, this study is the first one to use econometric model to explore the influence of the internal and external factors of tourism and hospitality on tourists’ satisfaction.

The discoveries of this research demonstrate that tourist evaluation of internal and external factor is still the most significant marker of by and large visitor fulfillment. Tourists at different places had divergent opinions on various service indicators selected for this study. As we selected six specific locations for this study, we have got diverse findings based on places products and services.

Our contributions to this study are: First, understand and find additional information on the factors of tourism and hospitality in Bangladesh; Second, become familiar with tourists’ perception regarding the factors; Third, become familiar with basic model concepts and learn about its relation with tourists’ overall satisfaction; Fourth, understand the positive sides of internal and external factors.

Based on our regression analysis it is clear that environment, socio-cultural, economic, location and accessibilities are the important indicators of tourism and hospitality facilities. That’s why Bangladesh needs to concentrate on these indicators much to compete with other tourist destinations.

Tourism is a big sub-industry of the national economy. Without maintaining proper strategies in the industry, it may be lag behind in making its potential contribution in national economy. Future research in the innovative service field should focus on not only the process of hospitality development and innovate services, but also the exploration of the services that have the content or characteristics that appeal to tourists. Tourists are attracted to new service offerings that are unique and highly value-added and not just service characterizations that are low value but different from other places.

As in any research, there were some limitations of this study. First, this study did not measure gender, age, or mental health, which as factors might play a large role in the differences of the participants. Future research is needed to take more demographic information into account. Second, the performing art place used in this
study is surrounded by a natural environment. Consequently, the research findings may not be applicable to sports places that are not surrounded by nature. Future researches are needed to get a complete picture of it.

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