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**COASTAL TOURISM DEVELOPMENT**  
**CASE STUDY COX'S BAZAR, BANGLADESH**

**Thesis**  
**CENTRIA UNIVERSITY OF APPLIED SCIENCES**  
**DEGREE PROGRAMME IN TOURISM**  
**MAY 2015**

**ABSTRACT**

<b>CENTRIA UNIVERSITY OF APPLIED SCIENCES, Kokkola-Pietarsaari Unit</b>	<b>Date</b> May 2015	<b>Author/s</b> MD Sihabur Rahman
<b>Degree programme</b> Tourism		
<b>Name of thesis</b> <b>COASTAL TOURISM DEVELOPMENT CASE STUDY COX'S BAZAR, BANGLADESH</b>		
<b>Instructor</b>		<b>Pages</b> [41+1]
<b>Supervisor</b> Sara Åhman		
<p>Bangladesh is a small developing country in South Asia, known as the undiscovered gem of Asia, it is not haunted by the tourists like other South Asian countries. It has a lot of attractions to offer the tourists but it is less popular due to lack of publicity. Cox's Bazaar is a great blessing for Bangladesh, it is a small town of Bangladesh by the Bay of Bengal with a 125 kilometer long unbroken sandy sea beach that is the largest in the world. It is very popular to tourists for its clear shark free safe water, which is best for people who love to swim in the open sea.</p> <p>The aim of the thesis was to find out possible developments for Cox's Bazar. The thesis is divided into two parts, first one is the theoretical part with developments theories and facts and the second part is the interview from different persons related to tourism in Cox's Bazar. Books, websites, E-books, materials available in internet, and journals were used to collected the data for the theoretical part. This part gave an overview of different steps and conditions towards the development for this coastal area and the current situation of existing tourism market.</p> <p>The result of this research has answered a few important questions. Data obtained by the interview to the persons related to Cox's Bazar did not only show the developments for services and infrastructure in Cox's Bazar, but also demonstrated the relation between development and proper marketing and the contribution of marketing to boost the development process. It has shown the lack and what to do in the future to overcome the impediments to make Cox's Bazar popular globally.</p>		

**Key words**

Tourism destination development, coastal tourism development, tourism destination marketing, Cox's Bazar, Bangladesh

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## 1 INTRODUCTION

Bangladesh is one of the few countries in South Asia, which remains to be explored. It is a small but very beautiful country which is located in the north-eastern part of South Asia. Bangladesh has a delicate and distinctive attraction of its own. It has many popular tourist destinations and attractions, including historical mosques and sites and monuments, archaeological sites, world's longest sea beach, hilly areas and forests of Sunderban and wildlife in the Chittagong hilly area, tribes, miles of rolling tea gardens of world famous brands and islands. This amazing land is like a painter's dream come true with a rich tapestry of colors and texture. It's a land of enormous beauty where the tourist wants to visit again and again.

Development is a broad idea, and the topic of the thesis chosen by the author is related to tourism destination development. The whole research focused on some certain issues on the development process. However, the main aim was to outline the development of coastal tourism development in Bangladesh but this thesis also discussed additional themes like strengths, weakness, threats and opportunities of this area.

The thesis is divided in two main parts. The first part is the theoretical part what is based on the development process and the second one is the result of the research. The thesis is presented in several chapters. The first chapter is to introduce the present tourism situation in Bangladesh. The second one explained the development process and steps, important key factors that play the role in tourism destination development. The third chapter is to show the overall image about Bangladesh and the topic destination Cox's Bazar. The fourth chapter based on the research and research methods used in this thesis. It showed the implementation of the research methods to achieve the goal of the thesis. And finally result of the research is presented in fifth chapter. Based on the interview obtained from interviewees related to Cox's Bazar, this chapter outlined the main findings and future recommendations. Qualitative research method is used in this thesis and semi structured interviews were taken by the author to obtain information and

finally text was analyzed to get the results. The interviews dealt with different questions regarding the development and the contribution of marketing in the development process.

## **2 TOURISM DESTINATION DEVELOPMENT**

The development of a tourist destination must be comprehensive, adapted to the changes, balanced and sustainable and helps to optimize economic and social development of the residents, preserving the cultural and natural heritage and satisfying both the needs of visitors as local population. The training of tourism professionals, both continuous and initial, is certainly a strategic element to face the changes that are happening in the sector. (tourisk, 2004) This chapter is going to be an outline for tourism destination development. The element and steps are discussed in this chapter. It will also discuss about the importance of the marketing and current marketing strategies for destination development.

### **2.1 Definition of tourism destinations**

A tourist destination can be defined as any travel destination that appeals to a large number of tourists. People visit these destinations either to see natural wonders, historical sites, or buildings. Some tourist destinations have activities such as games and rides that attract visitors. Historical sites are commonly considered tourist destinations because some things of historical significance happened in those places. Some of the things that can be considered as historical tourist attractions were battlegrounds and monuments. Apart from historical sites, there are beautiful natural creations that are considered tourist attractions. Those who visit such areas are able to see beautiful natural wonders such as canyons and waterfalls. A good example is how many people visit Niagara Falls (one of the seven natural wonders of the world) yearly. (Richard 2006, 235.)

A tourist destination can only promote the products and services that it has. As a result of this, the destination development needs to be a continuous process of development and coordination of facilities, amenities, services and products that can help the host communities to offer quality services and experiences for the tourists and enhance their personal well-being. Tourism

destination development process involves setting objectives, assessment of the destination, evaluation and setting priorities and lastly implementation. (Wisegeek, 2015) These processes are discussed below.

Before beginning the development process clear objectives need to be set, these objectives should clearly state what the destination intends to achieve and what the major outcomes are expected from the destination's development process. The objectives should not just be for the development process but should extend to the type of tourism targeted and the market the destination is aiming to attract. During objective setting, it is also important to identify ways of extending the benefits from the tourism destination around and directly to the host community. It is also important to note the high and low peak seasons, the extending length of stay, and what the local visitors are willing to pay for the services and products. Another important factor that needs to be taken into consideration should be the people within the community that are going to contribute to the destination's development process as well as all the partners and the stakeholders. Knowing these important aspects is vital for a significant market research. (Richard & David 2002, 35)

After having known the objectives of the destination, there is a need to carry out a broad and accurate assessment of the tourism assets and resources that the destination has. Some of the resources and assets that a destination can have include attractions, product gaps and lifecycles, local character/sense of place, experiences, trails and market research, strengths and weaknesses, past marketing, way finding, skill base, network links & stakeholder issues, and competitor context among others. If the destination developers desire they can audit destination's visitor services and market communication as part of the inventory process to assess their present quality, effectiveness and impact. The assessment of the destination helps test how the development process is working with the identified visitor's market. When this is done a more realistic picture showing the destination's true tourism potential starts to emerge. From this picture, the demand/supply links and opportunities and in gap development can accurately be determined. The assessment process is a very delicate process that should be undertaken in complete consultation with all the relevant partners and stakeholders. (Richard & David 2002, 38)

During the destination assessment process, reviews and audits are made; the audits are then used in the strategic evaluation of any development issues that arose during the assessment and the options as well as the suggested actions by other stakeholders. People can have very many different development options but it is important to carefully evaluate all the options and select the most suitable option. Basically the chosen option should be imaginative, easily achievable, impactful and much rewarding. During this stage, the development advantages and disadvantages as well as costs and benefits of this process has to the destination and to the host community should be determined and considered as part of the analysis. Due to the complexity of this stage, it needs good experience and strong strategic insight due to the fact that naturally the resources are limited and the investment returns are being sought. The finally adopted strategies should therefore be realistically aligned with the fulfillment of the project's goals; being market oriented; use of project resources to best effect; and putting much focus on where the community energy and funding is already flowing and what can facilitate a worthy development outcome. (Richard & David 2002, 40)

Apart from the social, environmental and economic issues, there are some actions that may need much attention especially due to the power of their logic and their ability to gain wide support. To ensure that the destination development program runs smoothly and to ensure the project's effectiveness, all the activities and actions of the project should be assessed and evaluated for their ability to be beneficial when integrated with other development activities that occur locally, nationally or regionally.(Richard & David 2002, 40.)

If the project activities and actions can be integrated with other local, national or regional development projects then they can help addressing most people's needs. It is only with specific goals and strategies that a tourist destination development can be successful and give return to the investments. As it is commonly said, "success breeds success" if the destination development is successful, it will surely help bring large number of visitors even in future. (Richard & David 2002, 42)

The implementation phase requires a lot of resources. There is need for presence of effective leadership at the local level. It is important to ensure that there are suitable project product leaders in the implementation process who can ensure that everything runs smoothly. The main



stakeholders of the project should show a great level of commitment and have a sense of ownership to ensure the success of its implementation. There should also be regular monitoring of the project's progress by the management to identify gaps or setbacks and correct them. When the project is fully operational there should be constant review of its effectiveness. (Richard & David 2002, 44)

## **2.2 Tourism as a factor in regional development**

Tourism has come out as important element in regional development. Tourism's social and economic impacts are not only felt at the local level where tourism occurs, but also at the regional level. Tourism is the main source of jobs in the localities where tourism activities take place. Additionally, tourism growth plays a major role in giving the less developed regions equal access opportunities to the benefits of its growth (Babu 2008, 25). With regard to this, there is need for exists the challenge of coming up with mechanisms that can improve quality and competitiveness of tourism at local and regional level as well as ensuring balanced and sustainable tourism at national levels.

Tourism development at regional level can catalyze new dynamics that help improve the general economic growth. It can also significantly contribute to improved land use and planning by attracting more people to new regions where tourism in developing to avoid overpopulation in the urban areas. The relationship that exists between the tourism and regional development has clearly been presented in different studies especially by Rayan (2010, 39-40) and Stabler (2010, 22).

Raina and Agarwal ( 2004) in their research investigated the local and place based factors that influenced development of tourism and tried to explain why tourism regions developed faster than other regions. Huybers (2007) and Telfer & Sharpley (2008) put much focus on the less developed countries and have brought up many assumptions regarding the role tourism had in development. They went further and highlighted the challenges faced by destinations that seek to achieve development via tourism (Huybers 2007, 43-45) and (Telfer, &Sharpley 2008, 111).

Some scholars have tried to provide a significant approach within a multi-disciplinary framework to oversee the complexity in tourism development (Ramos & Jimenez 2008, 68-69).

In the past two decades, large regional variations have emerged in the quality of life within many economies in transition (Bartlett 2010, 121-162). However tourism was seen as the sunrise for these economies as the industry is very labor intensive and thus it provides employment opportunities in large numbers. These countries have diverted much attention to the economic potential of the tourism industry to help in the regional development. Owing to the relationship that exists between tourism and food, some authors such as Bessire (1998, 21-34) identified opportunities in product development as a way of achieving rural diversification. On the other hand Pearce & Butler examined the current issues and reasons behind tourism development as strategies of developing more urban areas and providing a foundation for more informed tourism integration in regional development (Pearce & Butler 2002, 102). Additionally, there are some discussions that have focused on different policy innovation as activities that should be done at regional levels due to the impacts of tourism growth which is not only felt at the local but also at the regional level (Giaoutzi, & Nijkamp 2006, 98-103). Similarly, with the close link between tourism and regional development, both the local and regional authorities have to play significant role in policy formulation, organization and tourism development (Constantin 2000, 56).

### **2.3 Marketing and management**

The term 'marketing' comes from the marketing-speaking world. The origin of the word is "Market". As the market is formed as a seller's to a buyer's service, the destinations were forced to adjust their market services to the needs of consumers and marketing activities. Marketing can therefore be described as systematic, market-oriented conception of the company. It has to explore the task to penetrate existing markets and exploit new markets and develop as well. However, the marketing for a destination has many special features. Marketing refers to a variety of actions or activities carried out by an organization or individual to bring its products or services to the public. The role of marketing in a business or organization is to find customer's needs and produce the product or services to satisfy the customers' needs.

Destination marketing is a very important element in achievement of the destination's goals and objectives in order to maintain a successful tourist destination (Palmer &Bejou 1995, 616-629). Destination marketing involves also marketing of the destination's products that can attract tourists.

On the other hand, destination management deals with the administration of all the demands and supply of tourism products within a specific tourism destination. Howie (2003) states that managing destinations ensures that there are the destination has the perfect blend of all the products and services that customers would need. In this regard, they state that destination management should have much of their attention on the things that would negatively affect tourists experience at these destinations (Howie 2003, 7-13).

#### **2.4 Importance of management and marketing in the development process**

Well managed destinations are often sustainable and thus have the potential to continue contributing to the economy and to grow. Proper destination management also provides the opportunity to maximize the benefits of tourism growth in these destinations. Continuous growth in these destinations further presents more room for job opportunities thus improving the many livelihoods. Due to the benefits these destinations provide the local community such as job opportunities, effective management can therefore mean providing job security to the locals being that there is no likelihood of failure which can result to loss of jobs. (Buhalis 2000, 97).

As seen earlier, destination management focuses much attention to the things that would negatively impact visitors experience; however, this does not only contribute to the development of experience for the visitors as it also enhances environmental protection and support the local community's interests. Marketing is important in that it helps create awareness of the destinations. It is not easy for all the potential destination visitors to be aware of different destinations thus by marketing the places they become aware and may definitely want to visit the destination. Marketing does not only make people aware of the destinations but they also give the audience a good reason to visit the areas. In other words, marketing helps

motivate people to visit the new places as it majorly taps what can really be appealing to potential visitors (Buhalis 2000, 97-116).

Good marketing strategies can help influence and change visitors' views and perception about a place and make them want to visit these destinations. Strategies such as hosting the Olympics or football games can make people visit even after the games are over. When it comes to visiting a place, travelers normally want to receive the best hospitality services and products. With this in mind, tourism marketing can play a significant role in showing the outsiders what that particular destination can offer and the hospitality standards of the places. This type of marketing can help convince potential visitors that they will receive hospitality services of the best standards (Islam 2012, 56).

## **2.5 Marketing strategies**

Marketing strategies or trading strategies consist of actions carried out to achieve specific goals related to marketing, such as to provide a new product, increase sales or achieve greater market share. Marketing also refers to cost leadership, product diversification, positioning, satisfaction and image measurement, market segmentation and product development. The implementation of these strategies could be adapted to the field of destination competitiveness. (Metin&Seyhmus 2011, 133)

To make or design marketing strategies, as well as taking into account our goals, resources and capacity, we must first analyze our target audience, so that based on this analysis strategy can be fixed; for example, an analysis on their needs or desires, habits etc. But besides analyzing our target, also we must first analyze the competition, so that based on this analysis we can, for example, to design strategies that allow us to capitalize on their weaknesses, or based on the strategies they are using and best results are giving them. Marketing strategies refers to any organization's strategy that brings together all the marketing goals into one plan. Any good marketing strategy is drawn from an organization's market research. Once this is done the right product mix is developed so that the maximum profit potential can be achieved and the business sustained. (Green 1995, 72)

## 2.6 Current Marketing Trends

Sales or price promotion is one of the common and important marketing strategies that most marketers are focusing on today and is also a significant element in the market mix. The rise in competitive markets has resulted into an increase in price promotions. In addition, price promotion is one of the most used marketing tools that support other marketing tools such as advertisements to attract more customers (Green 1995, 83-92). Promotion is among the 4Ps of marketing representing the marketing mix. These include Product, Price, Place & Promotion. (Kotler & Armstrong 2010, 76-77)

Promotion in the tourism industry simply means communication with the general public to influence them to buy services or products. Just like other promotions, tourism promotions also include all the different ways that could make the service or product available and become well known and purchased by consumers. Good promotions help destinations, hotels, and restaurants reach new customers regardless of where they are. (Kotler, Bowen, & Makens, 1999, 55). In as much as promotions in the tourism industry are meant to make the business develop, consumers too respond differently in the hospitality promotions.

Consumers of hospitality services or those who like some leisure time in hotels or beautiful tourist destinations can take advantage of the promotions and discount prices to spend their time in the hotels and destinations that offer discounts. On the other hand, those who may have wished to purchase some of the services and have never managed due to the high prices can also respond by taking advantage of the lowered prices of the services. During these hospitality promotions more often, we find families having vacations or traveling together to these dream destinations which due to the price promotions they can afford. (Kotler, Bowen, & Makens, 1999, 55).

Other marketing strategies that are commonly used apart from price promotion include liaising with other private organizations or firms within the tourism sector to promote a country's coastal areas as vacation destinations. Destinations can also allow modeling agencies to perform photo or video shoots that would be globally televised to advertise the areas and provide them with more competitive advantage. Lastly, managers of these destinations can create websites that can be easily accessed worldwide to display the beauty of these coastal areas and various attractions that can appeal to visitors.

## **2.7 Sustainable tourism: tourism growth vs. tourism development**

Nature has been generous to provide us with a good environment to live, spend free time and work. Countries with distinctive and long coastlines are considered more privileged because they have a more valuable space that can be used to develop tourism that will eventually contribute to social and economic development at both local and regional scale (Liu 2003, 459-475). From this a clear distinction can be made tourism development and growth especially having known that the two often incorrectly seen as similar. While tourism growth is measured in terms of the number of tourist arrivals, overnight stays, among others, it does not adequately contribute to the economic prosperity of the place. On the other hand tourism development refers to the increase in local community's income, employment, and improved environmental benefits, thereby implying need for development planning to be carried out in accordance with the receiving community's carrying capacity (Tosun 2001, 289-303).

Tourism is commonly known as one of the major revenue sources for many countries and regions. The ability of tourism to quickly attract economic profits and to bring large sums of capital has led to the exploitation of many coastal areas for tourism and significant amount of uncontrolled development of tourism activities has been experienced. According to EEA( 2001) the general growth in tourism and especially tourism in the coastal areas is associated with the improvements in transportation systems, increased personal incomes and leisure time and greater public awareness of world destinations due to improved communications. This rapid growth in coastal tourism has exerted a lot of pressure on the both environmental and cultural

resources of coastal zones and has negatively impacted the social, cultural and economic value of tourist destinations (EEA, 2001).

In the face of the current tourism growth trends, the managers and investors in tourism have become aware that sustainability is a major factor in the coastal areas since the success of tourism activities in these areas entirely depend on the quality of the fragile and sensitive environments. In the current days, most tourists seek different experiences ranging from natural and cultural attractions to sports, and gastronomy among others in a well-managed and preserved natural environment. Similarly those living in the traditional tourist destinations are very much aware of and are concerned about their historic, environmental and cultural heritage and thus calling for integration of sustainability issues in development and growth of tourism (Coast Learn 2009). In reference to this, there is need to limit growth of tourism, enhance the tourism products to attract diverse clientele and upgrade the quality of services and products offered. This allows for tourism development that satisfies both the tourists and those who depend on it for a living. This is UNWTO's definition of sustainable tourism. (UNWTO, 2011)

### 3 TOURISM IN BANGLADESH

Bangladesh is rich in enormous beauty, it has many serpentine rivers, abundant tropical rain forests, crystal clear water lakes all surrounded by ever green hills, wind in the paddy fields, world's largest mangrove forest which is preserved as a world heritage, abundance of sunshine, and world's longest natural sea beach. The country is also a home for the royal Bengal tiger and the wild lives among other wildlife. Bangladesh has been identified by many people on the map as a tourist destination. The enormous beauty the country offers has created a great potential for tourism in the country. Even though Bangladesh has great potential for tourism; it has failed in many cases to reach its tourism potential due to inadequate marketing strategies and practices. If proper market planning and strategies are developed and implemented for the country's tourism sector, tourism can add significant value to the country's economy. (Ahmed & Arafat, 1986, 11-13)

Tourism has been identified as the most profitable business globally and has become one of the key international trade categories. Bangladesh has a great opportunity and potential of becoming a tourist nation. Tourism industry provides more job opportunities as compared to other industries. With the increase in population in the country, there has been an increase in unemployment rates. Being that the country has a high labor-intensive economy, it is important that other employment opportunities should be created which the tourism industry can offer to a greater degree more than others. With many people visiting Bangladesh today, the country is trying to develop its tourism status to be able to compete in both the local and global market. As a result of this, both the government and the private sector are trying to work together to develop the tourism sector by putting much emphasis on marketing. (Chowdhury 2011, 49)

Every year a lot of international tourists visit Bangladesh and the number of tourist are increasing day by day. It is true that Bangladesh gets less international tourist than India and Nepal, but the situation is changing fast, because of easy communication with the world. The national airport has connection with important airports of the world. The service of tourism providers is very professional now. There are a lot of hotels, motels to accommodate guests. And now one very important thing is the tourism related services spread to many places equally



what was unavailable to remote areas previously. Even tourism facilities now available in very remote area, such as Kuakata (one of the tourist destination in Bangladesh, popular sea beach located at coastal area) Tourism organizations and agents in national and international level are very active to promote and create a positive image of Bangladeshi tourism, beside this many people and agents are working locally, for instance we can say, in the destinations a lot of local people are working as a tourist guide. They work with official guide from tourism organization. Normally tourism operators manage transport for international tourist but it is also possible to go to a destination by local transportation company. The airline companies are operating several flights to popular destinations and now a days they have their own tourism packages, tourist can buy their packages with ticket. The airlines companies are maintaining an international standard of quality for their service. (BPC 2015)

### **3.1 Scope of Bangladesh tourism industry**

Tourism in most cases is always seen to be the similar to travelling to different destinations either for pleasure education or any other business. Some people also refer to it as the business of attracting travelers and offering them good entertainment and accommodation. Tourism industry in many countries is commonly known for earning the country foreign exchange and for contributing to Inland Revenue (Durbarry 2002, 862-865). Tourism development has brought with it other growth of some businesses such as hotels and restaurants, travel agents, airlines, tour operations among others which all significantly contribute to a country's cultural diversity and assimilation as well as overall economic development.

Bangladesh as a country has attracted many visitors since the ancient years. Bangladesh has received visitors with varied purposes from different parts of the world for a very long time. Some of the travelers were missionaries, some were simply interested in exploring available business opportunities in the country, and some came for learning purposes while others simply to meet their curiosity. Among the many countries in South Asia, Bangladesh still remains to be explored due to the distinctive and delicate attractions it offers to visitors (Wong 1991, 28).

The country has earned its branding name as “beautiful Bangladesh” from its reputation and the enormous beautiful resources and the many opportunities it offers people from other parts of the world. Today the major goal of the country is to keep establishing a good image for the country and to attract more tourists to visit its natural beauties and tourist spots such as Cox’s Bazar, Jaflong, Kuakata, the Sundarbans, and its historical sites e.g. Sonargaon, Moynamoti, Bagerhat, Mahasthangar among others. (BPC 2015)

There has been a significant increase in the number of tourist arrivals in the country which has seen the tourism sector of the country increasingly becoming a good foreign currency earner. Tourism in Bangladesh is not only common among international tourists but the locals are also taking part to promote their industry by visiting and going for holidays in the country’s coastal zones. The increase in the number of tourist arrival to Bangladesh has seen an increase in demand for appropriate accommodation facilities. Being that visitors have different tastes and preferences, the country is trying as much as it can to meet all these demands to ensure that the visitors have the best experience they are looking for. Most of the visitors that come to Bangladesh do not only come to visit their families, but they also come for holiday with great expectation to have a good experience. (Assignmentpoint, 2015)

### **3.2 Possibility and development**

Bangladesh is a developing country and its tourism sector is also developing. As mentioned earlier it is a foreign currency earner sector and a sector that is changing so rapidly. The tourism industry is really a young line of business in this country, where the development mainly has been left to the local market forces. Now-a-days this market has both national and international tourist actors competing for the existing market, basically composed of a national tourism market and a international business market.( BPC 2015)

If we compare Bangladesh tourism in South Asian tourism map, we will see the other countries are clearly ahead now, but it is true that Bangladesh has better infrastructure and ability than some other countries. Now-a-day's tourists are more interested in visiting Bangladesh while they are travelling to other South Asian countries. (BPC 2015)

Tourism in Bangladesh is still dominated by the Bangladesh Tourism Organization. They are trying very hard to develop and to promote this sector by creating facilities for the tourists. But for the economic gain it is very important to get large-scale investment especially from the private sector and for this government should encourage and ensure the future of investment. There is huge scope for future prospects and possibilities for development of tourism business in Bangladesh. If BPC (Bangladesh Parjaton Corporation, national tourism organization of Bangladesh) develop the products, marketing strategy and systematically promote the tourism, more and more visitors would be attracted to travel to this small country. Different tourism facilities have been developed in many of the popular tourist attractions by Bangladesh national Tourism Corporation, other government, semi-government and private agencies. The Government of Bangladesh makes an outline and formulated the National Tourism Policy. The main purpose and goal of this policy is to attract domestic and international investment in tourism sector. As a result of this step investors are encouraged and getting both domestic and international investments in tourism business of Bangladesh. For the successful development of Bangladesh tourism industry, these local strategies are very crucial: visions, missions, goals and policies for this line of business and without this the development is almost unbalanced. A good plan, promotion and modern marketing strategy can create a certain future where unbalanced something is very dangerous what may destroy the development process and the great existing tourism image. For this, certainly experienced international tourism actors and organizations can play a greater role. Initiatives from government and private sector can control tourism development at national and local level as well as introduce initiatives to strengthen the influence of local communities. The history of Bangladesh indicates that the private sector should have a great impact if the national tourism development is to be sustainable and consistent. (BPC 2015)

The future tourism development strategy should have two main goals. Firstly; the sustainable development is very much needed with economic, cultural and environmental considerations. The term sustainable can be determined as: “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. As almost everything has two different effects, tourism has also both positive and negative influence on a destination the phenomena and control of a sustainable development is complex. Normally, every destination has an ultimate sustainable load, but a general and objective definition of this sustainable limit do not exist. The second aim for a Bangladeshi tourism strategy is that actions should be taken to increase the tourist income by raising the numbers of tourists. From this point of view it is obvious to focus on existing local markets as well as to aim for the traditionally profitable inbound tourist market. The low existing inbound tourism demand indicates that fundamental product and promotion improvement is required.(Chowdhury 2011, 60-65)

### **3.3 The magnitude and economic importance of coastal tourism**

Tourism significantly contributes to many countries economic activities. According to UNWTO’s statistics, tourism is the largest industry in the world with regard to the economic profit it brings and the number of people involved in it (UNWTO, 2007). Even though there is no consistent data specifically on coastal tourism, it is regarded as one of the fastest growing type of tourism in the past decades. Again, WTO’s statistics shows that out of 115 world’s leading destinations in 2000, 12 of them were countries with coastlines. This statement is supported in Bridges (1997) reports that states that 3 coastal areas of the United States (Florida, California, and New York) received 74% of the total overseas visitors to the United States in 1995, thereby generating 85% of revenue associated with tourism (Bridges 1997).

Mediterranean Basin is another important example. Even though it is difficult to extrapolate data from statistics collected in these countries, the WTO approximates that the coastal areas of Mediterranean Basin alone received about 250 million visitors in 2008. A prediction by Blue Plan (2005), states that this number was likely to increase to 312 million by 2025 (Blue Plan, 2005). The European Environment Agency (EEA, 2005) states that during tourism peak, tourist

population in the Mediterranean coast of Spain and France reached 2,300 tourists per square kilometer, which doubled the numbers of the winter season (EEA, 2005).

From these it is notable that coastal tourism has significant economic importance. A study conducted by Wilson and Wheeler (1997) showed that coastal tourism in California is the state's largest economy contributor followed by ports and offshore oil. European Environment Agency (EEA) data for France, for example, shows that tourism sector provides about 43% of jobs in French coastal regions, thereby generating more income than shipping or fishing. Coastal tourism sector in other parts of the world are similarly growing in importance with regard to their contribution and magnitude contribution to national economies as well as to the local communities' wellbeing.

### **3.4 Opportunities of coastal areas in Bangladesh**

The coastal area of Bangladesh covers 19 districts and faces the Bay of Bengal or is close to the bay. The exclusive economic zone (EEZ) in the Bay is in general perceived as a zone full of multiple vulnerabilities. Even though the Government has identified it as vulnerable to the ecological adverse processes and as one of the neglected regions, its opportunities and potentials have not been given much attention. The exploitation and harnessing of this zone's opportunities can help reduce poverty rate in the country thereby achieving the national goal of poverty reduction strategy. Some of Bangladesh's coastal area's opportunities are discussed below. (BPC 2015)

At Cox's Bazar a lot of potential exists in development of other road and railway networks. Of the seven Bangladesh's operational airports, four of them are located in the coastal areas (Cox's Bazar, Jessore, Chittagong and Barisal) which have also facilitated the economic expansion. These airports in Bangladesh predominantly Cox's Bazar, Jessore, and Chittagong significantly contribute to tourism by offering tourists transportation services to various tourist destinations present within the surrounding areas of the airports, such as, the Sundarban, Chittagong Hill Tracts and Cox's Bazar.(BPC 2015)

As mentioned before, tourism is an important economic activity due to its significant contribution to GDP (Sinclair 1998, 1-51). Tourism is also considered as one of the fastest growing industry. The annual average growth rate for restaurants and hotels since 1998 to 2003 was 7% (MoF, 2003). Even though tourism has influenced infrastructure being developed at Cox's Bazar, Sundarban, and Kuakata. A lot of potential is still present for eco-tourism development in Sundarban and in other environmental areas, such as Sonadia Island and St. Martin's Island. Some regional tourism infrastructure can be built in collaboration with Myanmar at Teknaf to provide day trips to St. Martin's Islands, visiting Myanmar and Bangladeshi coast, and cruising over Naaf River among others. This opportunity provides great potential in regard to the growing domestic demand. (BPC 2015)

Cox's Bazaar is one the most popular tourist destinations in Bangladesh. Cox's Bazaar is a town, a fishing port and a district located by the Bay of Bengal. It has several tourist attractions, but it is very popular for its wide unbroken sandy beach which is the world's longest natural sea beach. It is an unbroken 125 km sandy sea beach with a gentle slope. It is located 150 km south of Chittagong city. Cox's Bazaar is also known by the name "Panowa", the literal translation of which means "yellow flower". Its other old name were "Palongkee". The modern Cox's Bazaar derives its name from Captain Cox, an officer serving in British India. Although Cox's Bazaar is one of the most visited tourist destinations in Bangladesh, it has yet to become a major international tourist destination, due to lack of proper publicity. (Chittagong website 2012)

### **3.5 Tourism in Cox's Bazaar**

The main attraction of Cox's Bazaar is the long beach that starts from the Bakkhali river going all the way to Teknaf (a very well-known place in Bangladesh). Although commonly known as Cox's Bazaar beach, it stretches far beyond the area designated as Cox's Bazaar town. Cox's Bazaar is visited by a large number of tourists from Britain, America, Korea, Japan, India, Nepal, Pakistan, Europe and many other countries each year. Though there is no record kept by

the Bangladesh Porjatan Corporation (BPC) on how many people visit the beach annually, but from the AFP report we came to know that there are 10,000 available rooms in the beach area. There are very expensive 5 star hotels to accommodate incoming tourists. But there are so many hotels, motels, inns and banglows to provide reasonable accommodation for all kinds of tourists. Some private hotels, Motels and two Five star hotels are located very near the beach. From these hotels it is very easy to enjoy the beauty of beach and sunset. (BPC 2012)

Cox's Bazar has several attractions. The Laboni point sea beach is very popular to tourists because it is the main beach of Cox's Bazaar and it is located very close to the town. Around the beach, there are enough temporary food shops and small shops selling souvenirs and beach accessories to the visitors. Due to large number of visitors the management of this beach is better than other beaches. Himchari beach is located about 18 km south of Cox's Bazaar; it is also very popular for its very natural view with small hills and forests. People mainly come here for picnic. This place is really nice for the big picnic parties and film shooting. This picnic spot is famous for its waterfalls. The road to Himchari runs by the open sea on one side and hills on the other which makes the journey to Himchari very attractive. There are plenty of Christmas trees in the forest. Enani Beach is located 35 km south of Cox's Bazaar. This beach is famous for its golden sand and clean shark free water which is ideal for sea bathing. Most tourists prefer to come down here for relaxing because it is free from the over crowding of tourist that is usually seen at the Laboni beach. (Goabroad 2011)

Cox's Bazar is also popular to the tourists for natural sea foods. Tourists have the opportunity to make their choice from different options. With different kind of fish other sea foods such as squids, huge lobster, crabs are also popular among tourists. Much like other coastal areas it has a lot of coconut trees with huge coconuts and sweet coconut water is also considered as interest for international tourists. (BPC 2015)

## 4 RESEARCH IMPLEMENTATION

The research method can be defined as the collection of data and information for the dedicated purpose of making decisions. The method might comprise of publication research, surveys, interviews and other research practices and could comprise of both present and historical information. The main objective of the research method is to create fresh knowledge or to extend the understanding of a current issue or topic. The research is basically of three types. Descriptive research; it is very common in the leisure and tourism area, for three reasons: the newness of the field, the changing nature of the phenomena being studied, and the frequent separation between research and action. The second one is Explanatory research; explaining how or why things are as they are, it assists in the testing of theories as well as it proposes solutions to the problems that are exist. And the last one is Evaluative research; it evaluates policies and programmes. (Veal 2006, 1-4)

The aim of this chapter is to determine the description of research, research methods and explain the research steps how the research was performed. The theoretical bases of these type of research were examined. Everything is explained by details and all the topic is separated with sub chapters. These sub chapters contain the introduction of research methods, explanation of them, data collection methods and lattermost chapter explained the extents reliability and validity in the field of this research. The outcome of the research is presented to next separated chapter named: Findings and future recommendations. This section will give a good understanding regarding the course of action associated with the research method.



## **4.1 Qualitative research**

The qualitative research is aimed to disclose a specific audience, range of behavior and the observations that drive it along reference to definite topic and problems. This research method uses detailed studies of small groups of individuals to guide and support the construction of hypothesis. The outcome of the qualitative research are expressive rather than predictive. This research has an objective of investigating a problem without the attempt to quantifiably measure the variables. This research is considered as more restrictive in the hypothesis testing as well as it can be exclusive and time consuming, and conventionally restricted to a solo set of research subjects. The qualitative research is an expressive method that tries to gain a profound understanding of specific contexts and cases. (Veal 2006, 193-195)

## **4.2 Data collection methods**

For this thesis work qualitative research method is more preferable than quantitative research method, because it has many sub types. Structured and semi-structured interview, in-depth or unstructured interview, group interview, biographical methods and ethnography, participant observation and text analysis are some common types of qualitative research methods. In this research method, there are two different ways to collect data, first one is sequential way and another one is the recursive way. For the recursive process, data collection and analysis is occurring at the same time. In the sequential process, everything is done step by step. In this process data is analyzed after the collection. (Veal 2006, 195-196)

### **4.3 Semi-structured interview**

The Semi-structured interview is the best utilized technique when there is no chance of getting an interview more than once and numerous interviewers are sent to collect the data. The Semi-structured interviews are frequently headed by observation, casual and amorphous interviewing in demand to permit the researchers to advance a strong understanding of the subject of concern essential for developing applicable and evocative semi-structured questions. The interviewer and defendants to occupy in a prescribed interview and the interviewer develops and utilizes an interview guide. The guide contains the list of queries and topics that are required to be covered during the conversation. (Veal 2006, 197-198.)

### **4.4 Text analysis**

The text analysis is the technique by which the researchers collect information and evidence about the problem for which the research is conducted. This is the methodology of data gathering process. The text analysis often makes the qualitative research easier and quicker by emphasizing the significant terms and permitting the researcher to classify the open-ended responses. After analyzing the responses of respondents, it assists the researchers to gain an insight in to the outlooks, concerns, culture, behavior and inspiration of the respondents. (Veal 2006, 203-204)

#### **4.5 Validity and reliability**

The term reliability can be technically defined as the degree to which a measured variable is free from the arbitrary mistakes that happens as the measures are certainly not flawless and reliability is often vulnerable. There are some main sources that threat the reliability such as Transient States are the momentary oscillations in the contestant's mental condition; for instance, some contestants might fulfill study in a bad mood after a fight with significant others. Stable Individual Differences between the participants; for instance some participants are routinely more motivated than others. Mistakes in Coding Responses through the data entry; for instance, a handwritten 9 could be erroneous for 6. Situational Factors in the supervision of the study; for instance, conducting the experiment in early morning might make the participants grumpy or tired. (Veal 2006, 41)

This research on coastal tourism development on Cox's Bazar is categorized as reliable because it is founded on real facts based on interviews and then analyzed. The interviewees were from different sector related to Cox's Bazar like local resident, travel agent and tourist visited Cox's Bazar recently. The interview was obtained by prepared question and the interviewees expressed their opinions based on their involvements and experiences regarding Cox's Bazar.

Validity is an extent to which the information collected by the researcher truly reflects the phenomenon being studied. The validity incorporates the complete experimental concept and institutes whether the outcomes attained meet all of the requirements of the scientific research method. Validity is threatened more by the systematic errors. For a test sample to be reliable, it must also be valid, for instance, if the scale is off with 5 units then it means the reading will be with an excess of 5 units. In this case, the scale is reliable but not valid as it adds an extra of 5 units to the sample. (Veal 2006, 41)

For this research the interview was the same for the different interviewees. The interview obtained from the people related to Cox's Bazar. This research was not only done by the information obtained by the interviews but also from other sources such as websites, books, journals, articles on the topic tourism developments and coastal tourism developments.

## 5 RESULTS

The research was done by two steps, interview and text analysis. The interviewees presented as follows: The local resident of Cox's Bazar is interviewee A, travel agent is B and the tourist is C. All interviews took places between April 13- April 17, 2015. The interview is based on six different themes. The first theme aimed to knowing about the potentialities of Cox's Bazar in tourism sector. The second one was get to know about needed developmental work to make Cox's Bazar more popular among tourist. Third one asked the interviewee how to get more tourists; the following and fourth theme was to find out the developmental impediments. The 5<sup>th</sup> theme was based on the important question of this research about the contribution of marketing in development process. In the last theme interviewees got chance to give any advice they want.

### 5.1 Presenting interviews

Interviewee A is a local resident of Cox's Bazar,. The interview was taken by video chatting software Skype. The questionnaire was sent to him before the interview to give him the opportunity to know about themes and to get ready. The interview is presented.

Theme one:

Cox's bazar is one of the Bangladesh's leading costal area's mostly because of its scenic beauty. Cox's bazar sea beach is the world's longest sea beach in the world almost 164 km where crescent shaped low hills in one side and Bay of Bengal in another side. There are many hotels, motels, guest houses, cottages, gift shops, sea pearl shops available. Local people are involved with this kind of activities as their professions and they lead their livelihood by this. If there are more tourists visiting cox's bazar and that will increase more employment of local peoples which also improve the national income. There are many places to visit for the tourists, Kolatoli sea beach the most famous beach in cox's bazar, Himchori, one of the beautiful places there where you can see the sea standing on a tall hills, good restaurant where you can eat fresh fish, you can taste local foods.

Theme two:

Cox's Bazar is full of natural beauty. There you can find forest, sea beach, nice architectural buildings, and boat and so on. But Cox's Bazar is situated in the northeast part of Bangladesh and the transport system is not smooth to go there. If Government can make a smooth transport system to go to Cox's Bazar then many more tourists will visit there. Sometimes some accidents also happen there by local people and street boys. They steal tourist's bags, cameras, pick pocket. If the security system of the sea beach can take place much more effectively than they have right now will affect the tourist amount also. But last 4-5 years this kind of accidents decreases. There are many hotels, motels, cottages, and guest houses. So the accommodation system is okay in my opinion.

Theme three:

If government and local people are a bit conscious about the natural property we have in Cox's Bazar then many things can change for the tourist. Transport, accommodation, safety should be the Government's thing and Bangladesh is famous for their hospitality. If local people are a little bit careful about the occurrence that happens in the beach then the tourists feel much safer and feel free to visit there.

Theme four:

The main impediments for the development of Cox's Bazar are awareness. Tourism brings all about 4% of our total economy each and every year. If government is much more aware about the natural beauty and tourist spot of the country then they will do more works regarding that spots.

Theme five:

Marketing has a big effect in development also. Many people don't know that Cox's Bazar is the longest sea beach in the world and almost 164 km/200 nautical miles of sea shore is there. If Bangladesh tourism sector or the responsible person for that can do the marketing well and tourists know about that place easily then I hope the amount of the tourist in Cox's Bazar will increase. Now-a-days government has taken many steps for increasing the tourist and many online videos are telecasted about the tourist spot in Bangladesh, some websites about that where people can easily find everything, they increase 24 hours security in the sea beach, police is also there and because of that the place is much safer now. And there are many international hotels and motels where people can get a room so cheap like 10 euro per night, Bangladesh Government is thinking about the tourist spots and they are taking many steps for that which will help Bangladesh's national economy also for bringing more tourists in a year.

Theme six:

Well, the suggestions I can give as a Bangladeshi, Bangladesh Government and the Ministry regarding the tourist is already doing that. I can hope they should do that immediately, as soon as they can. I believe people and tourist should be much more aware about the wastes they use and most of the time they throw that wastes on the ground. There are specific places and dustbins for that trash. Cox's bazar is one of the most beautiful places in the world, you will like the place. Come to visit Cox's bazar and feel free it's totally safe now.

Interviewee B is a travel agent working in Cox's Bazar for last few years. As he has a very busy schedule and also living in Bangladesh currently the interview was taken by message in a well-known social networking site. Much like the first interviewee the questions were sent to him earlier to be prepared for the interview. The interview is as followed:

Theme one:

Because of natural beauties and good location, Cox's bazar can be a very popular destination for the people from all over the world. Moreover, there is nice weather in Bangladesh throughout the year. So, tourists from colder countries may find this place a suitable destination to spend their winter vacation.

Theme two:

I think, Bangladesh is not a popular tourist destination because of its political instability, safety, security and standard communication services. To make Bangladesh or more specifically Cox's bazar a popular tourist's destination, first we have to improve our internal services and political problems. If there is proper safety and stable political condition, then tourist will feel interested to visit Bangladesh. Because of some silly problems in our country, lots of tourists choose Vietnam, Laos, or even Nepal instead of Bangladesh.

Theme three:

To encourage tourists to visit Cox's Bazaar, at first we need to clean the beach and the sea water. We also have to ensure that there are enough guards to save the tourists from any danger. We can also encourage the sea bikes and surfing in the longest sea. We may also need to focus our attention towards the marketplace in the beach. This should be well organized and decorated with crafts made from snails, pears etc. We should also focus and plan a separate area for the tourists

who plan to take a sun bath. We always have to check whether the tourists are safe and whether they need any help or assistance.

Theme four:

Sometimes tourists think that Bangladesh is a crowded place and noisy. But in our marketing process, we have to highlight that tourists can visit Cox's bazar or the very beautiful hilly areas in Bangladesh without going to most crowded Dhaka city. They can directly go to Cox's bazar or Chittagong without so much hassle and enjoy the beauty of nature in a healthy environment.

Theme five:

To give proper information and updated development info to the tourists marketing is very important. Many people may have preconceived ideas about Bangladesh which is not true. We have to inform people that now there are very good air transportation services from Dhaka to Chittagong. There are flights from Dhaka to Chittagong in every hour which is cheap and quick. Information about online booking for hotels and flights should be speeded all over the world. Then, tourists will consider visiting this place and putting Cox's bazar in their travel chart.

Theme six:

To improve tourism sector, we must have to provide neat and clean environment to the tourists with quality food and other entertainment facilities like night life and drinks for foreigners.

Interviewee C is a general tourist visited Cox's Bazar recently. This interview also obtained by message in a social networking site and questions were sent earlier.

Theme one:

I would say Cox's bazar is a natural fit for any grand touristic endeavor. Not only it has one of the longest undisturbed sea beaches in the world but it has so in a grand fashion. The blue waters, the tropical climate, the people- warm and open, and a vivacious town overseeing the ocean- it has all. From an overseas perspective I would also add, Cox's bazar brings home the added charm of exoticness, not everybody I assume would think Bangladesh as a tourist heaven, but the ones which would take the leap, Cox's bazar awaits for them with her raw unfiltered charm.



Theme two:

The first thing comes to mind is the management of the beach, cleanliness and security for the outsiders especially after dark. And perhaps installing some 'one-stop service points' for tourists integrating all necessary aspects could be a good deed.

Theme three:

I think using social media; the Bangladeshi nationals can do a decent job in selling the Cox's bazar at people to people level. Since the word 'Bangladesh' doesn't instantly chime with tourism, breaking the initial prejudice should be the foremost task. Once we've done that and created a healthy interest in Bangladesh, Cox's bazar might stand out on its own.

Theme four:

To me two issues stands out the most: a. the inability of the government to plan long term, as a result many developmental projects are done in a haphazard manner. b. Over commercialization, undermining the natural beauty.

Theme five:

Of course, we would need marketing to get the word out. Any developmental projects we undertake marketing should be part of the game plan from the get go.

Theme six:

Cox bazar is nature's treasure; Bangladeshis are her custodian and should take it as a privilege. With this in mind I would expect some form of campaign (perhaps coming from the government or NGO's) raising awareness for proper preservation of this marvel.

## **5.2 SWOT Analysis**

SOWT Analysis refers to the technique commonly used by managers to evaluate organization's current situation. SWOT analysis also helps managers create strategic plans for the organizations or firms. SWOT analysis involves the analysis of an organization's internal strengths and weaknesses as well as its external opportunities and threats (Hill, & Westbrook 1997, 46-52). SWOT analysis provides organizations with clear information and image of what

they have the capacity to do in the future as well as what they can do to effectively compete with their competitors (Zahra 2012, 18-27). SWOT analysis is an important tool to all organizations as it identifies its current position in comparison to its competitors as well as provides a strategic analysis for the organization. Businesses regardless of the sector reach a time they start having some weaknesses. These weaknesses within an organization can easily be turned into opportunities when they are identified early. (Bonita 2006, 78)

On the same note, failing to notice or assuming these weaknesses can lead to the loss of important business opportunities. It is for this reason that there is a need to always assess businesses to monitor their performance from the point of view of their strengths, weaknesses, opportunities and threats. SWOT analysis is not only helpful to profit-seeking firms as it is used in decision making whenever a desired objective has been identified. This tool can also be used in any pre-crisis planning, crisis prevention and management, organization's planning, development of human resources as well as in marketing. (Bonita 2006, 78)

### **5.3 SWOT Analysis of Tourism Development in Bangladesh**

Based on the secondary data available on books, websites, journals and articles about Bangladesh, SWOT analysis of tourism development in the country has been identified as follows, presented in the following paragraphs.

Strength by definition refers to all the skills and resources that make a business have a competitive advantage over its competitors. Bangladesh has a lot of strengths in tourism development and some of them are listed as below; the country is unique for its beautiful natural resources; the country has the largest sea beach in the world and it is famous for its historical and archaeological sites. The country is also renowned for its great hospitality and richness in religious harmony and cultural heritage. Bangladesh is easily accessible for all potential visitors as it can be reached through air from various parts of the world. Bangladesh Airlines named as Biman connect the country with 30 cities of the world. And also other international carriers have flights connected to all over the world. (BPC 2015)

A weakness refers to the deficiencies or limitations in capabilities and skills that obstructs an organization's performance. Like in any other tourism industry, Bangladesh's tourism development has some weaknesses some of which are listed below; there is lack of enough investments put in tourism development and most of the tourism sites well managed, neither have they been fully exploited. There are also low quality tourism services; there are no proper infrastructural developments, in some cases there is a lack of security, safety and proper hygiene. Other major challenges are experienced on visa procedures; lack of public relation activities as well as lack of private initiatives in the tourism development. (BPC 2015)

Tourism has a lot of opportunities in Bangladesh. Some of these opportunities in tourism development include: opportunities in development of culture tourism, more research and development to attract more tourists and opportunity to come up with more favorable tourism policies. Globalization has presented the country with a scope for information, technology, and media which provides the tourism sector great opportunity to market its products and services to the entire world. The country can also organize and host international events such as Football and Cricket World Cup and international cricket matches. (BPC 2015)

The tourism sector of Bangladesh has some threats. The threats are listed as followed: The country's political instability posse threats to the country's tourism sector; constant police harassment by the police at the airports and language barrier that exist between the locals and the international tourists. The country's industry experiences stiff competition from the countries and regions that surrounds it. The lack of awareness of the benefits of the tourism both among the locals and internationally has made people not realize the potential benefits tourism activities could help in the country's development. (Chowdhury 2011, 81)

The forestry sector is faced with illegal poaching and hunting which has seen the country lose much of its vital wildlife. The lack of well-trained life guards in the beaches put most of the tourist at risk in case of any emergency on the beach. The country's tourism sector experiences in some places shortages of good accommodation facilities, beverage and food services and other entertainment services. Above all most foreigners perceive Bangladesh as a poor country full of baggers, and frequently at political unrest and characterized with much corruption. These negative perceptions about the country threaten its tourism sector. (Chowdhur 2011, 81)

## **5.4 Outcomes of the SWOT Analysis**

From the identified strengths, weaknesses, opportunities and threats a lot can be done to make Bangladesh's tourism industry successful and known all over the world. The country suffers from a bad image which affects its tourism sector. The country's diplomats and ambassadors can play an important role in promoting positive image for the country in different parts of the world. Various advertising techniques such as leaflets, magazines, brochure, and billboards can be used to display the country's tourist attractions abroad. The locals need to be made aware about the country's culture, history and heritage. The country's many several beaches, wetlands and rivers can be exploited and made in such a way that several activities that attract tourists can be carried out. Some developments can also be med in adventure tourism such as hiking, mountain climbing and trekking among others.

## **5.5 Main findings**

The aim of the research was to find out possible developments for the most popular tourist destination of Bangladesh. In this research there are many findings that came out which will outline the developments of the target destination Cox's Bazar. The findings are described in the following paragraphs.

From the response gotten, it is clear that as a destination Cox's Bazar has very significant potentialities. The beauty of Cox's Bazar is the main attraction to the tourists. With a suitable location and blue waters, the tropical climate and the hospitality by the local residents and the professionals it can take the top most place on the list of tourist's choice from all over the world. As Bangladesh has warm weather this could be a nice place to spend winter vacation. Long sea beach, sufficient and comparatively cheap accommodation, Hills beside the sea beach and fresh sea foods are the main potentialities of Cox's Bazar. If we consider the development process then we need some certain things. Even though Bangladesh has a lot to offer to tourists but still the country failed to draw mass attention internationally. Political stability, safety and

security, management for the internal communication and also in the tourist area, and most importantly different services for tourists are the fields need to develop.

Cox's Bazar is not yet that much popular among international tourists. So if Bangladesh wants to have more tourists especially international tourists, different kind of activities and quality but cheap accommodation are needed very much. Also creating a positive image by the nationals and residents is an important step. The government and conscious nationals can promote the destination as a synonym of tourism. By a safer and touristic environment the authority has to create a homelike feeling when they come to spend their holidays in coastal area.

There are also some developmental impediments to overcome. The main impediments are awareness, inability of government to make long term plan, over commercialization. Awareness in public and governmental level required to remove the obstacles towards development. Long term plan and well decorated tourist facilities, changes in systems to avoid extra hassle, direct international communication will result the rapid development of the destination.

Marketing has big impact on development process. Marketing plays very vital role in any development process to make it successful. Marketing is an integral part of development process. No development can occur without marketing even if there is a high potential for that place or product. To reach to the international tourist and give them clear idea about the destination what kind of facilities it has and what kind of activities is waiting for tourists, what sort of extra services they would get if they come here rather than any other places, proper and strategic marketing is the necessary for that. Preconceived ideas about the country and misleading information among tourist creates negative impacts what resist them to visit the destinations, so long term strategic marketing plan would help to increase the interest of general tourist. Still a large amount of people do not have any idea about Cox's Bazar. For them this place does not bear any special significance as destination. Without marketing development process cannot be fulfilled as it will not create any public attention. So marketing is one of the big and important condition for development.

## 5.6 Recommendations for the future

From the outcome of the research this chapter will frame some recommendations for future. As Bangladesh has a lot to offer to the tourist and it has enough resources, so it is most important to develop what it has already. The existing infrastructure and facilities need a lot of positive changes.

The environment need to keep clean and neat for the tourist to keep their attention. There are a lot to improve in accommodation and also in the food sector. Hygienic and quality restaurants with different dishes from all over the world is need to make sure the incoming tourists have option for their own food to make them feel like home as well they get opportunity to taste different cuisines from different countries and cultures. Activities should be increased and improved to make sure tourists have enough option to take part. It is also important to make sure their engagement with these activities by making them interesting and more colorful. Cultural event can create a great attraction as well as it will give a clear and positive image towards the country's culture. Entertainment zones with different facilities could be established for international visitors such as casinos, clubs, and modern cinema theatres.

Definitely the main attraction of this destination what is indefinable beauty should be also taken care of. Awareness should be raised among local residents and domestic tourists, so they understand the importance of the natural beauty do not harm the natural attraction in any way. The natural treasure is a big asset and the level of utilization should be maximum. Campaign and well planned marketing are preconditions to get more tourists. So it is also important to survey the existing tourism market and make plan with the outcomes of it to market the place worldwide. Marketing is an integral part of the development process.

Political stability and understanding between political parties can be a key factor to develop global attention. The unstable political condition and countrywide strike called by political parties is disgracing the brand value of the country day by day. So political parties and also

government should agree that they both want development and better tourist destinations in the interest of achieving goals. And it will also bring necessary investments for developments. Information and services should be improved in order to maintain safety and security during the trip.

## 6 CONCLUSIONS

Bangladesh has its unique culture, history and tradition. It is a developing country with potential tourism market. Now it is time to develop the tourism sector to compete internationally and to get to the top position of tourism countries in South Asia. So new ideas and good marketing plan are very much needed now for possible development. Development is a broad word; it has the certain process to follow and a lot of conditions to fulfill. The research coastal tourism development, case study Cox's Bazar in Bangladesh has been very informative and completed with great results. It has been a great experience to work on this topic. The motivation for the research work was to contribute in development process of a big treasure of Bangladesh. During the research a lot of new possibilities and information have come out what was the biggest achievement of this thesis work. The research did not only find out the developments also find out positive and negative sides of existing local market. The development process and ideas have been formed by the thesis coastal tourism development.

The main objective was to find out possible development for tourism in the coastal area, especially in Cox's Bazar. In this research many aspects are brought up. From setting objective to achieving goal problems and impediments has been identified and the solution is also brought up. The development work has been also identified to improve the destination. From this point of view the thesis achieved its primary goal.

Secondary objective of the thesis was to find out the relation between marketing and developments, how marketing can help a destination to grow bigger. The question has been also solved by research. So the secondary goal is also achieved.

To sum up, the development for coastal areas like Cox's Bazar need a lot of attention from local residents, tourists and the higher authority. It is not possible to develop this place by only



one party. So awareness and participation from every side is very much needed and a big condition before the development process starts.

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- Shimu Hayat, Local Resident Of Cox's Bazar, interviewed on April 13, 2015
- NayeemRahman, General Tourist, interviewed on April 16, 2015
- Waich Mahmud, Travel agent, Aj Travel & Tours, interviewed on April 17, 2015

Topic: COASTAL TOURISM DEVELOPMENT: A CASE STUDY OF COX'S BAZAR,  
BANGLADESH

Author: SihaburRahman

Supervisor: Sara Åhaman

Interview Type: Semi Structured interview

- ❖ What are the potentialities of the cox bazar in tourism sector?
  
- ❖ What kind of development work we need to do for making cox bazar a popular tourism destination?
  
- ❖ How can we get more tourists for the Cox Bazar?
  
- ❖ What are the developmental impediments to Cox bazar?
  
- ❖ Is marketing a part of the development process? If yes, then how much importance does the marketing holds?
  
- ❖ Do you have any more suggestions?