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DEVELOPMENT OF TOURISM BUSINESS

Comparative Analysis on Bangladesh and Finland

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ABSTRACT

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The study aimed at providing an analysis on Cox's Bazar and Lapland, the tourist capital of Bangladesh and Finland. The objective of this thesis was to identify the status of Bangladesh and Finland tourism, with a closer view on Cox's Bazar and Lapland. The research also aimed at identifying the differences that exist between the two tourist destinations and understand the expectations of the visitors to the tourist destinations.

Data collection was conducted by observation and use of statistical data. The researcher also made use of existing literature retrieved from journals, articles, tourism websites and past studies conducted by researchers in the field of tourism. The research made an analysis on the collected data and drew conclusions that hygiene and sanitation, marketing, the quality of accommodation facilities and security are important factors to consider in order to improve the status of tourism in Bangladesh.

Recommendations were thereafter drawn based on the finding with a view that Bangladesh may adopt the recommendations to better its tourism industry. Some of the major recommendations touched on ensuring security of tourists, improving the image of Bangladesh in the international community, training tour guides, and devising a tourism plan that is translated in the Bengali language, and accessible to all.

Key words
Destinations, SWOT analysis, tourism plan, tourism strategy, tourism guides

CONCEPT DEFINITIONS

BBS	Bangladesh Bureau of Statistics
BNTP	Bangladesh National Tourism Policy
BPC	Bangladesh Parjatan Corporation
BTB	Bangladesh Tourism Board
OECD	Organization for Economic Co-operation and Development
WTTC	World Travel and Tourism Council

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1 INTRODUCTION

Tourism is travel with an aim of accessing recreation, leisure or business activities that occurs over a limited period. Tourism exists as either a domestic or an international endeavor. In many countries at present, tourism serves as a major source of income. Many people define tourism in various ways. However, the primary focus for the underlying usable definition lies on three factors; displacement from the day-to-day environment, the travel must occur for any purpose, and has to mention a maximal duration. Therefore, WTTC defined tourism as the activities undertaken by a person or a group of people who are staying outside of their usual environment for a period not exceeding one year and in pursuit of recreation, business or other purposes (World travel and tourism council annual report 2014.)

Bangladesh, a developing country that greatly depends on international donors for finance is richly endowed with both natural and cultural resources. The potential of the country lies in the tourism industry that can address some of the persistent issues such as high unemployment rates, reduction in underdevelopment of marginalized areas and development of infrastructure. However, the tourism industry in Bangladesh has not acquired maximum utilization, especially of the many tourist destinations that exists in the country as Finland. Besides, research on tourism in Bangladesh, especially on coastal tourist attraction sites remain scanty. In order to identify ways of proper utilization of the tourist destination in Bangladesh, the need to carry out this comparative research emerged.

Key factors for the status of tourism include lack of well-formulated policies and the little effort put by the Bangladesh government in trying to develop the tourism industry. Unlike Finland, Bangladesh lacks a properly formulated tourism policy, with the current policy dating back to 2010. Consequently, the tourism policy document is written in English, despite majority of Bangladesh speaking Bengali (Hassan & Kokkranikal 2018, 80). It is the goal of the research that a comparative analysis between tourism in Bangladesh and Finland will result into selective borrowing of the most feasible features applied in tourism with a view of helping Bangladesh boost its tourism.

The aim of this thesis is to identify the status of tourism in Bangladesh and Finland and the opportunities for growth in the industry. Thereafter, the research will provide an analysis based on the status of tourism in the countries. Thereafter, the study will use the findings to draw recommendations on the ways that Bangladesh, which is lagging in tourism can learn from Finland, which is doing well in matters tourism.

Due to the need for efficiency and a limited timeframe, the study will focus exclusively on tourism in the Lapland's Rovaniemi area of Finland and Cox's Bazar in Bangladesh. The strategy is aimed at developing a comparative analysis of tourism in Finland and Bangladesh. The suitability of this research lies in the fact that a comparative analysis on tourism in Bangladesh and Finland lacks. Therefore, the findings of this study will not only add on existing literature but will also bring in new knowledge that can be used to enhance tourism in the countries.

Secondary and primary data collection methods will be used in the study. Primary data will be collected from respondents. Questionnaires will be supplied to respondents in Lapland's Rovaniemi by the researcher while in Cox's Bazar; the services of a facilitator will be used in distributing questionnaires to respondents. For the case of secondary data, different reports, articles published, tourist websites, Bangladesh Parjatan Corporation (BPC,) the ministry of civil aviation and tourism, Bangladesh bureau of statistics (BBS), world travel and tourism council among other sources will be used to collect data.

The objective for carrying out this research is to establish the status of the tourism sector in Finland and Bangladesh. The realization of the status in the two countries will enable the researcher to draw conclusions and recommendations that would assist in realization of the prospects of tourism in Bangladesh. This will help in improving tourism in Bangladesh.

Another objective of the study is to identify the key tourist spots in Finland and Bangladesh. Information on the tourist destinations, their history, and status will be used in drawing recommendation on improving existing tourist destinations in Bangladesh.

Besides, the study seeks to access the contribution of the tourism sector in Finnish and Bangladesh economy. The realization of the contribution will be used to show the strength of the sector in the economy. Such information shows why it is important to invest more resources to the tourism sector.

Additionally, the research seeks to identify the barriers that hinder the development of tourism in Bangladesh. Realization of the barriers will help in identifying and coming up with suggestions on how to improve the tourism sector in Bangladesh.

Chapter one of the research deals with the introduction of the underlying problem that needs to be rectified, the scope of the issue to be rectified, the importance of rectifying the issue, the methods to be used in correcting the underlying status and the procedure to be followed. The chapter forms the background with which the study will follow in order to accomplish the objectives outlined.

In the following chapters, chapters two to six, the research will try to accomplish the objectives set forth in chapter one, with precise reference to the procedures set in the chapter. Therefore, chapter two will deal with types of tourism, the status of tourism industry in Bangladesh, and Finland and the barriers for the development of the tourism industry in Bangladesh. Chapter three will deal with data collection and data collection methods while chapter four will try to analyze collected data from the field in order to draw a comparison between Bangladesh and Finland. Lastly, chapter five will deal with recommendations for the research while chapter six will offer a conclusion based on what the researcher has learnt from the entire study.

2 TOURISM IN FINLAND AND BANGLADESH

Bangladesh and Finland have various tourist attraction sites. However, utilization of the resources differs between the two countries. Disparities exist in dimension such as technology, cost of living that largely determines the number and economic endowment of visitors to a country as well as the culture of the people. This chapter looks at types of tourism that exist in the two countries. Thereafter, it will major on the specific status of tourism in Bangladesh and Finland consecutively. In addition, the chapter will provide a comparative analysis on the disparities that exist based on the status of tourism in the two countries.

2.1 Types of Tourism

In both Bangladesh and Finland, tourists are attracted for various reasons to specific tourist destinations. Travels to such destinations can be domestic or international. Domestic tourism is whereby tourists only travel within their country while international tourism is whereby tourist travel to destinations outside of their country (Roy & Roy 2015, 54).

2.2 Categories of Tourism

The purpose of visit determines tourism categories. In both Bangladesh and Finland, tourism is catego rized into various groups. This section will try to look at the various categories with which tourism exists in both Finland and Bangladesh.

2.2.1 Leisure Tourism

Tourists who seek a break from daily lifestyle and devote their holiday to rest by visiting areas of interest are categorized as leisure tourists. Such visitors opt for destinations that are quiet, and away from towns. Much preference is given to hill resorts, island resorts as well as beach resorts (Roy & Roy 2015, 54).

2.2.2 Cultural Tourism

Culture is a key factor that attracts tourists to various destinations. Culture is an informative agent on the way of life of a particular people in the form of dressing, jewelry, music, dance, construction methods, traditions and customs as well as festivals (Roy & Roy 2015, 54). Cultural tourism exists in both Finland and Bangladesh.

2.2.3 Religious Tourism

This type of tourism exists where individuals visit areas of worship in groups of pilgrimage. Holy cities and holy sites are often visited for the primary purpose of worship (Roy & Roy 2015, 55). In Finland, religious tourism is relatively small. Only three religious tourism operators exist in Finland, namely Toiviomatkat, Caleb Tours and Kinneret Tours (Nieminen 2012, 10). In Bangladesh, tourists often visit mosques such as the Baitul Mukkarram mosque, also referred to as the holly house. The construction of the mosque ended in 1968. At present, the mosque is the 10th biggest in the world (Fahim & Dooty 2014.)

2.2.4 Family and Business Tourism

Family tourism involves members of a family or groups of families visiting areas of interest while business tourism occurs whereby people visit various destinations due to work related ventures such as attending conferences, meetings and as well as meeting with clients (Roy & Roy 2015, 55). Family and business tourism exist in both Finland and Bangladesh.

2.2.5 Sports and Health Tourism

Sports tourism involves travels to view or participate in sporting events. Usually the event attracts people to such destinations. Health tourism on the other hand is also referred to as medical tourism. At present, many people travel to exotic places in search of treatment; many developing nations are emerging as destinations for medical tourism due to developed medical facilities and low cost incurred in treatment in such countries (Roy & Roy 2015, 55). However, in small numbers, Bangladesh and Finland have had health tourist. For sports tourists, Finland has had a larger share because of holding many international sporting events such as 2005 world athletics championship.

2.3 Tourism Status in Bangladesh

In Bangladesh, tourist destinations can be categorized into three, archeological centers, historical centers and natural beauty centers. Cultural tourism is based on Buddhism and Islamic historical monuments and archeological sites (Alauddin, Shah & Ullah 2014, 69). At present, the number of tourists in Bangladesh has increased significantly. The increase can be attribute to the present political peace. Coupled with years of political violence and unrest, the current political stability has seen a rise in the number of both domestic and foreign tourists. There were 16,000 international tourists six months following the attack at Holey Artisan bakery in Dhaka on 1 July 2016. However, by 2017, the number had increased to 106,000 international tourists (The Daily star 2019.) Therefore, the stability that exists shows great potential for the tourism industry in Bangladesh.

2.3.1 Tourism Planning

Policies and plans for tourism aim at solving issues that hinder the development of tourism, safeguards the natural heritage of a country, and ensure that sustainable development in terms of social and economic development is achieved in the country for the benefits of present and future generations (Hassan & Kokkranikal 2018, 79). Therefore, the performance of the tourism sector in Bangladesh largely depends on the policy formulated and key stakeholders.

By 1992, Bangladesh did not have an official tourism policy. However, in 2009, the government adopted the Bangladesh National Tourism Policy (BNTP). The policy had 29 objectives with brief action plans. The major stakeholders for the implementation of the policy document were government agencies such as the ministry of civil aviation and tourism, Bangladesh Parjatan Corporation (BPC) and the Bangladesh tourism board (BTB). However, in 2010, another version of the tourism strategic plan was devised, forming the root for criticism in the entire plan. The newly devised plan had 30 objectives, with an aim of attaining comprehensive development in the tourism industry in the country (Hassan & Kokkranikal 2018, 80.)

Both the two versions are in English, despite majority of Bangladesh citizens speaking the Bengali language. Additionally, the two documents keep on disappearing in the website of the ministry of tourism and civil aviation due to technicalities with the website (Hassan & Kokkranikal 2018, 80.) Moreover, it is uncommon for governments to be able to produce two plans in two consecutive years since formulation of such developmental policies take a longer period, require ample planning and involve many people. In addition, a complete version of the 2010 tourism policy lacks in the website for the ministry of tourism and civil aviation. Furthermore, the BTB and BPCB have failed to provide updated data in their websites and reports.

Confusion exists among various stakeholders in the tourism industry in Bangladesh. The confusion is attributed to inaccessibility to current data and the tourism policy document. A clearly formulated policy is essential because it creates a sense of seriousness and trust on the Bangladesh government. The international tourism market uses publications on tourism portals and websites in establishing the capability of the tourism industry in a country before investing.

2.3.2 Management of Tourism

In Bangladesh, the government-controlled institution called Bangladesh Parjatan Corporation (BPC) has the mandate of carrying out tourism in the country. BPC works under the ministry of civil aviation and tourism that was established in 1972 (Roy & Roy 2015, 55). The main aim of BPC is expansion of the tourism sector and provision of services to both local and foreign tourists. BPC established the National Hotel and Tourism Institute (NHTI), an institute that trains professionals for tourism management for employment in the tourism sector. The institute also offers opportunities to the public to learn about tourism through organizations of workshops and special seminars related to the development of tourism.

Additionally, the government established the Bangladesh tourism board in 2010. BTB has the responsibility of training personnel in the tourism industry, especially those in the private sector. The organization is a UN affiliate and receives funds from the United Nations World Tourism Organization.

2.3.3 Tourism Marketing

Tourism marketing promotion is extensive advertisement by use of various means such as personal selling, publicity by use of various media channels and sales promotion. The Bangladesh tourism board does market of tourism abroad (Moniruzzaman & Abedin 2015, 19). In table 1, international tourists to Bangladesh were put under study to respond on their knowledge on prices of food and drinks, accommodation, transport, guided packaged tours, information material and shopping items. The mean score from respondents below four shows a low impression on the tourism commodity, an indicator that tourists do not have adequate information concerning the commodity (Moniruzzaman & Abedin 2015, 19).

TABLE 1. Tourism impressions on the prices of some important tourism commodities (Adapted from Moniruzzamann & Abedin 2015, 19).

Tourism Component s	Don't Know Frequenc y	Highly Reasonable (5)	Quite Reasonabl e (4)	Fairly Reasonabl e (3)	Quite Unreasonable (2)	Highly Unreasonable (1)	Mean Score
Food & Drinks	6 (5.94)	7 (6.93)	23 (22.77)	48 (47.52)	16 (15.84)	1 (0.99)	3.2
Accommodati on	13 (12.87)	5 (4.95)	16 (15.84)	41 (40.59)	18 (17.82)	8 (7.92)	2.91
Transport	12 (11.88)	5 (4.95)	46 (45.54)	32 (31.68)	6 (5.94)	00 (00)	3.56
Guided Packaged Tours	62 (61.38)	4 (3.96)	7 (6.93)	13 (12.87)	12 (11.88)	3 (2.97)	2.92
Information materials	48 (47.52)	21 (20.79)	19 (18.81)	9 (8.91)	4 (3.96)	00 (00)	4.08
Shopping Items	26 (25.74)	27 (26.73)	25 (24.75)	20 (19.80)	3 (2.97)	00 (00)	4.01

From table 1, it is evident that majority of the tourists are not aware of the prices of key commodities in Bangladesh. It is only in information material and shopping items that the feedback on prices recorded a mean score above four. The main reason why the respondents showed knowledge in the two commodities is that the BTB carries out marketing for the commodities (Moniruzzaman & Abedin 2015, 20).

Various factors lead to the status of unfamiliarity and negative perception of the tourism sector in Bangladesh. Insecurity and the country's underdeveloped economy is blamed for the assumption of the existence of poor accommodation facilities, and infrastructure. Additionally, there is lack of adequate promotional activities, adoption of ineffective strategies in marketing and unavailability of up to date information in the government portals on tourism in the country (Moniruzzaman & Abedin 2015, 21). Conclusively, the potential for marketing of tourism commodities abroad has not yet been achieved. Much needs to be done to rectify the situation.

2.3.4 Revenue from Tourism

There is growth in revenue from the tourism sector in Bangladesh from 2006 to 2017 as presented in FIGURE 1. The tourism industry recorded a 60.5% economic growth in 2017 as compared to 42.6% economic growth in 2016 (Bangladesh tourism revenue 2018).

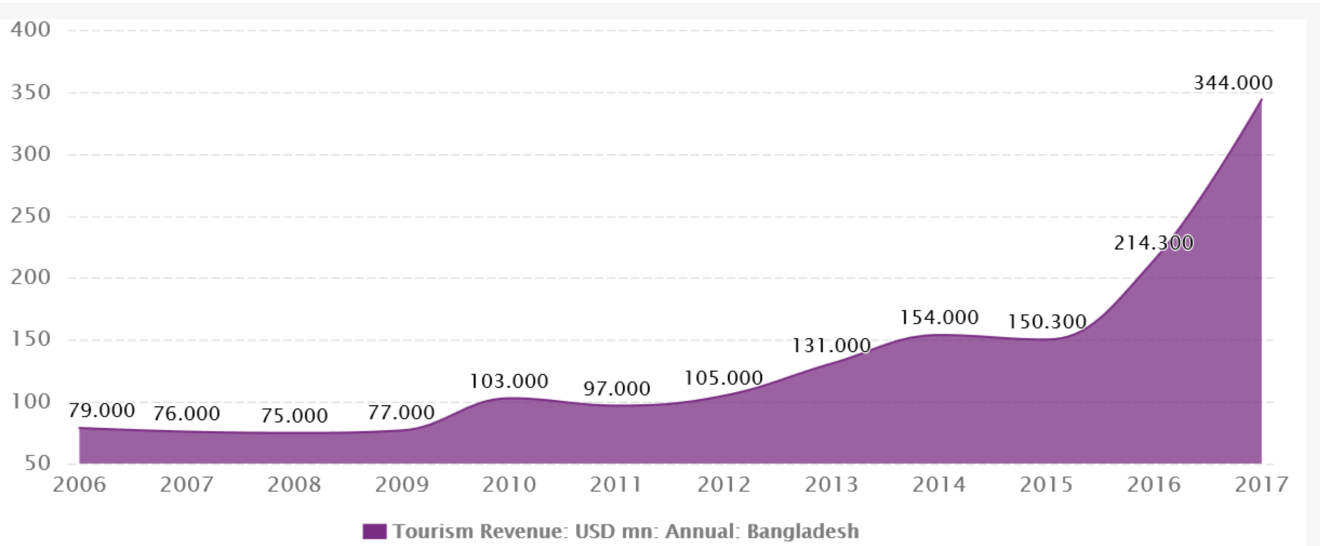

FIGURE 1. Bangladesh tourism revenue (retrieved from Bangladesh tourism revenue 2018)

From figure 1, the highest revenue generated from the industry peaks at 344 million US dollars in 2017 while the lowest is at 25 million US dollars in 1995. From GRAPH 1, a growing trend is evident.

2.3.5 Tourism Destinations

In Bangladesh, tourism destinations are scattered across the country. The resources range from natural tourist attraction sites such as forests found in freshwater swamps, waterfalls, national parks, tea gardens, historical and archeological sites, monuments and the sea beach as presented in TABLE 2 (Roy & Roy 2015, 55).

TABLE 2. Tourist destinations in Bangladesh (Adapted from Moniruzzaman & Abedin 2015, 16)

Name of the division	**Location in Bangladesh**	**Places to visit**
Barisal	Southwest	Kuakata
Chittagong	Southern	Patenga Sea Beach, War Cemetery, Port, Cox's Bazar, St. Martins Island, Himchori and Inani Beach, Parki beach, Lalmai, Moinamoti and Shalbon Bihar, Chittagong Hill tracks (Rangamati, Khagrachari, Bandarban and Kaptai)
Dhaka	Capital city	Shaheed Minar, Jatiyo Smritisoudho, Ahsan Manzil, Jatiya Sangshad Bahavan
Khulna	Southwest	Sundarban
Rajshahi	Northern	Mahasthangarh,Varendra Museum
Rangpur	Northern	Kantagir Temple, Sayedpur railway junction
Sylhet	Notrheast	Jaflong, Ratargul, Madhabkunda waterfall, Satchari National Park , Bisanakandi, Srimongal, Lawacherra Rain Forest

The research will concentrate on Cox’s Bazar, a sea beach at the southern part of Bangladesh. Cox Bazar is approximately 120 km long and is the longest sea beach in the world (Moniruzzaman & Abedin 2015, 17.) Golden sands, cliffs that soar high and strong surfing waves, cover the beach. Due to the features, Cox’s Bazar is one of the most attractive world tourist destination.

2.4 SWOT Analysis on the Status of Tourism in Bangladesh

A SWOT analysis is a technique that helps in understanding the strengths and weaknesses that an organization or an economic sector face. SWOT analysis helps in identifying opportunities and threats that are open to such an institution (Phadermrod, Crowder & Wills 2019, 196.) In Business, SWOT analysis is vital in helping devise sustainable methods of running organizations or institutions. The analysis on tourism was conducted based on secondary data.

TABLE 3. SWOT analysis on the status of tourism in Bangladesh (Adapted from Alauddin, Shah & Ullah 2014, 71).

Strengths	**Opportunities**
Bangladesh is renowned for its natural beauty, greenery, archeological and historical places and hospitality of people. It has numerous rivers and longest sea beach of the World. Scope for expansion of world tourism. Low cost of products and services Available accommodation facility throughout the country.	Globalization and dissemination of information Scope for Expansion of Communication media To attract tourists if regular research and development may be done by the policy makers Tourist spots should be more attractive Strong competition within the region To attend in International tourism fair Increase Seminar
Weaknesses	**Threats**
Problems related to safety security and hygiene, Lack of Entertainment Facilities both physical and recreational Lack of new investment; Lack of safety and Security Non Professional Tour operators Poor Image of Bangladesh, as a tourist destination Lack of proper promotional activities Unavailable forging aids or investment in the tourism sector of Bangladesh	Political instability Foreign tourist may not communicate with local people due to lack of language problem. Infrastructure for enhancement of the tourism is not well developed Barriers to overcome Image crisis of Bangladesh Harassment by the police and the broker in the airport. Bangladesh is often projected in foreign electronic and print media as a country of flood, cyclone, strike, political violence etc. Political collision between tribal and Bengali people. Absence of long term tourism policy.

From TABLE 3, it is evident that the weaknesses and threats in the Bangladesh tourism sector outweigh strengths and opportunities. For instance, safety, security and hygiene are primary factors that determine the likelihood of tourists visiting a tourist destination. Such weaknesses put the tourism industry in Bangladesh at a vulnerable spot. Therefore, despite the strengths and opportunities, much needs to be done to sustain the tourism sector.

2.5 Cox’s Bazar

Cox Bazar is a district found at the southernmost part of Bangladesh. Cox’s Bazar has eight sub districts and borders Myanmar at the south and south east, and borders Bandarban district at the Eastern side. Based on the current census results, the district has a population of 2.3 million people, with an increase of population literacy from 18.4% in 1981 to 39.3% in 2011 (Bangladesh bureau of statistics 2011). Therefore, the statistics shows that the region still has a larger number of illiterate people.

On the status of tourism, Cox Bazar is the capital of tourism in Bangladesh. The destination holds both economic and social value. The destination is the longest sea beach in the world, stretching 120 km (Moniruzzaman & Abedin 2015, 17.)

TABLE 4. Features of Cox's Bazar (Adapted from researcher's compilation of existing literature)

No	Features	Attributes
1.	Location	South-east region of Bangladesh
2.	Nearest town and Distance	Chittagong, 152 Kilometers
3.	Distance from Dhaka, the capital city	414 Kilometers
4.	Total area of the district	2,244.30 square kilometers
5.	Height above sea level (Seasonal water level variation)	0.95 meters (High tide), and 1.17 meters (Low tide)
6.	Accessibility	Accessible by both air and road
7.	Available land area	185 Acres

From TABLE 4, it is evident that there is adequate amount of land for expansion of the tourist destination. Besides, Cox's Bazar is accessible by both road and air. Therefore, tourists have an opportunity of choosing preferred means of travel. Lastly, the proximity to Chittagong means where accommodation facilities are scarce, tourists can seek for accommodation in the town. Other tourist attractions in Bangladesh include Sundarbans, which is the longest mangrove forest in the world, and Bangladesh delta that is the largest delta in the world (Roy & Roy 2015, 4).

2.6 The Status of Tourism in Finland

The economy of Finland faced challenges in 2015 leading to adoption of new policies that aimed at fiscal tightening and structural reforms. In the new policy, tourism is viewed as an important sector that can create employment. In addition to strong policies in support of tourism, Finland's tourism is based on natural cultural heritage and modern culture. A blend of technology, creativity and the way of life of the people of Finland all act in unison in making the tourism sector a strong economic part of Finland's economy (OECD 2016, 164.) In the recent years, the growth of tourism has been higher than any other sector in Finland with annual consumptions surpassing 14 billion euros.

Visit Finland is responsible for marketing tourism within the country and abroad (Jacobsen 2018, 24.) The strategy adopted by visit Finland is marketing Finland as a unique and non-mainstream holiday destination. Additionally, the government has increased funds to the tourism industry for 2018 and 2019 thereby enabling visit Finland to continue with its promotional activities and develop the four main tourist destinations that is Lapland, Helsinki, Lakeland and the coast and the Archipelago (Jacobsen 018, 25).

In 2013, about 136, 700 people were employed in the tourism sector, making 5.8% of the active work population of Finland. In 2014, the accommodation sector recorded 19.8-night stays. In the night stays, domestic tourists were 14.1 million while foreigners were 5.7 million. There was a decrease in the demand for accommodation for tourists by 2.3% in 2014, largely caused by a decrease of 17% from Russian tourists. However, still Russia remained the largest source of tourists in the year. In 2014, there was an increase in tourists (OECD 2016, 164.) The trend has been on the rise ever since.

Private companies own most of the nature sites, especially in southern Finland. An approximate of 5,700 entrepreneurs base their services on nature tourism. About 3,700 of the entrepreneurs specialize in provision of accommodation facilities, while about 1,000 entrepreneurs offer program services (Øian, Fredman, Sandell, Sæþórsdóttir, Tyrväinen, & Jensen 2018, 31). In Finland, there are 40 national parks, in which nature-based activities and experience takes the center stage. Over the past ten years, the use of national parks had doubled. In 2016, there were 2.8 million visitors to national parks (Øian et al. 2018, 29).

In the Finnish tourism sector, activities by both the private and public sector are guided by the UNESCO principles on sustainability. Therefore, entrepreneurs in the tourism industry carry out activities with a view of promoting sustainable tourism across all national parks, nature sites and historical sites (Øian et al. 2018, 31.) The activities of the tourism entrepreneurs are expected to protect and support, and preserve valuable features at the sites, minimize load on the natural environment, create employment for the local economy, promote efficient use of the site to enhance health and be in unison with each other on the values and services of the site.

2.6.1 Management of Tourism

Either the public authority or tourism organizations manage tourism in Finland. The government has mandated the ministry of employment and the economy with the responsibility of governing the tourism sector. Therefore, the ministry has the mandate to formulate tourism policies, and to develop and support the sector (OECD 2016, 164.) The ministry also prepares legislation that guides the operations of tourism as well as maintaining international relations. Under the ministry of employment and the economy is the inter-ministerial working group on tourism, an unofficial entity that is charged with the responsibility of offering information at the ministry level. The group convenes severally in a year leading to proper monitoring and implementation of tourism policies.

The Finnish tourism board (FTB) was dissolved and its roles merged with Finpro, the largest organization funded by the state to support Finnish SMEs in international markets and encourage the growth and development of foreign direct investment (Øian et al. 2018, 29). The reason for the merge was to make use of synergies that emerge when two organization with similar goals join (OECD 2016, 165.) A branch of Finpro called Visit Finland has therefore been given the mandate to promote the Finnish country brand in tourism, as well as supporting and coordinating product marketing and development.

The provision of resource for outdoor and nature-based tourism is done by Metsähallitus an enterprise owned by the state. Metsähallitus administers about 12 million hectares of land owned by the state (Øian et al. 2018, 29). Tourism in the regions is managed by the regional state administrative agency, which is delegated with the responsibility of implementation of legislation and steering and supervising tourism activities in the region (Øian et al. 2018, 29). The centers for economic development, transport and the environment (ELY) are authorized with the responsibility of managing state administration policies by implementing and developing of the state administration. Such tasks include giving aid in the form of finances, advises and act as centers of consultation and training to tourism business owners. A head referred to as a sector manager oversees the ELY centers. Below the ELY are the regional councils, made up of groups of municipal authorities. The municipal authorities and tourism information offices handle tourism issues at the local level (OECD 2016, 165).

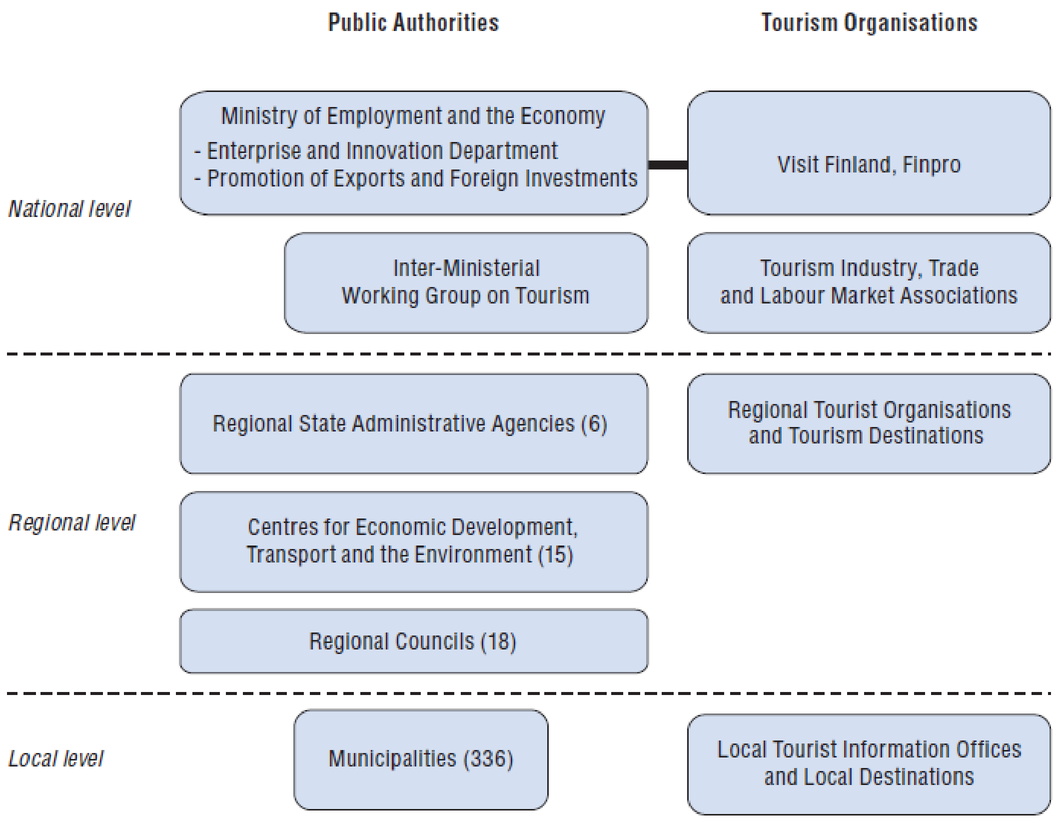

FIGURE 2. The structure of tourism bodies (Adapted from OECD 2016, 165).

2.6.2 Tourism Policies and Programs

In 2014, the tourism industry sought to develop new methods of accelerating the growth of tourism. Therefore, a program to device new policies was initiated. More than 900 representatives from industries related to tourism were involved in the program. The committee came up with the policy document, Roadmap for growth and renewal in Finnish tourism for 2015-2025 (OECD 2016, 166.) All ministries in Finland were bound by the policy document.

The roadmap had the theme, Achieving more together, with focus on increasing collaborations and partnerships, increasing marketing effectiveness in the tourism sector, increasing accessibility into the country by enhancing the existing travel chains, and ensuring that the tourism environment is competitive in relation to other markets in different nations (OECD 2016, 166). The Finnish government recognize the importance of the tourism sector for the growth of the country's economy. The most promising area for growth in the tourism industry is nature tourism. The policy document directed the ministry concerned to increase national and international, as well as nature tourism (OECD 2016, 166).

In 2015, several measures were put in place to operationalize the roadmap. Funding for the project 2015-2018 came from the ministry of employment and the economy. The measures included turning Finland into a top humane and safe country to visit, increasing marketing of Finland in the international sphere, making Finland a leading stopover country, and digitalizing tourism services for ease access and use. Another key measure was on creation of a project that demonstrates how to develop sustainable water-based tourism and making use of bio economy, and digital and clean technology (OECD 2016, 166).

The measures were distributed into different sections and each was assigned specific tourism programs and initiatives to their realization. Some of the initiatives include the air transport strategy 2030, which supports the development of Helsinki airport as an international hub for Asian air routes. The initiative is backed by funding in developing airport facilities, improve marketing and networking in the international sphere for the creation of a solid Finnish air transport system for the tourism sector. The development focuses on increasing passengers using the airport from 16 million in 2014 to 23 million in 2030 (OECD 2016, 166).

Other programs for the realization of the policies set forth in the roadmap include the Finnish strategy for the arctic region, national coordination of theme-based tourism development and the development of the Finnish first food tourism strategy. For the Arctic region strategy, the program aimed at advertising the importance of tourism and the prevailing nature of adventure experiences. On theme-based tourism, the programs aimed at supporting summer and cultural activities in Finland. On the first food tourism strategy, the primary focus was on the establishment of the hungry for Finland competition that aimed at increasing the awareness of Finnish food products (OECD 2016, 166).

2.6.3 Revenue from Tourism

Revenue generated from tourism sector in Finland is irregular over the years, with fluctuations appearing across the board. The 2014 roadmap and other underlying factors are responsible for improved trend in revenue from 2015 to 2017, with a remarkable increase in revenue between 2016 and 2017.

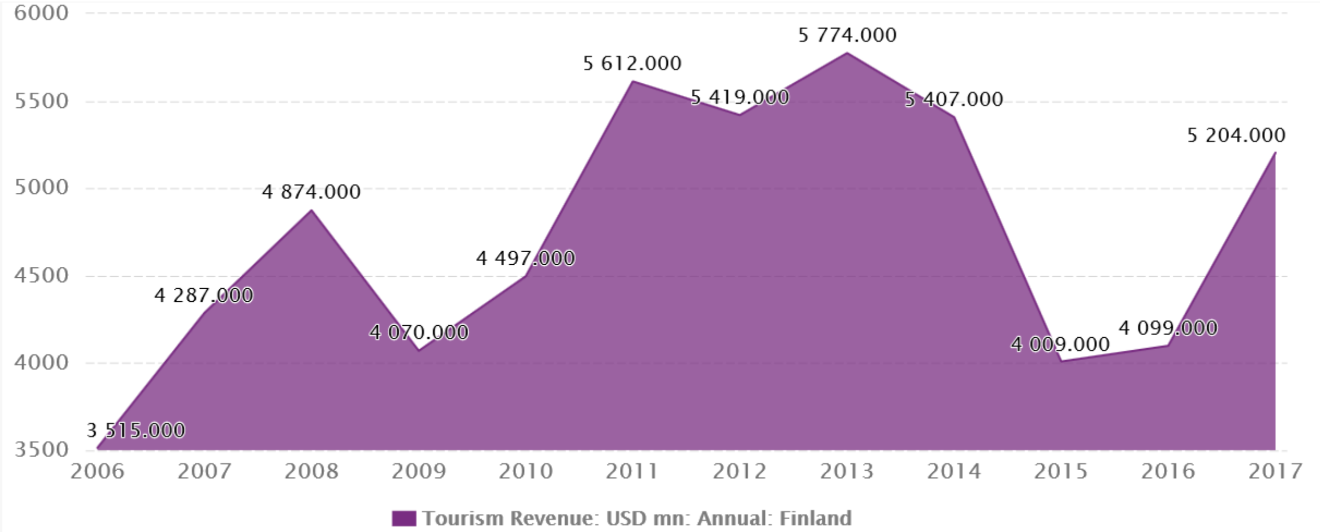

FIGURE 3. Finland Tourism Revenue (Adapted from Finland tourism revenue 2018)

From figure 3, the lowest periods were in 2015 where the sector recorded 4 billion US dollars while the highest revenue was in 2013 where the sector recorded a revenue income of 5.7 billion US dollars. From the presentation in GRAPH 3, there is a higher likelihood of the tourism sector attracting more income because of the increase in the budgetary allocation for the tourism sector for financial year 2018 to 2019 (Jacobsen 2018, 25).

2.6.4 Changes in International Tourism Arrivals

The rate of international tourist arrivals changed significantly between 2014-2016 and 2017-2018. The initial high number of Russian visitors declined significantly in 2014-2016. However, the number increased again in succeeding years, hitting the peak in 2018 (Jacobsen 2018, 24). Another emergent factor in the tourism industry in Finland is the Chinese tourists coming to the country, unlike in the past. The graph below shows the top six international arrivals to Finland in financial year 2014-2016.

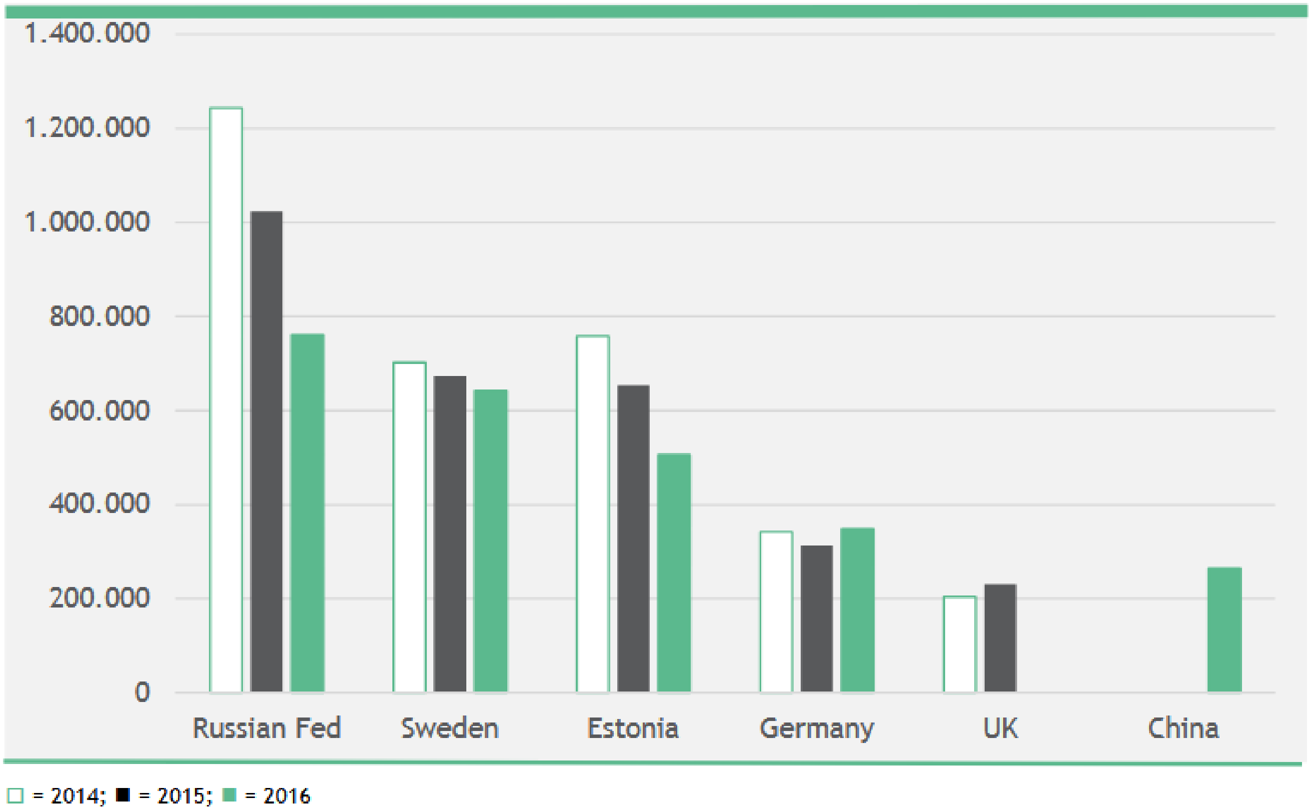

FIGURE 4. Top five international arrivals markets 2014-2016 (Adapted from Jacobsen 2018, 24)

From figure 4, it is evident that the tourism sector showed a decline. However, this led to an update on the existing national tourism strategy in 2015 as mention earlier. Changes brought in by tourism strategy 2015 led to an acceleration in tourism growth. Expansions in sales and marketing of specific themes such as enhancing cooperation with the four regions with the highest tourists that include Helsinki, Lapland, Lakeland and Coast and the Archipelago led to the development. Another theme in the strategy was on increasing the market scope to include countries such as India, South Korea and United Arab Emirates. From figure 4, the coming in of the Chinese as a top six tourist country to Finland was as a result of the tourism strategy. By 2018, Chinese tourists had surpassed tourists from the United Kingdom, making it to number five (Jacobson 2018, 24).

2.7 Tourism Attractions in Finland

Finland is enriched with many tourist destinations. Some of the tourist sites offer more than a single activity. Some of the activities found in the sites include ice swimming, culture, winter sports, and fishing. The following section investigates some of the key tourist attraction sites that have been advanced to facilitate more tourists getting attracted to Finland for tourism.

2.7.1 Näsinneula Tower

The tower, situated in Tampere is the tallest in the Scandinavia, with a height of 168 meters. Tourists visit the tower for dinner and an opportunity to view the city. The tower was constructed between 1970-1971 at Särkänniemi amusement park. One attractive feature of the tower is the revolving restaurant resting 124 meters above the ground. A single revolution takes 45 minutes (Rahman 2014, 10).

2.7.2 Olavinlinna Castle

The castle dates to medieval times. Built in 1475 with five towers, the castle today remains preserved. However, only three towers remain standing. Within the castle, several exhibitions exist ranging from museum displays of antiquity from Finland and Russia. The tower is a great tourist destination (Rahman 2014, 11).

2.7.3 The Aland Islands

The island is an archipelago situated at the entrance to the Bosnian gulf in the Baltic Sea. The islands cover an area of 1,527km2 and had a population of 29,489 as of 2017. There are many tourist attraction sites in the Aland Islands such as Pommern Merieham, and Kastelholm. Some of the factors that makes tourists to frequent the Aland Islands is due to suitability of the transport system, good communication network, accurate information on the tourist destinations and favorable environmental conditions (Rahman 2014, 10).

2.7.4 Karelia

The landscape at Karelia is unique with flora, fauna and many lakes, islands and evergreen forests. Culture and traditional language add to the natural environment of Karelia. Karelia is divided into two, northern Karelia and southern Karelia. One of the factors that attract tourists to this destination is good infrastructure. Besides, many tour operators provide living, travelling and feeding facilities for the tourists (Rahman 2014, 16).

In northern Karelia, outdoor activities are rampant, with over 1,000 km trekking routes that are marked out. Besides, canoeing and fishing are also a major outdoor activity especially in the Nurmijarvi area. In Southern Karelia, Lappeenranta is the capital, and Finland’s largest inland port. Famous for being an old spa and garrison town, the city is a major destination for Russian tourists for luxurious products. Besides, the southern capital has many other tourist attractions sites such as Linnoitus fortress that has been developed and transformed into a museum, the south Karelia art museum, Lappee church, Wolkoff Home museum, south Karelia museum as well as cruises on saimaa canal (Rahman 2014, 16).

2.8 Lapland

Lapland is a geographically, ethnic and cultural destination in the northernmost part of Finland. Lapland is among 19 counties in Finland and covers a total area of 100,367 km2. Out of the total area, 92, 667km2 is dry land whereas 6,316 Km2 is covered by fresh water while 1,383km2 is covered by sea. There are 181,000 inhabitants in Lapland. The Sami people, a nomadic ethnic group occupy the region. The largest towns in Lapland include Rovaniemi, Tornio and Kemi. The geographical nature of Lapland is by itself an attraction site, bordering the Norwegian Fjords, Russia, Ostrobothnia regions and the northern part of the Arctic Circle (Rahman 2014, 18).

Many tourist attraction sites exist in Lapland. For instance, the presence of the snow hotel is a major tourist attraction for the night stay. The traditional Sami culture also holds much importance in the tourism sector. Besides, in Lapland, the northern lights, and the famous Santa Clause village in Rovaniemi is a major tourist hub especially during Christmas holidays. Moreover, other unique tourist attraction activities in Lapland acts as major pulling factors for the tourism industry. Such activities include dog sledge tours, snow hiking, and boat riding (Rahman 2014, 19).

Based on its population, Lapland has a great share of tourists in Finland. Besides, Lapland is a pioneer in steering sustainable tourism and making use of the prevailing arctic conditions. Small family businesses are rampant in the region, with most of them dating back to past three generations. The development of Lapland as a tourist hub has had various advantages on the people of the region. Some of the advantages are creation of jobs, diverse services of high quality, increase in interaction, internationalization, better transport, and communication (Øian et al. 2018, 30).

The growth of tourism in Lapland has been significant. Tourism in the region is based on categorization of different destinations. Additionally, tourism zones have been established around the destinations with a focus on enhancing development between the rural communities that stay close to the destinations and the destinations (Øian et al. 2018, 30). The strategy has been successful in attracting tourists to the region. Efforts for sustainable utilization of Lapland have been put in place. Such efforts include improvements and facilitation of eco efficient means of land use, sustainable waste management and energy use (Øian et al. 2018, 30).

The number of tourists visiting Lapland between 1990 and 2013 increased from 1.25 million to 2.4 million. In 2013, it is reported that Lapland received foreign visitors majorly from Great Britain, Germany, Russia and Japan. In Lapland, the main seasons for tourist visits is between February and April. However, other tourists, primarily Finnish hiking tourists are attracted to the area in the summer and autumn seasons. In November up to January, cutting across the Christmas season, Lapland majorly receives Russian tourists (Øian et al. 2018, 30).

2.8.1 Lapland Tourism Strategy

The first tourism strategy in Lapland was the regional tourism development plan 2003-2006. The strategy had the primary focus of financing and developing long-term projects. The plan categorized the regions into four groups. In 2007, the impact of the plan was realized whereby an increase in the number of overnight stays, growth and expansion of tourism centers, internationalization in trade and efficient organization in the tourism industry were realized (Øian et al. 2018, 32).

In 2007, another tourism strategy was devised, the regional development program, Lapland, running up to 2010. The strategy's focus was on securing and supporting the future growth of the tourism industry, enhance accessibility, and facilitate employment around the year. In the plan, four regions were categorized based on their potential for tourism. The categories were strong tourism areas, medium strong tourism areas, developing areas and areas with recent tourism development. The strategy was essential in directing budgetary allocation for projects in Lapland. According to the plan, medium strong areas were given much preference with a view that they would enhance mass growth in Lapland tourism. The most recent national tourism strategy 2020 necessitated the revision and amendment of certain sections of the 2007-2010 strategy in order to be in line national guidelines (Øian et al. 2018, 32).

2.8.2 Attraction Destinations in Lapland

Lapland attracts tourist during both summer and winter. Natural attractions are the main attractions of Lapland. Some of the attractions include polar night, Santa Clause, ski trails and the midnight sun. Besides, the unique Sami culture is another tourist attraction. Lapland tourist attraction destinations include Rovaniemi, Ylläs, Levi, Ruka, Saariselka and Akaslompolo (Rahman 2014, 22). This chapter looks at some of the mentioned destinations with a view of outlining some of the factors that have led to the destinations attracting more tourists.

2.8.3 Rovaniemi

Rovaniemi is the capital of Finnish Lapland, and home of Santa Clause. Good communication network in Rovaniemi facilitates tourism because the area is accessible by both air, rail and road. For instance, direct passenger trains are provided by VR from Rovaniemi train station to Kemijarvi, Tampere, Helsinki, Turku and Oulu. Ten kilometers north of Rovaniemi city is an airport, which can be used to land in the area from different parts of Finland (Rahman 2014, 23).

At the start of May, different summer events and the midnight sun propel tourism in Rovaniemi. Summer events include riverboat safaris and snowmobile rides. Being at the Arctic Circle, and once a year between the months of June and December, Rovaniemi has 24 hours of sunlit days, referred to as the midnight sun. Tourist come to see the midnight sun in large numbers. Consequently, there are 24 hours of sunless nights referred to as glacial nights. Santa Clause village acts as an important tourist attraction especially during the Christmas season (Rahman 2014, 23).

Ideal accommodation facilities that suites the tastes and preferences of a variety of tourists in Rovaniemi boosts the urge for tourists to visit the area. Many hotels, nightclubs, bars and other recreational and accommodation facilities attract tourists for long stays in Rovaniemi. Besides, best conference services in the whole of Lapland exist in Rovaniemi. Characterized by incentive trips, Rovaniemi ranks among key tourist destinations in Lapland (Rahman 2014, 24).

2.8.4 Ruka

Ruka is a tourist destination situated near the Russian border, below the Arctic Circle. In winter, Ruka is frequented by tourists for snow skiing. Besides, frozen lakes greatly attract tourists to the area. Ruka has an excellent weather in summer suitable for snowmobile safaris. Additionally, the area has well developed recreational facilities such as bars, restaurants, and tropical spars. Ruka resort is one such attractive recreational facility (Rahman 2014, 27).

2.8.5 Ylläs

Ylläs is an attractive tourist destination across the year for both domestic and international tourists. The area is located opposite to Ylläsjarvi and Akaslompolo and encircled by the third largest national park in Finland called the Pallas- Yllästunturi. Ylläs has several products for the tourists such as the culture of the inhabitants, sports, and wildlife. Other attractions include Iceland horse riding, Lappish night, reindeer safaris, and northern lights. Besides, Ylläs has a few bars, shops and supermarkets (Rahman 2014, 29).

3 METHODOLOGY

In this chapter, various methods that will be used to answer the research questions and the objectives set in the introductory paragraph will be discussed. The chapter starts with the research design employed in the thesis, which is followed by the research strategy and the population put under study. Thereafter, the chapter will look at the methods of data collection, sample and sampling procedures and methods of analysis of the collected data. Across the chapter, the thesis will try to justify each section on the methodological choice selected for the thesis by the researcher.

3.1 Research Design

The research design integrates various methods used in the study in a coherent manner to achieve regular flow of the thesis in order to achieve the set objectives. The study aims at providing an analysis on the developments in the tourism industry between Finland and Bangladesh. Research design provides the pathway to data collection, measurement of collected data, and analysis on the findings. In this research, in order to obtain information that is relevant in answering the research objectives, the research design will outline the various components needed in answering the research questions and objectives. This will lead to adequately meeting the research objectives and assist in drawing strong recommendations and conclusions. According to Creswell & Creswell (2017), the aim of the research design is to provide solutions to the application of the appropriate methodology used in answering the research questions.

The thesis makes use of two research methods, qualitative methods and quantitative methods. In most instances, the researcher needs to observe the real situation in the field to be able to interpret the information collected. In this research, quantitative method was used whereby data was collected in questionnaires. Besides, the researcher observed some destinations in Lapland (APPENDIX 2) he experiences served as qualitative data and was instrumental in modifying the questionnaires.

3.2 Research Strategies

The objectives guide the research in choosing the strategy to employ in conducting research. Research strategy is the general plan that the researcher follows in answering the research questions (Saunders et al. 2009, 90). The research strategy is important because it enables the researcher to answer the research questions, which give the study flow and structure. Therefore, the necessity of including an appropriate research strategy is vital and is guided by the research questions and objectives.

However, also other factors determine the research strategy to be used. Such factors include the time allocated for the research, the extent of the available knowledge on the subject and ethical considerations. The thesis has four objectives. The first objective is to establish the status of the tourism sector in Finland and Bangladesh. The second objective is to identify the key tourist spots in Finland and Bangladesh. The third objective is to access the contribution of tourism sector in Finnish and Bangladesh economy. The fourth objective is to identify the barriers that hinder the development of tourism in Bangladesh. All the four objectives were put under consideration when drawing out the research strategy that is used to answer the objectives of the research (Kratochwill 2013).

There are seven types of research strategies, which include experiments, surveys, case studies, ethnography, grounded theory, action research and archival research. Action research is focused on four themes that guide the researcher. The first theme is to give primary focus on the purpose of the research, which is followed by identifying the role of the researcher in the research. Action research needs the researcher to take an active role in the study. Lastly, such research should have implications that go further than the immediate research (Cresswell 2014).

Ethnography is also conducted under inductive approach. The primary focus of such research is to provide a description on the research subjects as it would provide an explanation to the subjects. One major drawback to this type of research strategy is its tendency to consume a lot of time (Williams 2007, 68). Therefore, most researches in the business disciplines avoid Ethnography. For instance, for the researcher to understand and interpret information collected, he can apply ethnography to understand the researchers before carrying out the research.

Archival research is dependent on existing records and documents for data. The data documents can be both historical and recent. For instance, a researcher can use data previously collected on Olympic results of a particular country to study the medal pattern over years. Besides, archival research can use existing data in records to analyze trends (Williams 2007, 68). The three strategies discussed are based on inductive approach.

Based on deductive approach, experimental research comes first in this thesis followed by survey method. The strategy was first used in natural sciences with an objective of determining whether a change in the dependable variable brings an effect on the dependent variable. In an experimental research, two groups are put under study, with each group marked with a specific group code. Each group will then be compared to analyze changes in outcome the outcomes (Williams 2007, 68). For example, an experimental research could be on customer satisfaction on service provided. The research would be based on satisfaction rate among different studied groups. The study is practical because the researcher is able to subject the respondents of each group to try the services and measure rate of satisfaction using different parameters.

Case study and grounded theory applies both deductive and inductive approaches in their analysis. Case studies are involved with empirical evidence using several sources to study contemporary phenomena (Williams 2007, 68). Therefore, where there is need to gain an in-depth knowledge on a phenomenon, case studies are ideal. An example of a case study is on the reasons that led to the fall of Motorola smartphones.

Survey method uses sampling methods to collect data from a huge population. The method is ideal where the population under study is large. Therefore, research in the field of business and management mostly adopt survey method. Data analysis on survey method can either utilize descriptive or inferential tools of analysis (Williams 2007, 69). For example, a survey method that applies the use of questionnaires can be used in determining the level of satisfaction in employees of a multinational company by sampling the population under study.

Grounded theory on the other hand gives primary focus on theory building. The main purpose for conducting research using grounded theory strategy is to predict and offer explanations to an existing behavior. The researcher therefore devices the theoretical framework that is used in devising new theories (Williams 2007, 69). An example of a grounded theory research strategy would be employed in the study of the impact of technology on the dressing behavior in a specific town based on theoretical underpinnings.

This thesis is explanatory because it aims at proving a conclusive explanation on the comparative status of tourism in Bangladesh and Finland. Therefore, the ideal research strategy is survey methods. A major factor that led to the research adopting the survey method was because of availability of respondents. Therefore, the researcher used both structured and semi structured questions in collecting data. Another reason for choosing survey method was propelled by the presence of many the study population hence a need for sampling to provide a generalized feedback from the population. Additionally, survey method was appropriate because the research sought to determine the differences in government input in the tourism industry of both Finland and Bangladesh in order to provide better recommendations.

The unit of analysis was the individual. The individual included in the study were tourists in Rovaniemi and Cox's Bazar. The people selected for this study are appropriate in answering the research objectives because they have direct involvement with tourism in both countries consecutively. Besides, recent research on tourism made use of tourist and tour guides in investigating the status of tourism hence using them in the study is appropriate.

3.3 Study Population

The validity of the research largely depends on the study population. However, a population is usually comprised of many people. As such, the research is restricted to certain study samples to aid in studying the population. Discussions on the sample and sampling method were presented later in the chapter. Therefore, it is important to define the research population used in the study. The research population is defined as a specific number of people put under study (Creswell & Creswell 2017). Large numbers in a population leads to researchers being unable to collect data from everyone. Therefore, the need for a target population is relevant. Consequently, sampling techniques are applied in trying to come up with the study population whose feedback is used to generalize the general population.

The study population comprised of tourists in Cox Bazar and Rovaniemi. The study population is appropriate because it reflects the stakeholders involved in the tourism sector in both Finland and Bangladesh. Therefore, the study selected respondents around the tourism sector hence acting as the primary unit of analysis.

3.4 Data Collection

The study employed two methods of data collection; in depth literature study and review of existing documents and questionnaires. Through studying and analyzing available documents and literature, collection of data was done from research articles on tourism development in Finland and Bangladesh, journals, magazines, and any other relevant sources such as websites and published theses. Generally, any relevant information useful in answering the set objectives in chapter one was used. The questionnaires were distributed to 150 respondents in Cox's Bazar in Bangladesh and Lapland's Rovaniemi in Finland consecutively.

As outlined in the first chapter, the aim of the thesis is to analyze the status of tourism in Finland and Bangladesh the differences that exist, contribute to enhancing tourism development in Bangladesh. While the researcher had the intention of each objective to have its own research method, during the actual collection of data, the researcher recognized that the methods were cross cutting. Therefore, it was realized that each research method had a link to the objectives.

The first research question, which was to determine what problems are prevalent in the tourism sector, and the second question, which was to look at the steps to be taken by Finland and Bangladesh to maximize potential for tourist destinations had a link to literature studies. However, in the questionnaire, the first question looked at what the tourists know about the problems experienced in the tourism sector in both countries.

The third question had a linkage to the second research question that aimed at establishing how the government could enhance tourism development. Although the questionnaire was the primary method of collecting data for the question, available study documents played a vital role in provision of useful information. The fourth question aimed at determining in what ways the tourism industry can maximize potential. The question too was linked to the method of analyzing available documents.

3.4.1 Data Collection Using Document Review and Literature

Websites describing the status of tourism in Finland and Bangladesh such as the world bank tourism website, visitfinland.com among others were used in extracting data. Besides, Research journals, articles, and scientific and non-scientific publications in the field of tourism in Finland and Bangladesh were used in data collection to address the research questions. The main reason for including document analysis in the research was to gather information on the extent of tourism in Finland and Bangladesh, and methods that could be used to enhance tourism.

3.4.2 Data collection Using Questionnaires

Questionnaires formed the second method of data collection. The researcher developed the questionnaires, which were distributed to respondents in Finland and Bangladesh. However, due to unavailability of the researcher in Bangladesh, services of a facilitator were used in distributing the questionnaires to individuals as instructed by the researcher (APPENDIX 1). In Finland, the researcher supplied questionnaires in Lapland for three day. Besides, as the research aimed at coming up with a comparative analysis of the tourism sector in Bangladesh and Finland, the researcher opted to use similar questionnaires for the study in Finland and Bangladesh (APPENDIX 3).

Due to the limited time, the questionnaires were largely comprised of ‘Yes’ or ‘No’ responses. A significant amount of accuracy, productivity and reliability is associated with dichotomous questions. To be effective, the questionnaires should lead respondents to choosing boxes to tick or to indicate the strength of agreement. The method is ideal because it is easier for the respondents to fill the questionnaires and it gives the researcher an easier time when analyzing and making comparison on collected data. Besides, the choice of the respondent is an indicator that he or she believes in the choice (Romero and Han 2004, 616). Other than the dichotomous questions, the questionnaires had semi-structured questions. Additionally, at the end of the questionnaire, the researcher gave a section for comments from respondents willing to offer more explanation about tourism. Therefore, the authors are of the view that the approach is efficient when the question asks for conclusive evidence from respondents. In this thesis, for example, document and literature review showed that both Finland and Bangladesh have many tourist destinations in a single region. The use of Yes or no therefore helps in gathering data that informs on whether respondents are positive or negative about findings from documents and existing literature.

In respect to the limitations associated with the use of Yes or No questions in a master’s thesis, the researcher addressed issue by including semi-structured questions in the questionnaire. The weakness in each method is countered and balanced by the used of different methods of structuring questions and data collection (Romero & Han 2004, 618). It is therefore vital to note that the 150 questionnaires filled by respondents had both dichotomous and semi structured questions. Besides, data collected through review of existing documents and available literature contributed to strengthening the data.

3.5 Reliability of Data Collected

This section will try to analyze the reliability of data collected by use of questionnaires in the research. A pilot study was conducted that comprised of six respondents. In the pilot study, two tourists two tour guides and two Cox Bazar community members were randomly selected and supplied with questionnaires. Both tourists were from India and reported to have been regular visitors while the two community members in Cox's Bazar were teachers at Napithkhali secondary school. The two visitors to Lapland's Rovaniemi were a couple, working as educators in US.

In the initial questionnaire, the researcher had come up with thirteen questions and three spaces for comments. Three of the respondents raised concerns that the questionnaires were too long to complete. Following their advice, the questions were reduced to seven without losing key questions for the required data. Besides, only one space for comments was left.

After the pilot research study, another change that was made on the questionnaire was the inclusion of a consent form to be dispatched alongside the questionnaire (APPENDIX 4). The consent form was comprised of privacy and confidential rights of respondents and voluntary provision of information. The decision to reach at the above conclusion was on the basis that respondents can only be strongly encouraged to fill a questionnaire but cannot be forced to do so. The researcher or the facilitator was to provide an explanation to the respondents on the content of the consent form, then hand the form to respondents to sign before dispatching the questionnaires.

Another change that was made on the questionnaires were inclusion of demographic details. Such details include gender of respondent, age, and experience in years. Such information was deemed vital by the respondents because they provide variable information capable of adversely affecting the research. The effect of lack of demographic details may lead to collection of data more than once where biases exist. For instance, if only male respondents fill the questionnaire, it is vital to go back to the field and collect data from female respondents as well. About demographic details, the respondents were asked by the researcher to provide information on gender, age, and years of experience in the tourism industry. This information was aimed at helping in data analysis.

Another change exhibited in the subsequent questionnaires were on the indication of compulsory questions to be attempted by respondents. The questions on the prevalent problems in tourism and two things that should be done to improve tourism were indicated as compulsory questions. The section was vital because the information gathered would be used in determine whether research questions raises in the first chapter were answered or not. Failure to tackle any of the questions would lead to revoking of the questionnaire. An in-depth explanation on the questions developed in the questionnaires are discussed later in the chapter and in subsequent chapters.

Another alteration on the previous questionnaire was on the section for comments. Four respondents in the pilot believed the section should be optional and touch specifically on tourism. The section was therefore indicated with additional information on what the respondents needs to add.

The last change on the questionnaire was on the time for conducting the research. Initially, the researcher had set 30 minutes for collecting data. However, the time was reduced to 15 minutes based on the number of questions in the questionnaire, whereby the respondents were to tackle each question for two minutes and one minute allowed for proofreading before handing back the questionnaire for further analysis.

3.6 Sample and sampling procedures

As outlined earlier on, the research population is put in samples to aid in studying the population. A well-selected sample can provide information about a whole population. However, a key factor to consider in sampling is to ensure that the sample information allows inference to be made on the population. One factor for an ideal sample is that everyone has a non-zero probability of being included in the sample. Therefore, everyone should have equal chances for selection in one or more samples.

Two main sampling techniques exist; probability and non-probability sampling methods (Acharya, Prakash, Saxena & Nigam 2013, 330.) In probability sampling, the researcher starts by choosing individual from a whole population randomly if they are legible for the study. Non-probability sampling method on the other hand, the researcher does not start selection based on the entire population. Therefore, not everyone has a chance of being selected. Consequently, there is a high probability of coming up with a non-representative sample that leads to results that do not generalize the views of the entire population.

One disadvantage of the probability sampling method consumes a lot of time and requires more financial resources than non-probability sampling.

In the research, simple random sampling method was therefore used to select respondents. The reason for applying this method is the large population of people involved in the tourism sector in both Finland and Bangladesh and the need to come up with an ideal representation of the views of the entire population from a small number of respondents. In simple random sampling, each respondent is chosen wholly by chance; therefore, anyone in the entire population has a chance of being chosen as a respondent.

The study selected respondents randomly as they went about their daily normal activities at the tourist destinations. A sample size of 150 respondents were put under study. The population was divided into three, each having 50 respondents comprised of tourists, tour guides and people living around Cox Bazar and Lapland. The researcher further divided the sample comprised of 50 respondents into 25, each made up of 25 respondents from Bangladesh and 25 respondents from Finland. The results obtained were used in analysis tourism in Finland and Bangladesh.

3.7 Administration of the questionnaire

The thesis used questionnaires in collection of data. A questionnaire is a set of questions that are standardized, and follow a fixed scheme with an aim of collecting data from an individual on one or more topics specified by the researcher (Gillham 2008, 3).The questions are structured in a way that they are to induce a similar stimulus from the respondents to aid in analysis.

The mode in which the questionnaires are administered also affects the data collected. For instance, the researcher may contact the respondents, with an introductory letter indicating the researcher's need for an audience with the respondent. Another mode of administering questionnaires is whereby the researcher meets with the respondent for the first time as the questionnaires are exchanged. Besides, the medium for delivering the questionnaires also differ. Questionnaires can be delivered in person, by post, either electronically or by telephone (Gillham 2008, 45.)

In this thesis, the respondent was supplied with printed copies of questionnaires by the researcher himself in Lapland. In Cox Bazar, the researcher used the services of a facilitator to help in handing the questionnaires in person to respondents. The main reason for involving the facilitator is that the researcher, who prepared the questionnaires, was not in Bangladesh during the study period. The researcher and the facilitator offered prior guidelines (APPENDIX 4) before the respondents were given the questionnaires.

The research used questionnaires designed based on the underlying literature on the status of tourism in both Lapland and Cox Bazar. The questionnaires were to be supplied under a well laid plan (APPENDIX 5). The feedback from the questionnaires were to be later analyzed by the researcher to help in coming up with appropriate recommendations after satisfaction of the research objectives. Data collection took a period of seven days in which 150 questionnaires were distributed to respondents. The researcher retrieved 135 questionnaires. Out of the received questionnaires, seven were not properly filled hence could not be used in the study. Therefore, the researcher used 128 questionnaires in the analysis.

3.8 Response Rates

Determining the rate of response is vital in any research because it enable the researcher to know whether the data collected was adequate and appropriate to answer the research questions and objectives. Internal surveys that involve employs usually receive higher response rates than external audiences. Response rates can go as high as 85%, which represent 43 responses for every 50 invitations. Consequently, the rate of response can be as low as 2%, which constitutes 1 response for 50 invites (Baruch& Holtom 2008.) The reasons for a low response rate are propelled by factors such as targeting the wrong research audience, unreliable contact information and little or no incentives to the respondents.

Hartge (1999, 106) proposed three methods of improving the response rate in survey method. The first strategy that should be employed by the researcher is ensuring that the survey takes 10 or less minutes to finish. Nonetheless, 11 to 15 minutes are still acceptable. However, a slightly lower response rate is expected in those surveys that take more than 10 minutes to finish. The second proposal is on a clear value. The researcher should ensure that respondents are well conversant with the stages involved in data collection to ensure that they have the whole picture in their minds. This will help in planning. The last proposal is on sending reminders to respondents. Reminding respondents to submit questionnaires is vital especially as the study approaches the end. However, Hartge (1999, 107) warns that researchers must limit themselves to a maximum of two emails, with a shift in the time for sending the reminders.

In this research, the researcher made efforts to ensure that the rate of response is high. First, the researcher ensured that the time for filling the questionnaires was 15 minutes. Besides, the respondents were enlightened on policy guidelines before being supplied with questionnaires. Lastly, the choice to interview only tourists ensure that the appropriate audience was the one put under study. A good response rate is that which ranges at 30% to 40% (Deutskens, De Ruyter, Wetzels, & Oosterveld 2004.)

A response rate is calculated by dividing the total number of respondents involved in the study by the number of questionnaires used in analysis while the return rate is calculated by dividing the number of questionnaires submitted to the researcher at the end of the survey period by the number distributed questionnaires (Baruch & Holtom 2008). In this thesis, 150 questionnaires were distributed to respondent. Of the questionnaires, 135 were retrieved, recording a 90% return rate. Consequently, 128 questionnaires were used in data analysis. This gives a response rate of 83%.

4 RESEARCH ANALYSIS

Chapter three described the methodology with which this thesis adopted, giving reason for the research design, target population and methods of conducting the research. As was clearly outlined in chapter three, a combination of quantitative and qualitative methods was applied for the primary purpose of coming up with comprehensive responses to clarify on unexpected circumstances. Besides, a pilot study undertaken and presented in chapter three ensured reliability of the measuring instruments. Therefore, the description of the methodology, and the carrying out of the actual research in the field built the background for deconstruction of the collected data.

In the chapter, data collected using both qualitative and quantitative methods is presented and analyzed. The researcher went further and described and systematically interpreted the data as is the requirement to any master's level thesis. The recording and analyzing process of data aimed to present results in a manner that is intelligible and interpretable with an aim of clearly identifying trends and relations according to the research objectives set forth in chapter one. Consequently, the trends identified from the research would enable the researcher to develop recommendation on what is needed to be done to boost the tourism industry in Bangladesh in accordance to the competitive advantage held by Finland.

In the research, quantitative data was recorded in questionnaires. However, it is mindful of the fact that qualitative data collected by the researcher in Lapland as he observed daily activities is connected to quantitative data. Therefore, it served as a guiding additive to the development and adjustment of the questionnaires used in the study. The focus now is on the analysis and interpretation of the collected data for this thesis.

Data analysis is the process through which a researcher brings order, structure and meaning to collected information from the field. Data analysis is described as ambiguous, messy and time consuming, but can also be fascinating and creative (Creswell & Creswell 2017). Therefore, for success in data analysis, a researcher need to have logic applied. Therefore, regardless of the method used, the main reason for conducting a research is to come up with findings. In this thesis, data analysis is based on both qualitative and quantitative. In the succeeding section, the qualitative method used in the study is discussed.

4.1 Data Analysis on Observation

Observation help in putting into context quantitative data (Scott & Usher 2010, 110). However, the researcher should not put much emphasis in body language because it is not easy to interpret especially when the people observed are from different cultures. The researcher employed observation to help in making judgment on the status of tourism in Lapland. The observation list (APPENDIX 6) Used in the research was aimed at providing the context of the source of data, which include the working environment of the tourist guides, and to establish the climatic conditions in which the research was conducted.

During the research, no formal observation list that was completed. This is because observation was to obtain the background information about the area of study and the respondent's environment, which could serve as a guiding tool in developing the questionnaires and time for dispatching them. However, the researcher made efforts and took a few notes based on observation (APPPENDIX 6).

At Rovaniemi, the researcher realized that the general climate was cloudy, with cold temperatures and morning showers on 11th and 12th June 2019 at 8 am but mostly sunny in the afternoon. Most of the areas were accessible by Therefore, the researcher slotted the afternoon hours between 2-3 pm for dissemination of questionnaires.

4.2 Data Analysis on the Questionnaires retrieved from Bangladesh Tourists

The researcher made an analysis based on the feedback retrieved from the field. The researcher made use of statistics in finding out the percentage of respondents supporting or objecting an item presented in the questionnaire. Thereafter, presentations in the form of tables and graphs were made to give a clearer picture of the respondent's viewpoint. In the study, 66% of the respondents were of the age of above 40 years while 14 % were at age 26 to 39 while the remaining 20 % were between the age of 25 and below.

4.2.1 Cox's Bazar as a Tourist Destination

Based on the question whether the tourists have visited Cox's Bazar before, 50% of the respondents reported that they have visited Cox's Bazar more than thrice. 36% of the respondents reported to have visited the area twice and 14% of the respondents said it was their first time to visit the tourist destination. The question on the reason for visiting the tourist destination receives a similar feedback. All the respondents reported that they visited Cox's Bazar for recreation purposes.

The question on whether the tourists visiting the Cox's Bazar were likely to return to the Destination received various responses. 20% of the respondents reported that they were willing to return to the destination, 47% reported that they would not return for a subsequent visit while 33% of the respondents were unsure of returning

The question on whether the tourist was satisfied with the tourist destination was included in the questionnaire. 43% of the tourists reported that they were satisfied with Cox's Bazar, 36% said they were not satisfied with the tourist destination while 21% of the respondents were unsure whether they were satisfied or not

The question on mode of travel also received various responses**.** Cox Bazar is accessible by both road and air. 87% of the respondents came by bus while 13% came by air. Out of the respondents that traveled by bus, 83% of the respondents are of the opinion that the road network is good while 17% of the respondents think the road transport s not good.

Another question included in the questionnaire touched on the tourist knowledge of other destinations in Bangladesh. 88% of the respondents said they had no idea of other tourist destinations while 12% of tourists reported that they had knowledge of other tourist destinations.

Facilities available at Cox's Bazar also featured in the questionnaire. As a tourist destination, Cox's Bazar is endowed with a variety of recreational facilities. The respondents were asked about their perspectives on the recreational facilities provided at Cox's Bazar. Their response was measured in a Five-point Likert scale. From the analysis, it was revealed that the tourist is of the view that accommodation facilities are convenient had a mean score of 3.7. On availability of all types of food, the entry had a mean score of 4.6 while adequate number of shopping malls had a mean score of 3.1. The sub question on the level of satisfaction of the tourists with utility supply recorded a mean score of 2.7. On streetlights, the satisfaction rate on the available streetlights received a mean score of 1.1. The question on the standard number of security system during the day and the night received a mean score of 3.5 while most of the tourists reported that coast guard lifesaving facilities at the beach area are adequate, receiving a mean score of 4.8.

4.2.2 General comments

As previously outlined, the purpose for the comment section was to give the respondents an opportunity of providing additional information on aspects regarding the status of tourism Bangladesh. More specifically, some respondents reported that the tourism sector needs immediate funding. Example of such a comment retrieved from a questionnaire to tourists hereof are; "Much needs to be done to improve the tourism sector in the country. Accommodation facilities are not adequate, and the ones that are there are not of standard. The management should ensure that there is regular supply of water and the rubbish is collected regularly."

4.3 Data Analysis on the Questionnaires retrieved from Finnish Tourists

In Finland, as was the case in Bangladesh, data collection was conducted by use of questionnaire. Further analysis on the feedback revealed that 43% of the tourist were of the age above 40 years, 27% of the respondents were between the age of 26 to 39 years while 30% of the respondents were below 26 years

4.3.1 Rovaniemi as a Tourist Destination

The question on whether the tourists had visited Rovaniemi before received various responses. 65% of the respondents reported that they had visited Rovaniemi more than thrice. 25% of the respondents reported that it was their second time to visit the destination while 10% of the respondents selected the first-time choice to be in Rovaniemi.

On the reason for visit, 96% of the respondents reported that they were at Rovaniemi for recreation, while 4% of the respondents were in the destination for sports and health. Majority of the respondents answered the question on the likelihood of returning to the tourist destination similar. 94% of the respondents said they would return to Rovaniemi, while 6% of the respondents reported that they would not return to the destination.

The question of whether the tourists were satisfied with the tourist destination also received similar response from the respondents. 89% of the respondents said they were satisfied with the tourist destination while 11% of the respondents reported that they were not sure about the satisfaction. The question of mode of travel and satisfaction also received varied responses. Unlike Cox's Bazar, Rovaniemi has three modes of transport connecting the region. On the question of the mode of travel, 68% of the respondents reported that they arrived to the tourist destination by air, 23% marked that they came in by train while only 9% of the respondents, marked that they came in by bus. Of the respondents that came in by bus, 66 % of them reported that the roads are in good condition, 34% of the respondents marked that roads were not in good conditions.

The question on knowledge on other tourist attraction destinations also received similar responses whereby all the respondents marked that they were aware of other tourist destinations in Finland. Rovaniemi has a variety of facilities that are utilized by the tourists. The questionnaires sought to establish the perspective of the respondents on the facilities. The researcher measured the responses using a Five-point Likert scale. On the question on the convenience of accommodation facilities, the analysis revealed a 4.3 mean score. Availability of all types of food had a mean score of 4.2, and the adequacy in shopping malls was at 4.6 score. Another question that was on the measure scale was on satisfaction with the utility supply, which recorded a mean score of 4.7. Satisfaction rate on the streetlights was at 4.4. The question on the number of security system during the day and night also received a high score of 4.6. Lastly, on the adequacy of firefighting facilities, the response received a mean score of 4.8

4.3.2 General comments

The responses on the general comment section were mostly portraying Rovaniemi as an ideal tourist hub. However, a few respondents raised concerns on the cost of accommodation and general commodities at the tourist destination. The respondents thought that the government should regulate prices at hotels and commodities sold by the community.

4.4 Comparative Analysis and Discussion

This section tried to provide discussion based on the statistical calculations and feedback analyzed by the researcher. Besides, the researcher used existing literature presented in chapter two to aid in the discussions presented herein. The aim of the section is to draw the prevailing similarities and differences between tourism in Finland and Bangladesh.

4.4.1 Age of the Respondents and Rate of Return Visits

The average age of the respondents in both Cox's Bazar and Rovaniemi differ as presented in FIGURE 5.

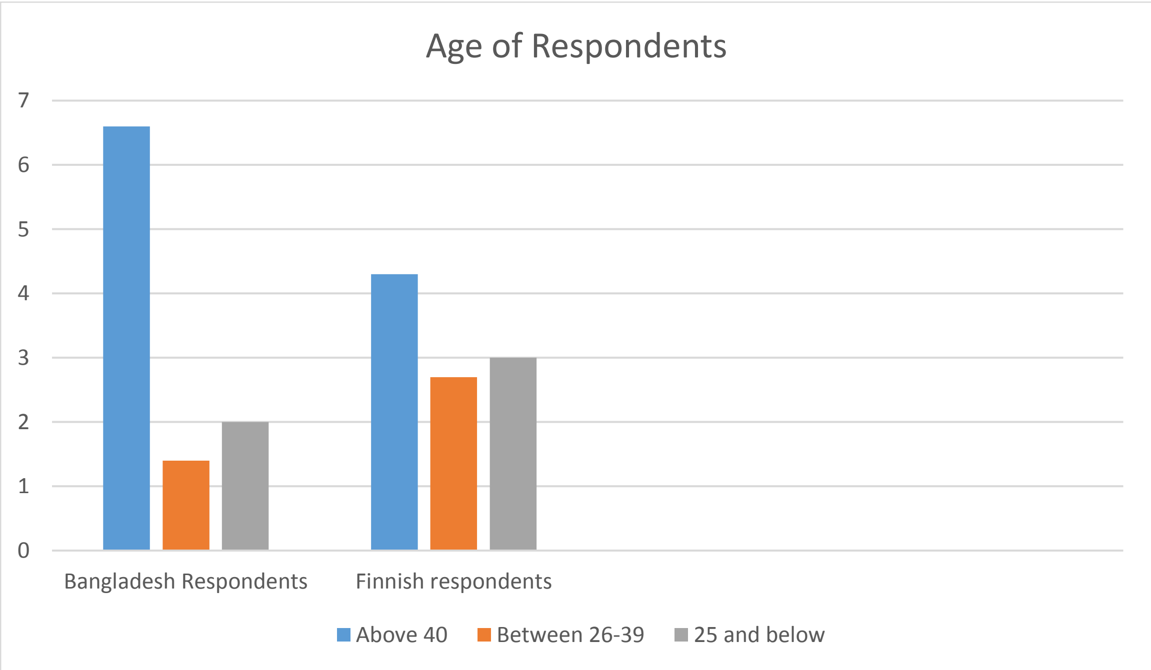

FIGURE 5. Age of respondents

In both destinations, tourists above 40 years make the majority. However, in Rovaniemi, tourists below the age of 25 come second in majority. The phenomena could be attributed to extensive advertising of tourism in Finland by visit Finland which applies various methods of making that include using social media (OECD 2016, 165). Social media is mostly accessible by the youths. In Cox Bazar, youth tourists make the lowest majority. Advertisement of tourism abroad is still lagging in the country. Besides, the promotional activities adopted are inefficient and information stored in government portals is outdated (Moniruzzaman & Abedin 2015, 21.)

The return rate of tourists is vital in determining the future growth of the tourist destination. The return rate of tourists is higher in Rovaniemi than in Cox's Bazar as presented in FIGURE 6.

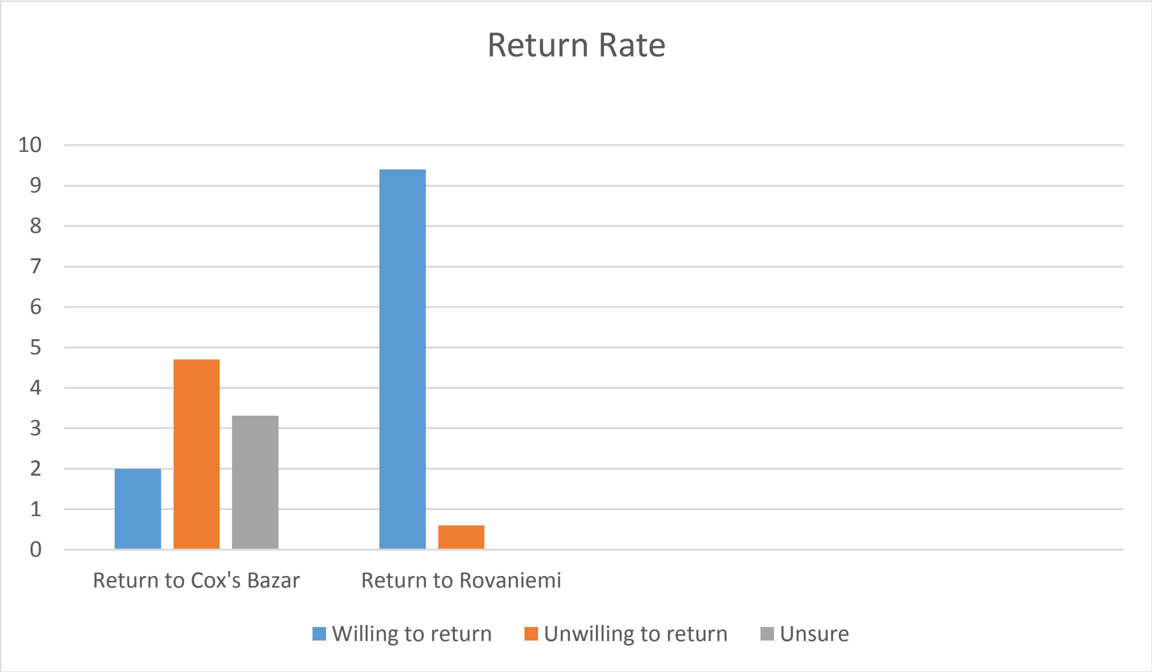

FIGURE 6. Return Rate

The high return rate of tourists to Rovaniemi is propelled by many factors that include marketing, accessibility by air, and better facilities. The question on facilities that was measured in a Likert scale revealed that there are better facilities in Rovaniemi as compared to Cox Bazar (APPENDIX 6). From the graph, respondents in Bangladesh were sure about returning or not returning to the destination. The reflection could be an indicator that the tourist is completely aware of the offers at the destination hence had an informed opinion, unlike in Bangladesh. Besides, a higher number of tourists are likely to return to Rovaniemi as compared to Cox's Bazar.

4.4.2 Rate of Satisfaction

In both Cox's Bazar and Rovaniemi, the tourists exhibited differences in satisfaction. In Rovaniemi, more than three quarters (89%) of the respondents were satisfied with the tourist destination while in Cox's Bazar, less than half the tourists were satisfied with the destination (43%) as presented in FIGURE 7. The presence of 36% of tourists unsure of satisfaction with Cox's bazar is an indicator that there is room for improvements in the number of tourists and their perception if the feedback from the question on facilities is implemented (APPENDIX 7).

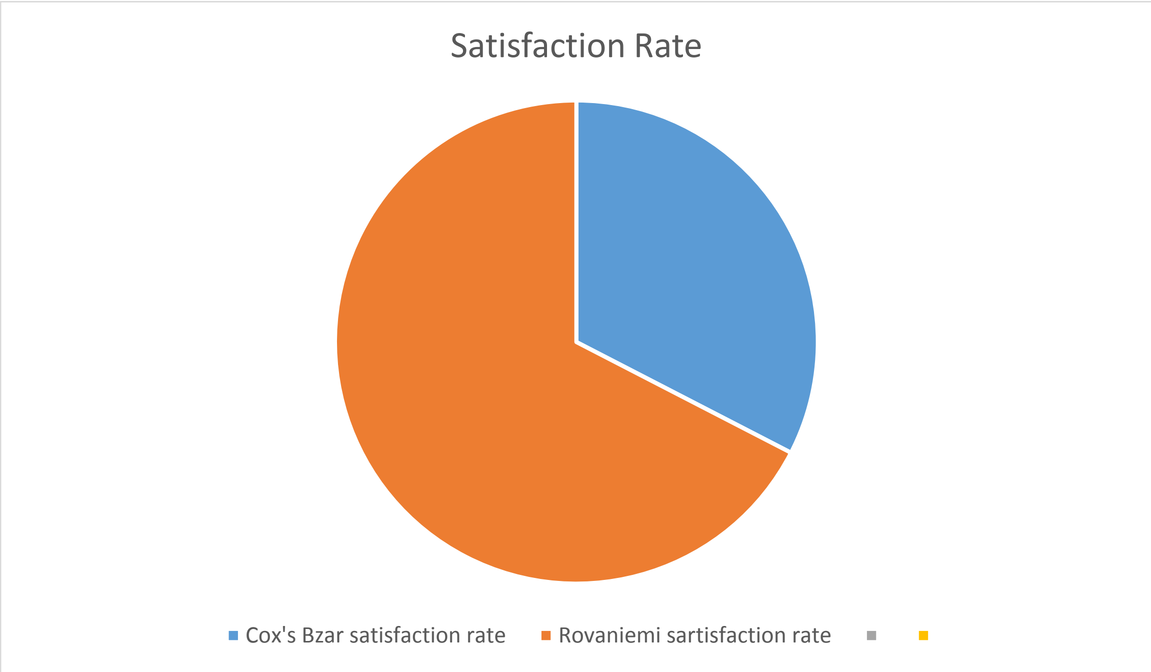

FIGURE 7. Rate of satisfaction of tourists on Cox's Bazar and Rovaniemi

4.4.3 Means of Accessing the Tourist Destinations

Based on the means of accessing both tourist destinations, Rovaniemi is better placed. Unlike Cox's Bazar that is accessible only by road and air, Rovaniemi is accessible by road, air and rail. Accessibility by many means of travel is ideal because it gives the tourists an opportunity to decide on the mode they would like to use to travel. This enhances tourism development by attracting more tourists. The question on the suitability of the road network received similar responses from tourists from both countries, with tourists in Cox's Bazar reporting 83% satisfaction rate while those in Rovaniemi recording 66% satisfaction rate. The tourists showed that more than half of the tourists were satisfied with the road network.

4.4.4 Awareness on other Tourist Destinations

The level of marketing determines the awareness on a tourist destination. In Bangladesh, the Bangladesh tourism board is charged with the responsibility of marketing the country and commodities abroad. However, the institution has showed incompetence. BTB only markets few tourism products such as shopping item. Commodities such as foods and drinks, accommodation and transport are not advertised by BTB (Moniruzzaman & Abedin 2015, 20). In Finland, visit Finland, an independent body that is highly funded and operating under Finpro does marketing of all tourism products and destinations abroad (OECD 2016, 165) Therefore, this leads to the high rate of knowledge on destinations in Finland than in Bangladesh

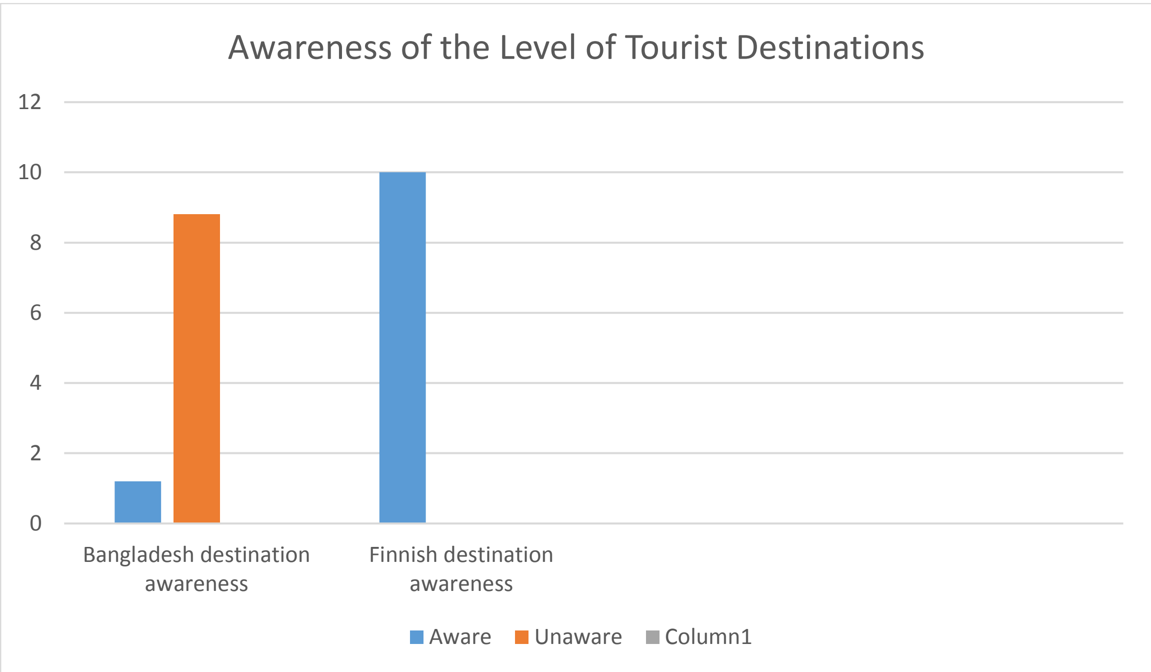

FIGURE 8. Awareness on Tourism destinations

From figure 8, it is evident that much needs to be done pertaining to marketing of Bangladesh tourism. The presence of 88% of tourists unaware of other destinations in the country as compared to 100 %

knowledge of other destinations in Finland is an indicator that Bangladesh needs to extensively borrow the Finnish marketing strategy.

4.4.5 Rate of satisfaction with facilities in Cox’s Bazar and Rovaniemi

In this section, a comparative analysis on the facilities used by tourists in Cox’s Bazar and Rovaniemi were presented in FIGURE 9 to show the differences that exist for future borrowing.

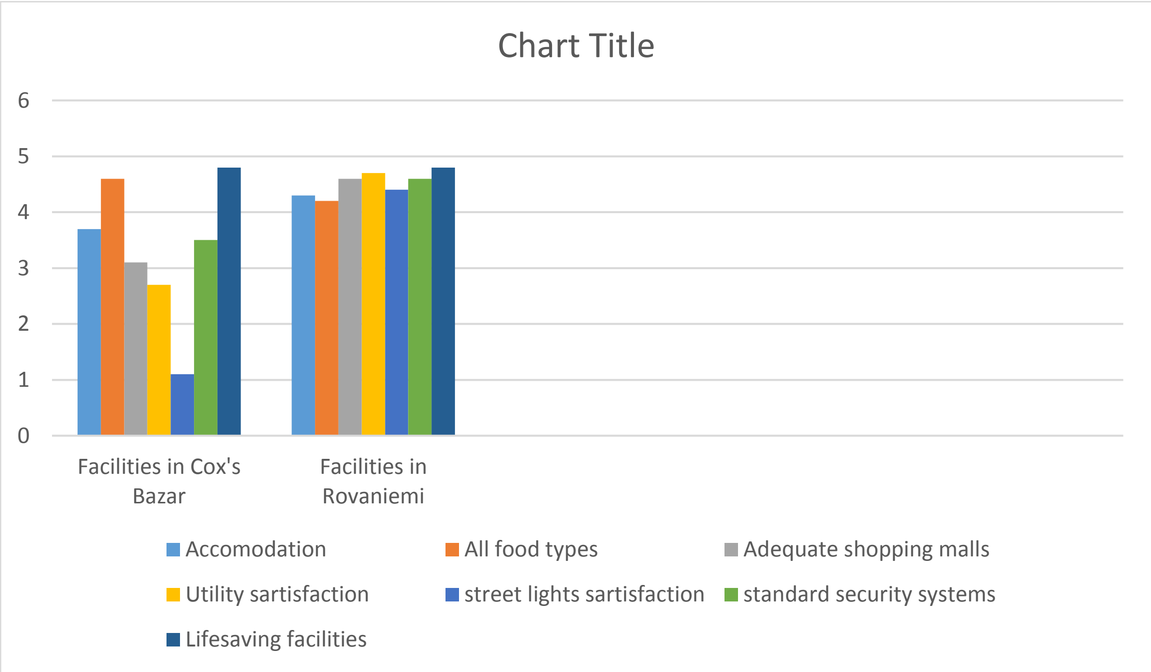

FIGURE 9. Satisfaction rate on tourism facilities

From the presentation, it is evident that both tourist destinations have efficient lifesaving facilities. However, in other facilities, Finland is ahead, a factor that could be causing the higher number of tourists in the country than in Bangladesh. For instance, very few tourists were satisfied with accommodation facilities provided in Cox’s Bazar as compared to majority of tourists satisfied with the accommodation provided at Rovaniemi (APPENDIX 7).

Other sectors that need immediate correction in Bangladesh tourism are the utility facilities, streetlights and shopping malls. In Rovaniemi, improvements should be made on the availability of all types of foods by borrowing strategies in the field from Cox's Bazar that recorded a higher satisfactory entry (APPENDIX 7).

5 RESEARCH FINDING AND RECOMMENDATIONS

In this chapter, the thesis will look at the findings of the research; provide a comparative analysis on the strengths and weaknesses of tourism in Finland and Bangladesh. The research used existing literature and feedback from the respondents in coming up with the findings on the status of tourism in Bangladesh and Finland. Recommendations drawn in this chapter therefore were from the findings.

5.1 Research Findings

The research on tourism in Finland and Bangladesh, with comparative analysis has revealed that there is a gap that need to be filled in the tourism sector in Bangladesh. In both countries, the contribution of tourism to the economy is enormous. However, Finland tops. Bangladesh has not utilized its tourism resources maximum. Some of the reasons identified in the research for the prevailing situation include, availability of independent bodies in charge of tourism, government setting aside more funds for tourism, development of existing tourist destinations and developing long-term goals in tourism plans such as the 2015 and the 2030 policy plans.

Two major strategies employed by the tourism sector in Finland that have a strong relevance to be presented in detail are the hierarchical organization of bodies in charge of tourism in the country and enhancing sustainability in conducting tourism activities in the country. For instance, in Finland, as presented in chapter two, tourism organizations are divided into government and public tourism organizations. Besides, each of the two sectors operate in national, regional and local levels. Such hierarchical organization is essential in preventing overlap in roles played by the institutions. On sustainable tourism, the focus is on treating tourism as a lifelong endeavor as advocated by the UNESCO principle of sustainability. Based on sustainability the Finnish government has ensured adequate investment in resources, policies and marketing.

Another reason for the high level of tourism in Finland, especially in Lapland is because of categorizing the tourist destinations based on potential for growth. For instance, in 2010, the regions in Lapland were categorized into strong tourism areas, medium strong tourism areas, developing areas and areas with recent tourism development. This enabled the government to supply funds in relation to preference rather that random hence increasing efficiency in tackling specific regional needs. Besides, the strategy enabled the government to put more effort on the medium strong tourism areas because they would lead to higher employment and tourism growth rates.

In Bangladesh, the potential for tourism is as high as in Finland. However, various factors have led to a derail in the country's tourism sector. First is on the perception of the country in the international market. Coupled with years of civil wars, Bangladesh has suffered in the face of the world as an insecure and underdeveloped nation. The second aspect derailing the tourism sector is on marketing. Bangladesh tourism board only markets specific products in the international market. Besides, the country lacks a tourism plan that is updated and available to the general population.

5.2 Recommendations

On the part of the government, it is essential that marketing personnel and tour guides get training in order to increase productivity when handling tourists. Besides, the tourist facilities in Bangladesh` needs improvements, with focus on drainage and availability of clean water in the tourist destinations. Besides, the tourism destinations should be adequately supplied with streetlights to ensure the security and ease movement of tourists.

For any meaningful endeavor, planning is key. The government of Bangladesh and key stakeholders in the tourism industry should ensure that a well-developed and available tourism plan is formulated. The plan should not only give the pathway to be followed in developing tourism but should also make public the roles of various stakeholders and their ranks to avoid overlap. Additionally, the tourism policy should include stakeholders in the private sector of the economy and organizations that are ready to volunteer.

Besides, Bangladesh need to improve its capacity for human resource development in the tourism industry. More training institutions should be set up. Human resource development is essential because it presents professionalism as well as increasing standards of service delivery, marketing and management. Besides, foreign tour operators should be utilized to motivate tourists from their home countries to visit Bangladesh.

Additionally, the public and the private sectors need to be encouraged. The development of entrepreneurship culture and innovation needs to be developed in people and given a major priority in the tourism policy. Additionally, the government needs to improve the image of the country. A positive international image of the country will make tourist believe in their security and change their attitude on Bangladesh. The government can achieve this objective through maximizing on international visits and forums whereby tourism delegates from Bangladesh can make presentations on the prospect of the county.

Additionally, there is need to improve information technology, particularly in uploading and updating information concerning tourism in Bangladesh. Stakeholders running portals and websites where tourism information is stored should ensure that the websites are updated and can be accessed from any place.

6 CONCLUSION

The research has critically analyzed the tourism context in both Bangladesh and Finland as was planned in the introductory paragraph. The aims of the research were to identify the status of tourism in Bangladesh and Finland and the opportunities for growth in the industry. Another objective of the research was to identify the key tourist spots in Finland and Bangladesh. Besides, the research sought to access the contribution of the tourism sector in Finnish and Bangladesh economy. Lastly, the research sought to identify the barriers that hinder the development of tourism in Bangladesh.

The research adopted survey method where both primary and secondary methods of data collection were used with an aim of answering the set objectives. Questionnaires were supplied to respondents in both Finland and Bangladesh. However, for efficient carrying out of the research, the researcher only supplied questionnaires in Rovaniemi and Cox's Bazar whereby the feedback was analyzed and used to generalize on the status of tourism in the two countries. Besides, secondary data on tourism in Finland and Bangladesh was obtained from existing literature in journals, magazines, published theses, and tourism websites.

Inspite of a low budgetary allocation for the research, limited timeframe and language barrier, the objectives of the research were achieved. The status of tourism in Bangladesh and Finland, and key tourist destinations in the two countries were realized based on existing literature. Contribution of the tourism sector in the economy of the two countries was put to light by tourism portals and international monetary websites such as the World Bank. An analysis on the responses from the questionnaires served to answer the research objective on the barriers that hinder tourism development.

The research has revealed the current drawbacks leading to the derail nature of the tourism sector in Bangladesh and offered solutions and recommendations that need to be implemented for a better tourism industry in the coming days. Therefore, the need to improve in the marketing, branding of Bangladesh tourist destinations, developing an appropriate tourism policy and improving facilities at the tourist destinations are factors identified by the research, and that need immediate action.

Undoubtedly, Bangladesh has potential for growing its tourism industry to the level that other countries such as Finland have reached. The unique tourism resources should undergo maximum utilized to ensure social and economic development. Sound tourism policies are key for the realization of improvements in the tourism industry. Besides, political support is essential for enforcement of the policies.

It is the wish of the researcher that the recommendations provided in this thesis are used to enhance tourism in Bangladesh by learning from the Finnish tourism sector. The research leaves room for more studies on the status of tourism in Bangladesh and Finland to be carried out by other scholars to offer updated information and cover more sample areas other than Cox Bazar and Rovaniemi, as the researcher did. Besides, the researcher believes that information in this research will add onto the existing literature in the field of tourism. However, much emphasis is put by the researcher on putting in mind sustainability when developing Bangladesh tourism sector by referring to this thesis.

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APPENDIX 1

Facilitator Bio data

Name: Islam Abdikadir

Age: 28

Marital Status: Married

Religion: Islam

Occupation: Teacher

APPENDIX 2

Observation Plan

Plan	Time
Have a general observation on the people of Rovaniemi as they carry out their daily activities.	2 days to the actual date of questionnaire dissemination
Have a general observation on the infrastructure at Rovaniemi.	1 day to the actual date of questionnaire dissemination

APPENDIX 3/1

Questionnaire to Respondents in Bangladesh

1. How many times have you visited Cox's Bazar

A) Once

B) Twice

C) More than three times

2. What is the main reason for coming to Cox's Bazar.

A) Recreation

B) Education

C) Sports and Health

D) Religion

3. Do you think you may someday return to Cox's Bazar?

A) Yes

B) No

C) I am not sure

4. Are you satisfied with Cox's Bazar as a tourist destination of your choice?

A) Yes

B) No

C) I am not sure

5 (i) What mode of travel did you use to arrive at Cox's Bazar?

A) Air

B) Bus

C) Own car

If A proceed to question 6. If B, proceed to question 5(ii)

5 (ii) Is the road transport to Cox Bazar good?

A) Yes

B) No

6. Do you know any other tourist destinations in Bangladesh other than Cox's Bazar?

A) Yes

B) No

7. Tick on the status of facilities at Cox's Bazar

Facility	1	2	3	4	5
Accommodation					
Availability of all food types					
Adequate number of shopping malls					
Satisfaction with utility supply					
Satisfaction with available streetlights					
Standard number of security systems					
Coast guard lifesaving facilities					

Key

1. Very Bad
2. Bad
3. Average
4. Good
5. Excellent

General comment on Bangladesh tourism

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……………………………………………………………………………………….

Questionnaire to Respondents in Finland

1. How many times have you visited Rovaniemi

A) Once

B) Twice

C) More than three times

2. What is the main reason for coming to Rovaniemi?

A) Recreation

B) Education

C) Sports and Health

D) Religion

3. Do you think you may someday return to Rovaniemi?

A) Yes

B) No

C) I am not sure

4. Are you satisfied with Rovaniemi as a tourist destination of your choice?

A) Yes

B) No

C) I am not sure

5 (i) What mode of travel did you use to arrive at Rovaniemi?

A) Air

B) Bus

C) Train

D) Own car

If A or C proceed to question 6. If B, proceed to question 5(ii)

5 (ii) Is the road transport to Rovaniemi good?

A) Yes

B) No

6. Do you know any other tourist destinations in Finland other than Rovaniemi?

A) Yes

B) No

7. Tick on the status of facilities at Rovaniemi

Facility	1	2	3	4	5
Accommodation					
Availability of all food types					
Adequate number of shopping malls					
Satisfaction with utility supply					
Satisfaction with available streetlights					
Standard number of security systems					

Coast guard lifesaving facilities					

Key

APPENDIX 3/6

1. Very Bad
2. Bad
3. Average
4. Good
5. Excellent

General comment on Finnish tourism

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………………………………………………………………………………………

APPENDIX 4

Consent Form

Dear respondent, thank you for taking part in this survey. The feedback from your questionnaire will be used to aid in fulfilling the master's thesis requirements for international business management. Before proceeding tofil the questionnaire, the researcher assures you of confidentiality about your identity, individual comment and opinion. Besides, the researcher or facilitator does not force you (respondent) to fill the questionnaire. You are at liberty to reject or accept to take part in the research. If you accept to take party in the research, kindly indicate your gender by marking on the appropriate letter and sign. Thank you!

Respondent's Gender

A) Male

B) Female

Respondent's Signature

…………………………….

APPENDIX 5

Questionnaire Dispatch Plan

No of Questionnaires	Date	Collected (Yes/No)	Sign
10	13th June 2019		
10	14th June 2019		
10	17th June 2019		
10	18th June 2019		
11	19th June 2019		
12	20th June 2019		
12	21st June 2019		

APPENDIX 6

Observation List

Variable	Many/ Few	Rainy, windy, calm, sunny
Number of tourists		
Weather		
Availability of tourists		
Ideal time for questionnaires		

APPENDIX 7/1

Analysis on Likert Scale in Bangladesh

No	Evaluation of expectations	Score
1	Accommodation	3.7
2	Availability of all food types	4.6
3	Adequate number of shopping malls	3.1
4	Satisfaction with utility supply	2.7
5	Satisfaction with available streetlights	1.1
6	Standard number of security systems	3.5

7	Coast guard lifesaving facilities	4.8

APPENDIX 7/2

Analysis on Likert Scale in Finland

No	Evaluation of expectations	Score
1	Accommodation	4.3
2	Availability of all food types	4.2
3	Adequate number of shopping malls	4.6
4	Satisfaction with utility supply	4.7
5	Satisfaction with available streetlights	4.4
6	Standard number of security systems	4.6
7	Adequacy of firefighting facilities	4.8