

An Exploratory Study on the Role of Major Tourism Organizations in flourishing the Tourism Industry in Bangladesh

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Abstract: *The branding name of Bangladesh is entitled to “Beautiful Bangladesh” that highlights the existing natural and man-made resources as well as our national pride like (21st February, historic 7 March speech), etc. This exploratory research figured it out in a qualitative approach that how tourism organizations are playing an active role to formulate rules and regulations for the tourism and hospitality industry. The constitution of the People’s Republic of Bangladesh, Article 18(A) affirmed that the government and entire society be obliged to protect and conserve the natural resources of Bangladesh. Ministry of Civil Aviation and Tourism has acknowledged 800 tourist destinations of the country. Apart from the other stakeholders, this research analyzes how tourism institutions like (BTB, BPC, ATAB, TOAB, Civil Aviation of Bangladesh, DMO, Biman Bangladesh Airlines, NHTTI) design the existing and future hospitality industry that covers the tourist attraction, accommodation, transportation, food and beverage sector. The study tries to understand, how these institutions link up with other universities like (DU, RU, NSTU, PU, BSMRSTU, etc.) those offer hospitality degree for the fresh and juvenile students to create competent manpower for the tourism industry by providing both theoretical and practical experiences. Focusing on Bangladesh, the study has also proposed a strategy that how these organizations can collaboratively do their activities to make the industry more sustainable in respect of environmental, economic, socio-cultural and political issues. The result of the study will play a precious guideline for the fresh entrepreneur and other stakeholders of the tourism and hospitality industry.*

Key- Words: *-Tourism organizations, Hospitality institutions, Biman Bangladesh Airlines, Bangladesh Tourism Board.*

Date of Submission: 02-12-2019

Date of Acceptance: 18-12-2019

I. Introduction

The tourism and hospitality industry is the booming industry all over the world that contributes most to the world’s GDP. Tourism organizations all over the world are working for ensuring the proper education of people and create effective use of them (Sitati, 2014). This industry is in the early stage in a developing country like Bangladesh where the country has the possibility of facing further growth. It is interconnected with 109 other sectors where each sector ensures the increase of standard of living of the local community, rate of employment, amount of disposable income, foreign currency. Bangladesh will enjoy the positive social, economic and environmental benefits if all stakeholders are aware of their actual roles and involvement. In that case, the contribution of tourism-operating organizations is very indispensable for the sustainable management of tourism activity. The Ministry of Civil Aviation and Tourism, National Tourism Organizations (NTOs) and others are working effectively for the expansion of this industry. This study accumulates the contribution of these organizations so that it is easier to find out the more defined roles of them. Additionally, a model is developed that shows how their combined contribution can help to ensure sustainability.

Tourism organizations in Bangladesh are constantly observing tourism to develop the competitive policies and regulations which will help the destinations to be managed within a framework. Their active contribution will help Bangladesh to fill up the gap between the current development and standard development for tourism. Governmental, non-governmental, private-public institutions, hotels, motels, resorts, airlines need to work together simultaneously. At the same time, there is a need to emphasize more on the development of the current policies of the organizations and the more defined roles of different departments. The public organizations can motivate the public-private partnership, encourage investment and establish master plans, sure tourists and other supporting facilities, develop strict laws and regulations for environmental protection. The

private institutions can focus on the improvement of the recommended facilities for visitors and the communities, can associate the government to imperforate the project, can provide new ideas, can also arrange seminars and workshops, develop training centres for the interested people. The sincere and actual contribution to tourism by these organizations will promote Bangladesh as a stable tourist destination in front of the world.

II. Statement of the Research Problem

Tourism sector is one of the most flourish sectors of a nation. Researchers of this industry always try to find and analyze the factors related to the development of the industry. Previous researches explained about the importance of the industry and factors that can develop the sector. Researches had worked on the specific institution's roles. But those did not describe how all the institutions can act collaboratively to make an effective human resource and ensure the stability of the tourist market. This research has explained the actual roles of the major tourism organizations and explore how those can work in an integrated way to make the sector more sustainable. This research has proposed a new strategy to on their collaborative activities that can ensure more skilled, knowledgeable and efficient human resources.

III. Objectives

The primary objectives of this study to explore the contribution of major tourism-operating organization as it may draw the attention of associated bodies to redefine their roles. Secondary objectives are –

- to identify the actual roles of the separate organizations,
- to set a model that will demonstrate the effect of combined participation of these organizations.

IV. Literature Review

According to WTO (2002), one country's tourism sector helps to build its necessary infrastructures which also create facilities for its host community. In one tourism destination, the tourism activities start the development of relevant physical facilities. The best use of tourism resources can convert a developing country into a developed country by giving the material benefits to the poor. It can be an important tool for poverty alleviation of developing countries for the long term. Growth of tourism sector ensures the long-term opportunities, cultural pride and reduce vulnerability by diversification. It also increases the personal skills of the poor.

Ali and Parvin (2010) explained that the entrepreneurial activities of both government and private institutions should be utilized for providing better services to tourists. Their activities should ensure the betterment of natural resources, historical places, good hospitals, health management systems, safety, security, accommodation, and transportation. Institutions should readdress the issues and develop strategic leadership because without the leadership strategy it is difficult to organize and control the sector.

According to the World Travel and Tourism Council (2007), Bangladesh is one of the countries which is earning the lowest level of revenue from the tourism sector. Lack of updated valid data is difficult for them to balance in supply and demand and also it is hard to do segmentation in the target market. For this reason, it has also become an issue for the major tourism organizations to grow tourist demand worldwide, regionally and internationally. The organizations which will not be benefitted from the industry will lose their ability to build core capabilities, operational excellence and grab tourist's attention.

Huda, Haque, and Jahan (2012) described that tourism education is an integrated socio-managerial process to deliver and develop knowledge, skill, and idea to individuals and society. The development of tourism education builds an effective human resource to transform the tourism business into a promising service sector. The major tourism organizations like BPC, BTB, ATAB, TOAB, PATA, etc. are also working to provide tourism education. They are organizing yearlong programs and also short courses to commit job assurance both at home and overseas by providing training and developing the soft skill of youth human resources.

V. Methodology

This research named "An Exploratory Study on The Role of Major Tourism Organizations in Flourishing the Tourism Industry of Bangladesh" has focused on the extraordinary activities of tourism organizations and proposed a unique collaborative strategy of their roles. This part of the study has discussed the nature of the research, sources of data collection, findings, and discussion.

Nature of the Research: This part of the research has discussed the nature of the study. The purpose of the study is to understand and explore the roles of tourism institutions in the tourism industry of Bangladesh. It has identified the depth of the phenomena. This study has identified and explained all its findings in a qualitative structure. It is all about to find qualitative information to understand and discuss the roles of the institutions. So this study is mainly a qualitative study. This depth information of the study has been provided by previous researches, journals, articles, annual reports, case studies, newspapers, magazines, and topic-related books. So

characteristics of the topic are focusing on the exploratory factors. The main fact of the study is it has explored the question of what are the roles and how those have been implemented to promote and ensure healthy growth of the tourism industry in Bangladesh. So this “How” and qualitative “What” question indicates that this is exploratory research (Malhotra & Malhotra, 2013). This study has also proposed a new possible strategy and includes all possible sectors in its chain to make the best uses of the facilities of these tourism institutions in Bangladesh. Even this research can be used as the findings, inputs and secondary information for other researches.

Sources of Data: This exploratory research has qualitatively explored all its information. It has collected all its information from secondary sources. The whole study is mainly based on secondary sources and previous researches. Data has been collected from previous researches, journals, articles, websites, annual reports, case studies, newspapers, magazines, and topic-related books. The recorded data of those sources has supported a lot to explain overall phenomena. The facts analyzed from those sources and records have shown a new path to conduct the facilities of tourism institutions. The proposed strategy has shown clearly in a structured way a format in this study which can be used as a secondary resource also for further researches.

Findings: There are several organizations those who are working for the development of tourism and hospitality industry of Bangladesh. Among them, the roles of major organizations have been described below-

- **Bangladesh Parjatan Corporation (BPC)**

Bangladesh Parjatan Corporation (BPC) is the institution developed by the greatest father of Bengali nation, Bangabandhu Sheikh Mujibur Rahman for the purpose of making Bangladesh as one of the most attractive tourist cities in the world through the constitution of 1972, order no 143 (Bangladesh Parjatan Corporation, 2019). It is a National Tourism Organization (NTO) of Bangladesh and an autonomous organization under the Ministry of Civil Aviation and Tourism. BPC comes up with the idea to make Bangladesh the country of tourist destination in South Asia. Moreover, it has so many other purposes including the increasing of the production of facilities to tourism industry, developing the standard of international tourism, taking initiatives to ease visa and immigration procedures, ensuring safety and security of travelers, encouraging private enterprises in case of developing infrastructures, women empowerment, encouraging private investment, promoting poverty friendly tourism, developing ecotourism, creating new working opportunities and establishing strong workforce, alleviating poverty, maintain intensive relationship with regional and international competitive institutions.

From the very beginning to till now, the institution the organization is working to establish tourism and hospitality services as an industry. The organization promotes the heritage and tourist attraction, creates a bright image of Bangladesh to foreign and domestic countries. Moreover, the organization is constantly working on the development of the existing tourist sites, identifying new tourist zone and promotion, providing training to workforce to make them skilled, evolving accommodation and quality of food, developing civic and official benefits, contributing in GDP through tourism, infrastructural development, service development, distribution of tourism resources for the perfect utilization to reduce poverty. (Bangladesh Parjatan Corporation, 2019). It is also working to identify investment opportunities in Bangladesh and foreign direct investment (FDI). Training institute (National Hotel and Tourism Training Institute- NHTTI), 42 different types of tourist facilities like the development of new hotels, motels, resorts, picnic spots, bars, swimming pools, tourist information centres have been established in countrywide by Bangladesh Parjatan Corporation. NHTTI is emphasizing on training and diploma in food and beverage production, front office and sectorial operations, food and beverage service. Duty free operations, duty free marketing opportunities in international airports in countries, relationship with reputed duty free merchants, encouraging the participation of interested private organizations in case of the development of the provision of facilities are also facilitated by this organization (Bangladesh Parjatan Corporation, 2019).

- **Bangladesh Tourism Board (BTB)**

Bangladesh Tourism Board (BTB) is established in 2010 by the government of the People’s Republic of Bangladesh. With the purpose of promoting tourism at home and abroad, developing the current condition of the tourism industry of Bangladesh with a noticeable contribution to the GDP of the country, this National Tourism Organization (NTO) is working.

For domestic tourism development, service quality, attracting tourists, availability of information facilities development, research, marketing and promotion especially through fairs and events, connectivity with different tourism organizations, development of human resources, empowerment of women, responsible tourism for the tourism-friendly environment, BTB is continuously working. The basic role of this organizations are the formulation of policies with necessary recommendations, assistance in the development of guidelines for implementing the plan, identification and preservation of tourism attractions, mass awareness among residents, arrangement for participation of NGO’s, medias, women organizations, individuals, governments for ensuring

responsible tourism, maintenance of communication with foreign tourist organizations, contact with governmental and non-governmental organizations for marketing, creation of auxiliary facilities and development activities related to the tourism of Bangladesh, increase the quality of tourist attractions, deliver the quality tourism services for tourists, develop facilities for disable person, protection of women's rights and participation, monitor and analysis international marketing, promotion of tourism through fairs and publications.

- **Biman Bangladesh Airlines**

Biman Bangladesh Airlines is established on 4th January, 1972 under the presidential order no. 126 of Biman Bangladesh Ordinance with a vision to develop the organization as a world-class airline. The airlines have their main hub in Hajrat Shahjalal International Airport (Dhaka), Osmani International Airport (Sylhet) and Shah Amanat International Airport (Chattogram). It is providing the air service facilities to domestic and international passengers as well as air transportation of cargo and mail with a total of 16 aircrafts in service (Biman Bangladesh Airlines, 2019). In 2007, it has turned into a public limited company but is owned by the government of Bangladesh. The company has subsidiaries who are aligned with aviation training, aviation engineering, aircraft ground handling, flight catering, poultry farming. The subsidiary companies are Biman Bangladesh Airline Training Centre (BATC), Biman Flight Catering Center (BFCC), Biman Poultry Complex, Biman Ground Handling. The airline is leading aircraft checks and maintenance. It is professionally maintaining ground service including DCS control, Check in, Boarding, Passport Check Unit, PAX control, Transit Cell, Foreign Career Controller, Lost and Found, etc. Its ground handling unit is providing support to many other foreign airlines like Emirates, Singapore Airlines, Air India, Malaysia Airlines, Saudia, Thai Airways, etc. at Hajrat Shahjalal International Airport (Dhaka). Moreover, it has a frequent-flyer program entitled Biman Loyalty Club. Biman is providing services into 28 different arrival cities including domestic and international with the coverage of 23 destinations (Biman Bangladesh Airlines, 2019). International cities are- Abu Dhabi, Baku, Bangkok, Dammam, Delhi, Doha, Dubai, Jeddah, Kathmandu, Kuala Lumpur, Kolkata, Kuwait, London, Manchester, Medina, Muscat, Riyadh, Singapore, Yangon and domestic cities are Dhaka, Sylhet, Saidpur, Rajshahi, Jashore, Ishurdi, Barishal, Chattogram, Cox's bazar (Biman Bangladesh Airlines, 2019). The organization is working for ensuring safe, consistent and acceptable economical and appropriately synchronized air transport service. It needs to maintain its regular flight schedule on time and follow the International Air Transport Association (IATA) regulations. It has signed agreements with SITA and Mercator for having the infrastructural support and revenue accounting services. Developing a seat reservation system, in-flight amenities, ticketing, biman cargo, flight class service are mentionable services of the airline (Biman Bangladesh Airlines, 2019).

- **Pacific Asia Travel Association (PATA)**

Pacific Asia Travel Association (PATA) is the voluntary association with an objective to stimulate and create awareness to ensure eco-friendly tourism in a particular territory. PATA is a membership association plays an active role in the responsible development of the Asia Pacific travel and tourism industry (Pacific Asia Travel Association [PATA], 2019). PATA takes some promotional strategy and develops tourism in the Pacific region to make sure the inflow and outflow of tourists around the world. It always keeps up to date information about tourism resources around the world. It takes branding strategy to enlist Sundarbans and Cox's Bazar in the 7 natural wonders but these two destinations compete a lot among all the natural resources around the world. They organize several seminars and conferences to ensure sustainable tourism by building effective human resources in Bangladesh including climate and the Rohingya crisis in the coastal area of our country. It ensures a win-win situation among all the stakeholders through giving ethical practices both practically and manually. They help Bangladesh to design tourist maps by identifying both sun lust and wanderlust resources for Pacific regions including Bangladesh. They collaboratively worked together with DMO in our country to make certain overall sustainability of our tourism resources (PATA, 2019). They always motivate the public sector to rebuild the branding strategy to uphold Bangladesh in the world stage and it also gives a platform to the private sector to invest in the tourism sector in our country. They assist Bangladesh to attain the SDGs within a specific period of time. They keep everyone updated by publishing a journal about the existing and upcoming tourism resources in Pacific regions and thus helps us to introduce the new tourism sector around the world. They conduct marketing research and statistics to provide valuable insights, forecasts, and analysis to help members to make better business decisions. PATA helps the member countries to introduce a corrective measure to increase tourist traffic.

- **Association of Travel Agents of Bangladesh (ATAB)**

Association of Travel Agents of Bangladesh had been working as the first registered association of travel agents of Bangladesh (Association of Travel Agents of Bangladesh [ATAB], 2019). It is one of the leading travel agents association in the market. ATAB mostly organizes inbound tours, extraordinary trips in

extraordinary places in Bangladesh. In the demand of the time, tourists are increasing their inbound tours for any place in the country destinations. Now ATAB is working as one of the most well organized, well maintained and well controlled association of the country with 3500 members. All government and non-government organs daily evaluate the activities of ATAB and use to call its officials and authorities to solve different problems and issues related with air travelling, Hajj-Umrah, airlines, etc. which are operative in full swing in Bangladesh and give their expected importance to ATAB members for their effective and fruitful suggestion in aviation business. In the aviation & tourism sector, ATAB has become a strong stakeholder in Bangladesh. ATAB has reached the peak point of name and fame and thus they are successful to materialize the dreams and expectations of its founder members in reality. Over the last forty years, ATAB has a long glorious achievement in its sector over the last forty years. Different activities were undertaken by this association as the demand of time. Travel Agencies have become acquitted from paying VAT for the steps taking by ATAB (ATAB, 2019). It has worked for the acquisition of 7% commission on fuel surcharges (YQ/YR) and gets the commission on Hajj ticket. ATAB is creating productive employment in the local and international markets. It has established the ATAB Tourism Training Institute (ATTI) in 2007 to provide skill working hands for the travel and tourism industries. By this time near about 2500 trainees have trained and certified by ATTI who are already engaged at different organizations. The government has approved the ATAB Tourism Training Institute (ATTI) & thus the institute is directing courses like "Ticketing & Reservation" by following the proper curriculum as NTVQF Level-2. ATAB has worked a lot to increase the validity of license period to 03 years which was 1 year previously. It has stopped the procedure of weekly payment by IATA and enrichment of minimum IATA bank guarantee. ATAB has struggled to modify so many agreements with government and other agencies, institutions and parties to make the way easier for travel agencies and customers. It has worked for the withdrawal dealing of Void charges by Biman Bangladesh Airlines. Biman Bangladesh Airlines has convinced by this association to issue domestic flight tickets by using GDS & online portal. ATAB has arranged training on Registration and Renewal process/system of travel agency via online at the Ministry of Civil Aviation and Tourism. ATAB is working for CSR activities to grab the ruling position in the market and also concerning its positioning. It is the association based on travel agents which was able to make trust in customer's mind about the travel agents. Now People can trust the travel agents for their safety, security, and satisfaction. They have done the arrangement to keep passport at Travel Agencies for a temporary period. ATAB always focuses on maintaining a long-term relationship with its members. ATAB has arranged a GDS awareness program. It is also concerning for its current members. They have prepared the Code of Conduct for ATAB members. The tourism industry of Bangladesh is the first priority of ATAB to make sure growth and expansion. ATAB has organized and completed marketing conferences, FAM Trip at U.S.A, Turkey, Cyprus, Myanmar, Thailand, Spain, France and Vietnam successfully for the expansion of tourism. ATAB is continuously maintaining the liaison with the High Commissioner/Ambassador of different countries in Bangladesh for the expansion of tourism industry. ATAB is a broad based association for the first generation travel agents to protect their rights and privileges. It was the main aim of ATAB to ensure and secure the healthy growth and strong progress of the travel trade in addition to creating a platform for developing companionship and friendship amongst the travel agents of the country. This association is working as the safeguard of the travel agents. They established their company so well in an organized way that any other company of the country, wants to join in the travel agency to train themselves from the training program of ATAB. ATAB now became a big and developed association for other companies of travel sites in Bangladesh. So ultimately ATAB has fulfilled their goal and objectives successfully.

- **Tour Operators Association of Bangladesh (TOAB)**

Tour Operators Association of Bangladesh (TOAB) had formed in the year of 1992. This was the time when a handful of agencies were present inside Bangladesh to operate tour and felt the need for such an association or trade body that can help them to overcome immense problems, barriers and difficulties being faced by them continuously. This organization's motive is to build a stable position of the tourism sector and promote tourism products and ensure the stable growth of the tourism market internationally. In tourism, tourists of the overall world highly expect a hazardless traveling, secured food & lodging, efficient spot-visits, economically cost-effective transaction in every step of the business tour or a personal tour. To fulfill these demands tour operators are working actively for individuals or groups to entertain them every time according to their demands. In Bangladesh, the infrastructure, transportation, accommodation facilities of the tourism industry are not that much developed. So, it is always recommended that a tourist should arrange his travel here through a member of TOAB for being safe and secured under authentic information. TOAB has tried its best to organize World Tourism day and managed and organized a seminar in collaboration with Bangladesh Parjatan Corporation (Tour Operators Association of Bangladesh [TOAB], 2019). It also organized a seminar in association with the Federation of Bangladesh Chamber of Commerce and Industries (FBCCI) and always trying to maintain a good relationship with them. It is expected that, by changing the whole atmosphere and

system in Bangladesh including the executive body of TOAB, they can do much more in the future. TOAB is also active in partnership with Dhaka Travel Mart as a premium partner since its inception. TOAB maintains excellent relationship with all tourism institutions who are working for the betterment and development of this tourism industry including the Ministry of Civil Aviation and Tourism, Bangladesh Parjatan Corporation, Bangladesh Hotel Owner Association of Travel Agents of Bangladesh, PATA Bangladesh Chapter and other trade bodies. Since the beginning of TOAB, all its members have been actively participating in different international trade fairs like ITB - Berlin, WTM - London, BITE - Beijing, ATA Travel Mart -Bangkok, TTF - Kolkata, SATTE - Delhi etc. in collaboration with the Ministry and BPC from time to time (TOAB, 2019). Thus, they are working actively in both the local and international markets. It always gives priorities on each tourism site and activities to cover and works for the betterment of those destinations. It covers UNESCO World Heritage sites as its destinations. TOAB focuses on media coverage and press releases for continuing its communication with its members and customers. TOAB has organized Bangladesh Travel & Tourism Fair. So TOAB is an association that trying to maintain all its stakeholders with full affectivity and playing a vital role in the tourism industry of Bangladesh.

- **Ministry of Civil Aviation and Tourism**

Ministry of Civil Aviation had stated their journey after the independence of Bangladesh in 1971, but it had finally established independently in August 1975. The ministry is working for ensuring safe civil aviation and modern secured systems of the Airport. It works to increase the contribution of the tourism sector in the economy by setting modern and standard tourism facilities(Ministry of Civil Aviation and Tourism [MOCAT], 2019). This ministry works for the coordination of air routes and air services. It ensures the airspace control, inspection and licensing of pilots and aircrafts. It always tries to increase the capacity and quality of service of Biman Bangladesh Airlines. Ministry of Civil Aviation has the right to sign contracts and coordinate the local and international organizations. It also has a concern about the registration and licensing of travel agencies and hotels/restaurants. It continuously focuses on creating strategies for the development and marketing of tourism products, researches, and skilled manpower. So, the overall duty of this ministry is to establish, direct and control tourism sector organizations for the overall development of the tourism industry.

Ministry of Civil Aviation has a focused tendency to set strategic objectives for the advancement and rights of women (MOCAT, 2019). Their safe and secure aviation system is increasing the number of airports, flights, and routes. It is ensuring efficient and competitive cargo transport system. This expansion of tourism services is creating employment opportunities for women. So their whole human resource management tries to give a clear focus on the rights and empowerment of women.

- **National Hotel and Tourism Training Institute (NHTTI)**

National Hotel and Tourism Training Institute was formed in 1974 with the purpose of giving professional training-based tourism and hospitality management under Bangladesh Parjatan Corporation. Its mission is to create a smart and skilled workforce, design of indispensable courses, and provide practical, technical and special field knowledge. Professional skill development gives the opportunity to enhance capacity building chances among people. NHTTI is offering consistent classes, diploma certificates on hotel management, in-service and on the job training, associated degrees[National Hotel and Tourism Training Institute (NHTTI), 2019].NHTTI aims to develop and create strong skilled manpower that may deliver resilient workforces to several hotels and tourism operating organizations. Through this training, a person is able to involve himself in various departments of hotels starting from the front office, housekeeping, reservation and sales, catering, etc. Moreover, as Bangladesh has so many major tourist attractions, this institute helps to generate tourism professionals for working in several branches of tourism. It also supplies skilled manpower to travel agencies. There is a chance to get practical training even after get graduation and post-graduation from Tourism and Hospitality Management. Trainees are actually want to apply their theoretical and practical knowledge before to join in professional life. The courses offered by NHTTI are- diploma in Hotel management, diploma in culinary arts and catering management, national certificate course, professional chef course, diploma in tourism and hospitality management(NHTTI, 2019). Diploma in Hotel management creates managerial and communal skills among people, provides functional and service-based knowledge to people. It helps them to develop training on the identification of difficulties and its solution, create self-reliance, escalate monetary implications, mature the trainees to cope up with the ongoing changes in the industry, special development of skills needed for the catering and accommodation sector. Diploma in culinary arts and catering management focuses on menu planning, kitchen planning with required equipment, F and B service, bakery and pasta training, catering management, etc. National certificate course includes tour guiding and travel agency, bakery and cuisine courses, short and modified courses, housekeeping, front office, f and b production and service, hotel management, etc. Professional chef course focuses on several culinary theories, sanitation and

safety, purchasing, costing, basic first aid, English communication, and necessary others to be a chef. Diploma in tourism and hospitality management ensures the education regarding the field to be an actual professional. The tourism and hospitality industry is a customer based industry. To ensure excellent customer service, it is needed to ensure an expert workforce. NHTTI is also offering training services to employed personnel so that they can learn the actual way of conducting services in this field.

- **Destination Management Organization (DMOs)**

Tourism destinations in Bangladesh are enriched with their unique attractions. Destination Management Organizations (DMOs) of Bangladesh is responsible for overall destination marketing. By DMO, it actually means local, national, regional organizations of the destinations under the prescribed laws to manage the destination. National Tourism Organizations (NTOs), regional and local DMOs are responsible for the management of the destinations in Bangladesh. The role of DMOs should not only be limited within this, but it also needs to follow the approaches for the overall development of the tourist destination (UNWTO, 2007). DMOs of Bangladesh make sure the appropriate utilization of the resources, advance the assets of the place, available information for the tourist in the visitor information center, infrastructural and other development, E-business maintenance, with the main goal of providing overall qualified service. The promotion of these destinations is needed to attract the tourist in the destination but with the insurance of keeping carrying capacity. DMOs also have the responsibility to upsurge the number of tourists and make the destination as distinctive with their upgraded professional skills. Through leading and coordinating, DMOs make sure the effective use of destination elements, go for marketing, identify internal; external brands and make an appropriate surrounding (Hassan et al., 2013). Moreover, these organizations need to work with the community to deliver standard service to tourists, to develop current and new destination products, to promote the heritage of the destination. If the assigned DMO of a particular place or region can do the work effectively, it is possible to contribute to responsible tourism development.

- **Private and Public University**

The tourism industry today is documented as the world's largest industry. This industry practices a win-win theory that facilities community people to enhance their income and standard of living. Bangladesh is well known for its natural and manmade resources including national pride and hospitality. The ministry of education and UGC feel the necessity to inaugurate Tourism related courses in secondary, higher secondary and tertiary level stage to create juvenile researcher in the field of the tourism industry (Schlüter, 1985). Tourism and Hospitality Management courses have been initiated in several universities both in private and public to minimize the crisis of an efficient workforce. This course facilitates the student to learn about tourism resources around the world by achieving theoretical knowledge from the professional teacher and practical experiences from industry experts. The students are actively involved to identify the tourism resources by designing a tourist map. They are working together in an integrated way to enhance the national images by branding, promoting tourist destination, building awareness, preparing an itinerary, educating the tourist and stakeholders that ensures the sustainability of the tourism industry in Bangladesh.

- **Others**

Accommodation: The tourism sector of Bangladesh is covering a huge area of tourist market nationally and internationally. Tourists mainly first prefer their comfort zone before choosing their destination. They first choose the accommodation facilities to rate a destination. In Bangladesh, accommodation facilities are mainly based on hotels, motels, resorts, guest houses, etc. For international tourists of Bangladesh, the top 5 stars hotels in Dhaka are The Westin Dhaka, The Royal Paradise, Le Meridien Dhaka, Pan Pacific Sonargaon, Four Points by Sheraton, Radisson Blu, Amari Dhaka, Long Beach Suites, Intercontinental, Lakeshore Hotel, Royal Park, Six Seasons, The Raintree, Hotel Sarina, Ascott Palace and Dhaka Regency Hotel. There is the availability of hotels with the price of all ranges.

Transportation: Transportation is the most important part of the tourism industry because it links tourists with their destinations. Tourist thinks to expand more time in a place when there is a better transportation system. Sometimes this transportation system makes itself a heritage or sometimes culture. Tourism promotion and tourism development are impossible without the development of the transportation system of one nation. To ensure the safety and security of tourists it is important to ensure the maintenance of the existing roads, construction of more roads/rail track/sea and air transportation, and construction of local airports and enhancement of local flight operations (Park et al., 2016). The development of transportation, vehicles, infrastructure and using new technologies in this sector speed up the development and ensure the healthy growth of tourism. In Bangladesh, the ways for transportations are by road, by air, and by the river. Transportation can work as a separate tourist attraction like cruising, orient express trains, boat trips along the river, etc. when a

tourist chooses a destination and its transportation then some factors they evaluate like time limit, distance, status, comfort, security, benefit, price, and geographical position.

Food and Beverage: Food and Beverage sector carries the crown of one nation’s tradition, culture, and heritage. After the recreation and attraction part, this sector attracts the tourist most. The management and arrangement of food and beverage services ensure more memorable customer experiences for the long term. This service ensures the caring tendency of one destination. The service of the department depends on the overall operationalefficiency of its human resources. In Bangladesh, the F and B sectors mainly based on hotels, restaurants, pubs, clubs and night clubs, membership clubs, in-flight catering, fast food stores, cafeterias, takeaways (Akter, 2018).

Recreation: The recreational and attraction sector of one destination ensures the tourist’s long term experience. It helps the tourist to choose and evaluate among the destinations. The attractions and activities of one destination help tourists to give them physical and mental peace. One destination’s natural resources, events, programs, markets, man-made activities all are the parts of this sector. This sector of Bangladesh helps to promote the nation internationally by resource enrichment, culture, and heritage. It creates the promotion of the country worldwide. Sixty Dome Mosque of the Mosque City of Bagerhat, SomapuraMahavihara as Ruins of the Buddhist Bihara of Paharpur and the largest Mangrove of the world named Sundarban are the world heritages of Bangladesh.

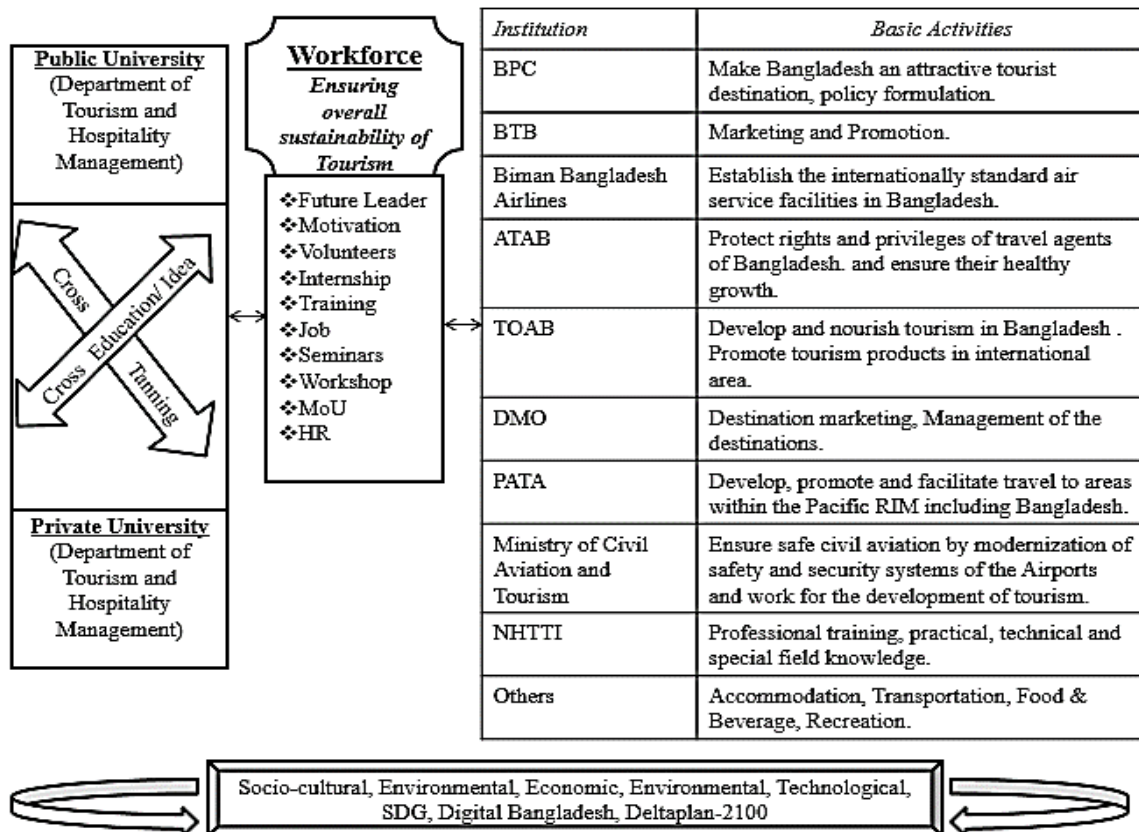


Figure 1: Combined Roles of Tourism Operators in Bangladesh

VI. Discussion

Figure 1 shows that the involvement of tourism operating organizations for the development of the tourism and hospitality industry of Bangladesh. Every year, a certain number of students get the opportunity to be graduated from public and private universities with having a major in Tourism and Hospitality Management. This research investigates that, if the students from different universities get a chance to sit together and share their skills, ideas, knowledge, culture, different management techniques, and even their experiences through practicing cross-training and culture. It grooms them to lead, plan and control and organize this vast industry. Tourism institutions and universities work in an integrated approach to form and groom an efficient workforce to lead this booming industry in a sustainable way. As this fresh workforce has theoretical and practical knowledge, so they can apply their core competencies to minimize the weaknesses/ threats and maximize their strength and capabilities in the job market. Tourism institutions in Bangladesh provide training, seminars, jobs, internships, signing MoU to upsurge their competitive advantage by adding value to the career. The government

of the People's Republic of Bangladesh has taken initiatives to create a platform for transforming the country into a developed country by achieving the goals of SDG and digitalization. The proper contribution of these tourism organizations will help to ascertain the promotion of national image through its heritage, culture, hospitality and national pride. Besides this, these institutions create a win-win situation for stakeholders and professionals. It helps to increase the standard of living of the local community in particular geography and create an effect on the overall GDP of the country. They build awareness to the society for preserving and conserving sun lust and wanderlust resources. Technological advancement through these organizations will earn operational efficiency and will create customer excellence. These organizations advise both political and non-political parties not to contradict with environmental issues and use sustainable practices of green politics. Their whole assistance will act as a logistics support in achieving the agenda of Delta plan- 2100 and help to ensure sustainable practices.

VII. Conclusion

Bangladesh is enriched with natural and cultural values that bear the testimony of our past history, heritage, and tradition. Tourism organizations play a crucial role to protect our natural resources and promote cultural values to the citizen of the world. They are planning to design a master plan to identify the prospected sunlust and wanderlust resources that are followed by a tourist map. Several universities in our country are offering Tourism and hospitality courses to develop an efficient workforce that leads the tourism industry in the upcoming future. Tourism organizations arrange regular seminars, workshops, discussion forums, and training programs for the socio-economic development of the community through sustainable tourism thus help to bridge the gap among all the stakeholders of the tourism industry of Bangladesh. These organizations are committed to fulfilling the goal of SDG, agenda of Digital Bangladesh and Delta Plan-2100 through tourism and hospitality.

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Sadia Afrin Ananya." An Exploratory Study on the Role of Major Tourism Organizations in flourishing the Tourism Industry in Bangladesh". *IOSR Journal of Business and Management (IOSR-JBM)*, Vol. 21, No. 12, 2019, pp 35-43.