

**Jannatun Nayem**

**FUTURE POTENTIAL OF TOURISM IN BANGLADESH**

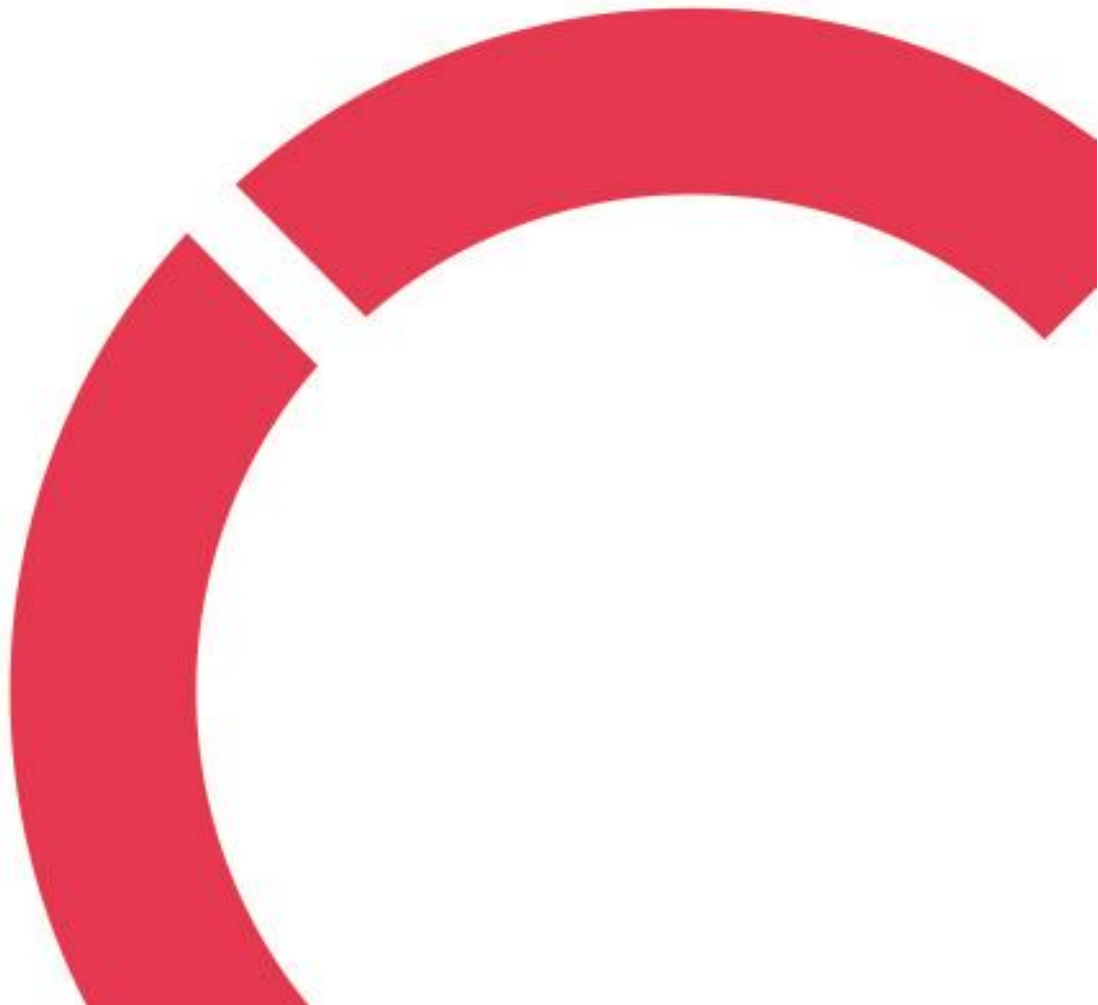
**A case study of Khaza Travels Ltd**

**Thesis**

**CENTRIA UNIVERSITY OF APPLIED SCIENCES**

**Bachelor of Business Administration, International Business**

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**ABSTRACT**

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<p>The topic of this thesis examined the potential growth of Bangladesh's tourist business by analysing Khaza Travels Ltd., a prominent company in the travel and tourism field. Evaluation of Khaza Travels Ltd.'s impact on industry trajectory and an understanding of growth-influencing elements were its objectives.</p> <p>A mixed-methods approach was used in the study to examine Bangladesh's tourist industry. Multiple stakeholders were interviewed, including employees from Khaza Travels Ltd., people of the local community, and government officials. This thesis paper includes surveys and discussions about rising of tourism market, customer choices, economic impacts of tourism in Bangladesh and cultural and social dimensions of tourism. Also, the natural and cultural diversity of Bangladesh have been picturised in theoretical section. Business expansion has been facilitated by government programmes and infrastructure upgrades. An outstanding illustration of how the private sector can be utilised to fulfil this potential is Khaza Travels Ltd.</p> <p>The study examined obstacles facing Bangladesh's tourist industry, such as safety issues, infrastructure limits, and environmental sustainability, and it made recommendations for sustainable development methods. Additionally, it offered suggestions on how businesses, such as Khaza Travels Ltd., might improve client experiences.</p> <p>Overall, Bangladesh's tourism potential was thoroughly examined in this thesis, which focuses on Khaza Travels Ltd. It offers useful information on sustainable development to specialists, tourists, and business professionals. The report provides a roadmap for seizing mainly unexplored potential and resolving problems in Bangladesh's international tourism environment, helping the nation reclaim its position in the tourism industry.</p>		
<b>Key words</b> Consumer, destination, environment, improve, market, statistics		

**ABSTRACT**  
**CONTENTS**

<b>1 INTRODUCTION.....</b>	<b>1</b>
<b>1.1 Commissioning company.....</b>	<b>2</b>
<b>1.2 Commissioner .....</b>	<b>2</b>
<b>2 THEORETICAL FRAMEWORK.....</b>	<b>3</b>
<b>2.1 Introduction to tourism in Bangladesh .....</b>	<b>3</b>
<b>2.2 The rise of tourism in Bangladesh .....</b>	<b>4</b>
<b>2.3 Economic impacts of tourism in Bangladesh.....</b>	<b>5</b>
<b>2.4 Cultural and social dimensions of tourism .....</b>	<b>7</b>
<b>2.5 Environmental sustainability in tourism .....</b>	<b>8</b>
<b>2.6 Customer experience and satisfaction of Khaza Travels Ltd. ....</b>	<b>10</b>
<b>2.7 Role of Khaza Travels Ltd. in tourism development.....</b>	<b>11</b>
<b>3 RESEARCH METHODOLOGY .....</b>	<b>13</b>
<b>3.1 Research design .....</b>	<b>13</b>
<b>3.2 Method of data collection .....</b>	<b>14</b>
<b>4 RESULTS.....</b>	<b>15</b>
<b>4.1 Demography .....</b>	<b>15</b>
<b>4.2 Section one: Travel preferences.....</b>	<b>16</b>
<b>4.3 Section two: About Khaza Travels Ltd.....</b>	<b>19</b>
<b>4.4 Section three: Khaza Travels service satisfaction and tourism .....</b>	<b>23</b>
<b>4.5 Qualitative research part.....</b>	<b>26</b>
<b>5 EVALUATION AND DISCUSSION .....</b>	<b>29</b>
<b>6 CONCLUSION .....</b>	<b>31</b>
<b>REFERENCES.....</b>	<b>33</b>

**APPENDICES**

**FIGURES**

FIGURE 1. Top tourist spots. ....	4
FIGURE 2. Revenues from tourism in Bangladesh.....	6
FIGURE 3. Sustainable tourism .....	9
FIGURE 4. Gender of the respondents .....	15
FIGURE 5. Different age groups .....	16
FIGURE 6. Like travelling .....	16
FIGURE 7. Frequency of travelling.....	17
FIGURE 8. Prefer to travel .....	18
FIGURE 9. Selecting destination.....	18
FIGURE 10. Transports .....	19
FIGURE 11. Tour destination.....	20

FIGURE 12. Booking trips .....20

FIGURE 13. Tour packages.....21

FIGURE 14. Environment friendly.....22

FIGURE 15. Aware of tourist spots.....22

FIGURE 16. Overview of tourism sector in Bangladesh .....23

FIGURE 17. Provided successful customer service .....24

FIGURE 18. Factors behind choosing Khaza travels .....24

FIGURE 19. Preference in recommending .....25

FIGURE 20. Rating .....25

## 1 INTRODUCTION

Bangladesh is gradually gaining popularity as a destination for tourists looking for unusual experiences because of its varied landscapes, rich cultural history, and kind people. The future potential of tourism in Bangladesh is examined in this thesis, with particular attention paid to the achievements and operating activities of Khaza Travels Ltd., a business that has become a popular choice for tourists looking for unique experiences in an increasingly linked and globalized world.

A change in global perspectives has resulted in a rise in foreign interest and a developing domestic tourist industry for Bangladesh, a South Asian nation with a rich history and a variety of attractions. Khaza Travels Ltd., a prominent participant in the travel business of Bangladesh, provides comprehensive analysis of the opportunities and difficulties present in the dynamic tourist scene, highlighting the nation's potential for prosperity. In addition to its economic benefits, tourism is important in Bangladesh because it promotes understanding and cross-cultural interactions. In an increasingly connected globe, the tourist industry is essential for promoting cross-cultural exchange, highlighting national identities, and boosting economic growth.

Additionally, Khaza Travels Ltd., a prominent travel operator in Bangladesh, has effectively utilized strategic partnerships and inventive marketing activities to promote the nation's many attractions on a global scale. This thesis looks at the company's tactics, difficulties, and accomplishments to provide readers a thorough grasp of the complexities of doing business in Bangladesh's tourism industry.

In order to investigate the future of tourism in Bangladesh, this study combines qualitative and quantitative methodologies. It entails tourist questionnaires, interviews with important stakeholders, and an examination of the operating data of Khaza Travels Ltd. In order to provide useful insights for academic research and useful consequences for industry stakeholders, the goal is to identify trends and factors that will impact the future of the sector. In order to support sustainable growth, the study attempts to give stakeholders a lens through which to see the potential and difficulties facing the tourism industry. The present study provides a pertinent examination of the dynamic tourism scene in Bangladesh, with a particular focus on the significant influence of organizations such as Khaza Travels Ltd.

## **1.1 Commissioning company**

One of Bangladesh's best travel agencies, Khaza Travels Ltd., highlights the nation's rich natural and cultural history. It was established with the intention of showing the natural and cultural riches of the country. The company provides complete choices for travel, such as hotel reservations, trip packages, and logistical assistance. It offers trips that are unforgettable and perfectly represent Bangladesh's spirit for both domestic and foreign tourists. In Bangladesh's rapidly developing tourism sector, Khaza Travels has established a solid reputation thanks to clever marketing, strategic alliances, and a customer-focused attitude.

## **1.2 Commissioner**

Rakib Mohiuddin is the commissioner of this thesis and also the assistant manager of the company. His area of expertise is creating powerful marketing plans to advertise and provide great experiences to customers while utilizing his in-depth knowledge of consumer behaviour. He is committed to providing customers with the best service possible and has more than ten years of expertise in the tourism sector. Because of his excellent communication skills and keen attention to detail, he also made a substantial contribution to the excellent, cohesive, and enticing thesis that provided in Khaza Travel Ltd. with insightful analysis.

## **2 THEORETICAL FRAMEWORK**

A theoretical framework is a conceptual framework made up of connected concepts, definitions, and propositions that serve as a roadmap for a research investigation. It facilitates the understanding of correlations between variables, justification, and data interpretation for researchers. It arranges and evaluates research data based on accepted beliefs. It acts as a road map, guiding the gathering, analysing, and interpreting of data and tying the research to previously published works. It guarantees theoretical foundation, coherence, and relevance across different fields. (Sreekumar 2023.)

### **2.1 Introduction to tourism in Bangladesh**

Bangladesh is a South Asian country famous for its unique culture, natural landscapes, and friendly people. With a wide variety of natural beauties, including the world's biggest mangrove forest, the Sundarbans, and the elusive Bengal tiger, the country offers a really unique travel experience. These attractions provide guests the chance to take in the area's diverse ecosystem and experience a wonderful boat trip along passing rivers.

Bangladesh's tradition of culture includes a diverse patterns of customs, celebrations, and friendly greetings. The UNESCO World Heritage Site of Bagerhat is an old city that has 60 domed mosques that date back to the fifteenth century. For those who enjoy tea and the great outdoors, the tranquil hills of Sylhet, encircled by tea gardens and stunning scenery, provide a rejuvenating retreat. The Lalakhal River is a must-visit destination because of its glistening blue waters, which lend the area a magical touch. (James 2015, 8-10.)

The longest natural sea beach in the world, Cox's Bazar, welcomes beachgoers to relax on its golden sands and enjoy water sports. A wonderful experience by the sea is created by the lively environment and the delicious seafood. The Chittagong Hill Tracts, a location renowned for its rough terrain and varied indigenous cultures, is a place where adventure seekers can discover their calling. Trekking options abound in the verdant hills, leading to breath-taking overlooks that offer the ideal balance of natural beauty and challenge.

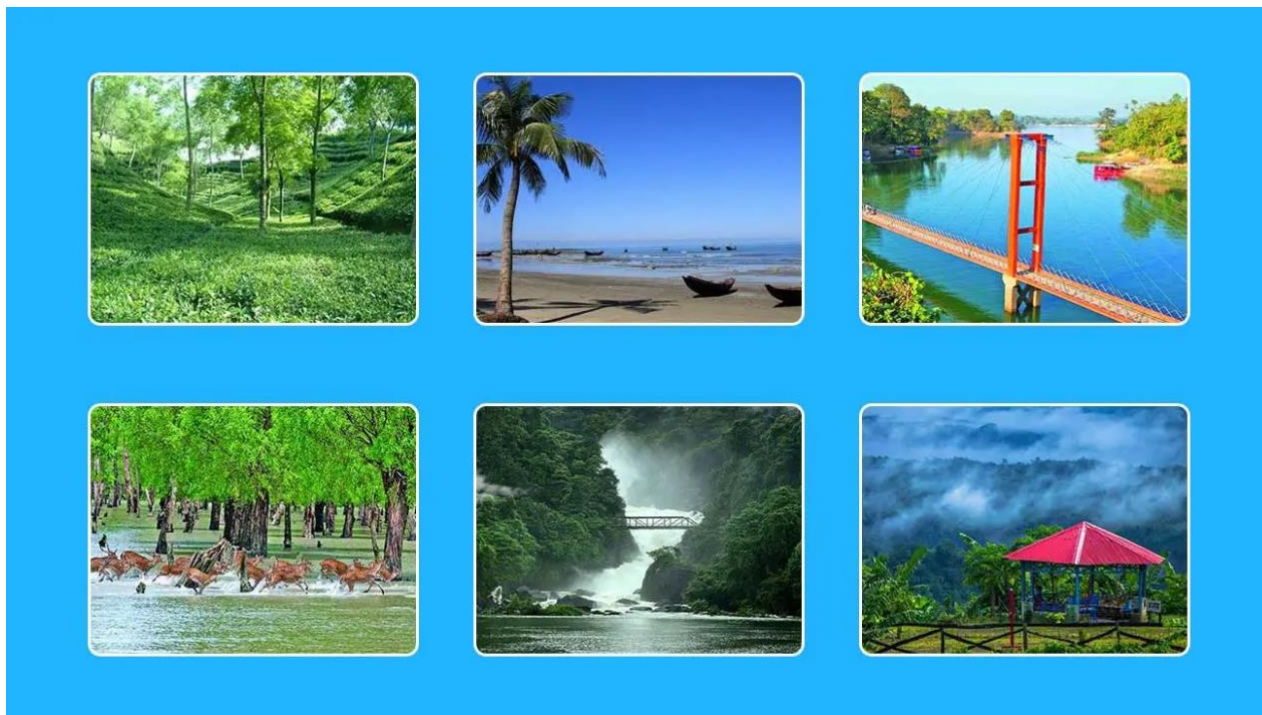


FIGURE 1: Top tourist spots (Books 2023)

Travelers can interact with local communities, discover their customs, and support sustainable development in Bangladesh by participating in community-based tourism initiatives. But there are issues that must be resolved, including marketing, environmental preservation, and the building of infrastructure. Resolving these issues requires cooperation between the public and private sectors. (Hassan 2022, 54.)

## 2.2 The rise of tourism in Bangladesh

Bangladesh has seen an enormous increase in tourism, going from being a little-known travel destination to a major international attraction. Improved infrastructure, an active arts scene, a variety of landscapes, and smart marketing initiatives are all credited with this expansion. Travel times have decreased and accessibility to a variety of tourist locations has increased due to infrastructure development, which includes the renovation of highways, airports, and transit systems. This has made it simpler for both local and foreign tourists to enjoy the country's various parts. (Ahmad 2023.)

The cultural legacy of Bangladesh, which includes ancient locations like Bagerhat, the Sundarbans, and Lalbagh Fort, has stimulated tourism. Events such as the International Bengali Literature Festival,



Pohela Boishakh, and Durga Puja draw crowds. Visitors are also drawn to traditional music, crafts, and art forms. Travelers interested in ecotourism are drawn to Bangladesh's varied landscapes, which include calm beaches, verdant hills, and mangrove forests. With its biggest mangrove forest and Bengal tiger, the Sundarbans, a UNESCO World Heritage Site, provide a singular experience. There are peaceful getaways in the Srimangal area. In addition to showcasing Bangladesh's natural beauty, ecotourism promotes environmentally friendly travel strategies.

However, strategic marketing and promotion strategies by the public and commercial sectors have contributed to a notable increase in Bangladesh's tourism industry. The nation's tourism attractions have been promoted internationally through partnerships with travel influencers, social media campaigns, and international travel expos. The Bangladesh Tourism Board's "Beautiful Bangladesh" campaign has brought attention to the potential for tourism in the nation. Travel is now easier to obtain thanks to partnerships with online travel agencies, tour operators, and airlines. Initiatives aimed at promoting community-based tourism have given the travel industry a distinctive edge by enabling nearby communities to engage in tourism-related activities and support rural economic growth. (Arif 2018, 15-18.)

### **2.3 Economic impacts of tourism in Bangladesh**

One of Bangladesh's developing businesses is tourism. 4.4% of the nation's GDP comes from the tourist sector, which is growing yearly at a discernible rate. Thus, it can be concluded that in the near future, the tourist sector will have a significant influence on Bangladesh's economy (Rahman 2021).

Tourism in Bangladesh has significantly impacted the country's economy, which has made the nation's infrastructure better, generated foreign exchange revenues, and increased job opportunities. With direct and indirect jobs being created in industries like hotels, restaurants, and tour companies, the tourism sector which encompasses hospitality, transportation, tour operations, and local services can be a significant employer. There are repercussions from this expansion that go beyond the tourism sector, as it improves the standard of living for people in many social classes. (Amin 2021, 197.)

Bangladesh's foreign exchange earnings are greatly increased by tourism, which is an essential part of income. These profits stabilize the national currency, balance trade imbalances, and promote economic stability. The government is also able to invest in infrastructure development, healthcare, and

education because of the revenue from tourism. Airports, highways, and public transportation are examples of infrastructure development that improves accessibility to tourist locations and boosts the real estate and construction industries.

Bangladesh's tourist industry generated 25.00 million USD in 1995, representing 0.066 percent of the country's gross domestic product. Nonetheless, in just 26 years, the nation's reliance on tourism has grown significantly with revenues reaching \$391 billion. The pandemic caused a 44% decline in tourism spending in 2020, with an average of 1,920 US dollars spent by visitors, from \$391.00 million billion in 2019 to \$217.90 million billion in 2020.

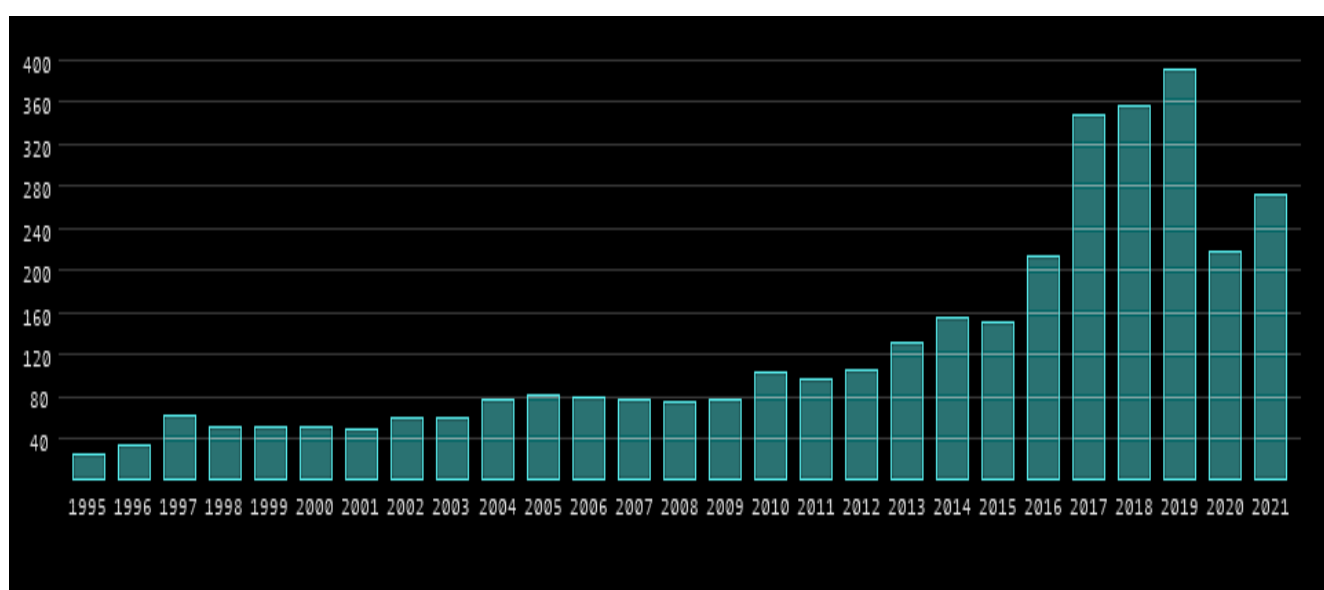


FIGURE 2. Revenues from tourism in Bangladesh (Data 2021)

Additionally, small and medium-sized businesses (SMEs) in Bangladesh have grown dramatically as a result of tourism, which highlights the distinctive cultural and artisanal offers of the nation. As a result, economic activity has diversified and community empowerment has increased. Additionally, tourism encourages revenue transfer and regional development, which lessens regional inequities and gives communities that have limited access to mainstream economic possibilities a sense of empowerment.

Moreover, in Bangladesh, the tourist industry is vital to the development of human capital since it promotes entrepreneurship and improves employment skills. Workers in the hotel and service sectors gain important managerial, communication, and customer service skills. Via homestays, guided tours, and cultural events, community-based tourism programs help locals hone their business skills.

Individuals and communities are better prepared to engage in the economy and advance the growth of

the nation as a whole thanks to this exposure. To ensure the tourism industry's long-term survival, the sector must address a number of issues, such as the requirement for sustainable practices that strike a balance between the economic advantages and the social and environmental effects. (Azizul 2020, 45.)

## **2.4 Cultural and social dimensions of tourism**

Tourism's cultural and social aspects refer to the significant influence that travel has on the border, shared experiences, and lifestyles of a society. It encourages social inclusion, supports local businesses, and protects cultural heritage. Along with empowering local people and removing social barriers, tourism also generates economic opportunities. For a good effect on visitors and communities, it is imperative to strike a balance between the rise of tourism and ethical practices and cultural preservation.

Traveling is more than just taking trips; it's a means of discovering new places, people, and cultures while fostering relationships and common experiences. People can encounter different cultures on this tour, learn about their customs, and uncover interesting facets of their way of life. Traditions like visiting historic structures or artisan crafts that have been passed down through the years are also preserved by tourism. When individuals from all over the world come to value these things, it embraces a place's history and culture and creates a lovely dance of connections and shared experiences. (Sheldon 2009, 54.)

While supporting regional restaurateurs and eating places, tourism provides a unique opportunity to sample a variety of delicious meals. It frequently falls in line with regional festivities, like parades, religious rituals, and cultural festivals, leaving visitors with vibrant memories. Local establishments like markets, family-run companies, and tiny stores benefit from tourism as well since they generate employment and enhance the community. Traveling not only makes people happy, but it also boosts the local economy by fostering community growth and the creation of new jobs.

Since local communities share their lives with tourists, tourism is an effort in which all members contribute. In the tourism industry, it is essential to be courteous and respectful of local customs and practices. Both visitors and residents should be made to feel at home. Sustainable tourism is similar to caring for a garden in that it preserves a location's natural beauty without harming the way of life for

those who live there. By doing this, everyone's experience with tourism is made more meaningful and inclusive.

Furthermore, travel is an effective means of sharing stories, breaking barriers, and developing a feeling of community. Travelers bring back the stories that locals tell about their history, heroes, and ordinary occurrences. Locals take on a storytelling role. This fosters connections across boundaries by giving the impression of a large, welcoming neighbourhood. But there are drawbacks as well, such as overcrowding, theft, and issues for surrounding communities. Collaborative efforts towards sustainable tourism can aid in resolving these concerns. Due to its cultural and social components, tourism is a part of the global community and not merely a means of travel. As they go off on their journeys, travellers are fostering human connections, exchanging tales, and improving understanding and friendliness throughout the globe. (Fridgen 1991, 80.)

## **2.5 Environmental sustainability in tourism**

A sustainable approach to the tourism sector, sustainable tourism seeks to reduce its positive and negative effects. It encourages the creation of jobs, the preservation of cultural heritage, and the restoration of wildlife while taking into account environmental harm, economic leakage, and overcrowding. It attends to the requirements of tourists, business, the environment, and the host communities. (Wardle 2021.)

Environmental sustainability in tourism came about as a result of the industry's explosive growth and growing environmental concerns. In order to protect the environment and the welfare of the local community, this idea promotes responsible travel behaviours. By encouraging conservation, lowering pollution, and respecting biological and cultural variety, sustainable tourism seeks to strike a balance between the benefits to the economy and the environment. Its goal is to reduce the detrimental effects that tourism has on the environment and nearby populations (Gale 2016, 87-90.)



FIGURE 3. Sustainable tourism (Lee 2020)

In the tourism industry, environmental sustainability entails preserving natural resources, cutting waste, and encouraging cultural sensitivity and community involvement. Adopting environmentally friendly practices and technologies, such as water- and energy-efficient systems, is part of this. Recycling and waste reduction are also essential, as is the usage of reusable and biodegradable goods. While tourists are urged to fully immerse themselves in local customs and cultures, cultural sensitivity and community involvement are equally crucial. In contrast, responsible wildlife tourism places a strong emphasis on animal care, environmental preservation, and moral wildlife viewing. Travelers should choose tour companies that are dedicated to protecting and educating about wildlife, staying away from operations that injure or exploit animals. Travelers may lessen the overall environmental effect of tourism and help preserve biodiversity by supporting ethical wildlife tourism. (Batta 2007, 78-82.)

In order to achieve environmental sustainability, there are various obstacles. A rising worldwide problem, mass tourism frequently causes cultural eroding and environmental damage. It is necessary to take action to control tourist numbers, diversify tourism options, and encourage off-peak travel in order to counteract this. Unsustainable tourist activities can also be attributed to a lack of laws. When environmental regulations are not strictly enforced, companies may put profit ahead of ethical behaviour. Another major problem is that many tourists are unaware of the effects their decisions have on the environment. Governmental and tourism-related education initiatives can aid in increasing awareness and promoting responsible behaviour. (Wilkes 2013, 173-175.)

However, innovative ideas, policy creation, and education campaigns can all lead to positive changes in the tourism sector. Providing tourists information about environmentally friendly travel methods promotes making wise decisions. Strong rules are one way that governments and international organizations can influence the sustainability of the sector. Sustainable transport choices, renewable energy solutions, and eco-friendly lodging can be promoted through cooperation between the public and commercial sectors, local governments, and communities. (Moisey 2008, 63)

## **2.6 Customer experience and satisfaction of Khaza Travels Ltd.**

Customer satisfaction is a key metric that shows how well a firm is doing overall by showing how well it can satisfy customers and connect with them (Franklin 2023). Tourists' subjective emotional states following an experience are referred to as customer satisfaction. Beginning with commercial messages, pamphlets, mass media, and unofficial sources of information, tourists create preconceived notions about the calibre of services they will receive. By fulfilling these demands, promoting visitor loyalty and retention, and eventually reaching financial objectives, satisfaction levels are established. Quality of the tourism offer, cost, and perceived value all affect the degree of satisfaction. Meeting these needs requires customization. (Atabeb 2019, 556.)

Being a key player in the tourism sector, Khaza Travel Ltd. places a high value on providing outstanding customer service. To improve customer satisfaction, the business uses methods including individual support, modern technology, and community involvement. Personalized services go above and beyond standard solutions to meet the various tastes and demands of customers. These services, which ensure consumers feel special and fulfilled, include lodging options, travel schedules, and carefully selected cultural events. By following to these tactics, Khaza Travel Ltd. ensures its consumers an unforgettable travel experience, hence increasing its position of strength in the tourist sector.

New technologies are used by travel agency Khaza Travel Ltd. to improve client satisfaction. They offer real-time updates, innovative trip planning platforms, and faster booking processes thanks to modern technologies. In order to give customers complete immersion, the company combines augmented reality and virtual reality. For the purpose to guarantee that a part of tourism money benefits the places visited, they also work with local businesses and communities to promote

responsible tourism. Khaza Travel Ltd. gives clients a more enjoyable and meaningful experience by providing informed tours and cultural exchanges.

Through strong personnel training programs, environmental sustainability initiatives, and feedback methods, Khaza Travel Ltd is dedicated to client satisfaction and ongoing progress. In order to assess the efficacy of its services, the organization proactively gathers and examines feedback from customers via questionnaires and post-trip assessments. Using this method enables the business to pinpoint areas in need of development and enhance its products. In order to make sure that interactions with clients are effective, enjoyable, and memorable, the corporation also funds extensive training programs for its frontline employees. The clients of Khaza Travel Ltd are generally happier thanks in large part to the dedicated and well-trained staff. Khaza Travel Ltd adds sustainability into its business model, encouraging eco-friendly activities and responsible tourism, in response to the growing global awareness of environmental challenges. This appeals to tourists who are concerned about the environment, which increases customer satisfaction. (Noe 2010, 142-147.)

## **2.7 Role of Khaza Travels Ltd. in tourism development**

Employment possibilities, cross-cultural interaction, and economic growth all depend on tourism. The development of tourism, the promotion of sustainable practices, and the promotion of sustainable travel are all influenced by tour operators such as Khaza Travels Ltd. By establishing a link between tourists and places, they increase the market for travel by using smart marketing and advertising. A more equitable distribution of tourist traffic is promoted by highlighting less-travelled or emerging sites, which also help to relieve crowding and create new opportunities for economic growth. (Gonçalves 2021, 104.)

Additionally, the economy is greatly impacted by tourism, which boosts local companies and creates jobs. Travel is made easier by Khaza Travels Ltd., which also generates jobs for tour guides, travel brokers, and other hospitality industry professionals. Both the local and national economies benefit from this economic knock-on impact. Participating in local communities and protecting cultural assets are two aspects of responsible tourism. In order to better serve its clients and foster genuine encounters and cross-cultural exchange, Khaza Travels Ltd. actively integrates cultural preservation into its operations. (Bhatt 2007, 217.)

Moreover, through the incorporation of eco-friendly practices into its operations, such as the promotion of eco-friendly lodging and the support of conservation activities, Khaza Travels Ltd. promotes environmental sustainability. This promotes moral behaviour among consumers and increases knowledge of the effects that travel has on the environment. In order to appeal to a variety of interests and preferences, draw in a larger audience, and boost the tourist sector, the company also expands the range of services it offers. It does this by providing customized tours, adventure packages, cultural immersions, and eco-tourism programs.

Furthermore, Khaza Travels Ltd. is utilizing technology to enhance customer satisfaction and optimize business processes. To reach a larger audience, they make use of mobile applications, internet booking systems, and virtual reality for location previews. In the tourism sector, this technology improves accessibility and efficiency. Khaza Travels Ltd. places the greatest emphasis on quality control and client satisfaction, maintaining high standards for schedule preparation, lodging selection, and customer support. This not only draws in repeat business but also has a favourable effect on the promoted places, as happy consumers end up serving as supporters of the brand. (Bhatia 2006, 452.)



### **3 RESEARCH METHODOLOGY**

Researchers apply research methodology, which includes data collecting, analysis, design of the study, and the overall structure, as a methodical technique to find and review information relevant to a certain issue. It is crucial to choose the right methodology for the job. (Bouchrika 2023.)

The study will make use of both quantitative and qualitative methods. Customers of Khaza Travels will be asked to respond to an online survey aimed to collect information for quantitative studies. Khaza Travels Ltd. marketing staff members will also be asked to participate in an interview as part of the qualitative research. The results will be created based on these information sources. The customer support team interviewed an overall of twenty-five people, representing a range of ages, genders, and professional backgrounds, after going over all of the audience feedback.

#### **3.1 Research design**

A research design is a methodical plan that outlines the approach, strategy, and structure of a research project. In order to guarantee validity, reliability, and generalizability, it describes data collection, sampling strategies, and analytic approaches. Based on their goals and the type of their investigation, researchers select between descriptive, correlational, and experimental designs. A well-designed design advances knowledge in a field, makes replication easier, and yields significant results. (McCombes 2021.)

Experiments, surveys, and observations are the main ways that data for quantitative designs are gathered. The results of the data collection are usually shown as numbers, pie charts, and graphs. Closed-ended questions, like multiple choice questions, serve as examples of the strategy. In this instance, using a quantitative strategy, the research was carried out by posting a questionnaire survey on a Google form, which eventually gathered data from the participants in order to meet and exceed the study's goals. The study's survey consisted of 15 questions in total, combining all the information needed from the respondents. The data gathered from this process ultimately had a significant impact on achieving the research goal. The survey (APPENDIX 1) contained two pages altogether, the first of which was used to construct questions concerning the attitudes and travel experiences of the

participants. Additionally, the survey featured several questions on the following page that were related to Khaza Travels Ltd. and its customer services. (Airth 2023.)

Interviews and focus group discussions are part of the qualitative design. During the data collection phase, study participants with similar experiences will convene in groups and respond to open-ended inquiries. Five distinct questions were posed to the company's employees for the qualitative portion; these questions are listed in (APPENDIX 2).

### **3.2 Method of data collection**

The first section of the study uses a quantitative design to evaluate the current status of marketing success and customer satisfaction. Sampling individuals is the initial step in the data collection process. Since the purpose of the survey is to determine the percentage of Khaza Travels Ltd. customers among various categories, respondents are chosen through the use of a unique technique. A link of a Google form containing questionnaires and guidelines with important information was mailed to a limited group of participants who indicated interest in the study and accepted its terms and conditions. Time and money were saved by using online data collection methods. It required several days for the participants to finish and submit the answers. This methodology is significantly more economical and time-efficient than the one used in the research's qualitative study portion.

A questionnaire is used as part of the data collection process in this respect. There are three portions in the survey that is used for the study. The participant's age, gender, travel preferences, and experience are all covered in the first component of the data. The second section contained the information and specifics about Khaza Travels Ltd. Customer satisfaction and feedback on Khaza Travels Ltd. are the main topics of the third and final section. Most of the questionnaire's questions are yes/no and multiple-choice so that the number of respondents' opinions about commonly held beliefs can be gauged. Additionally, in order to gather qualitative data, employees of Khaza Travels Ltd.'s customer service department were chosen, and their understanding and consent were verified. Five open-ended, descriptive questions were used to gauge the participants' comprehension of the study topic. The purpose was to compile information about their views, opinions, and level of understanding of the issue. The purpose of the questionnaire was to find untapped potential for raising customer satisfaction and how the service and marketing teams used it to succeed in marketing.

## 4 RESULTS

The examination of data is the systematic process of looking through, cleaning, and modifying data to uncover pertinent information, draw conclusions, and help with decision-making. It requires using a range of statistical and computational methods to make sense of raw data and find patterns, trends, and linkages within the dataset. The process of analysing research results is crucial as it facilitates the extraction of insights, testing of hypotheses, and validation of findings. (Stevens 2023.)

### 4.1 Demography

Demographic analysis provides accurate and specific information. The customer assistance provider team of the Khaza Travels Ltd. chose 25 people of different ages and genders to participate in the survey. A google form was created for the survey and the link was sent to each of the participants through email. Between December 14 and December 17, 2023 the Google form link was open for them to provide their valuable opinion. 66% of the responses were from men, and 44 percent were from women. Young individuals between the ages of 18 and 35 made up the majority of participants (71% between 18 to 28 ages, 17% between 29 to 35 ages, and 12% between 35 to 45 ages).

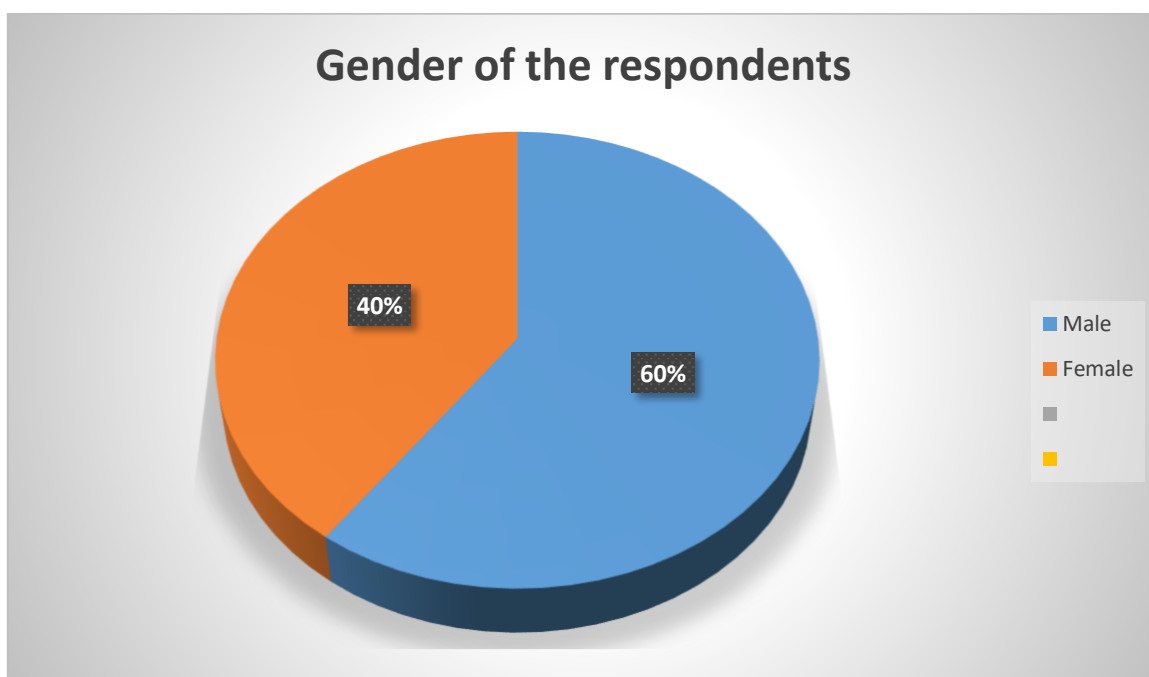


FIGURE 4. Gender of the respondents

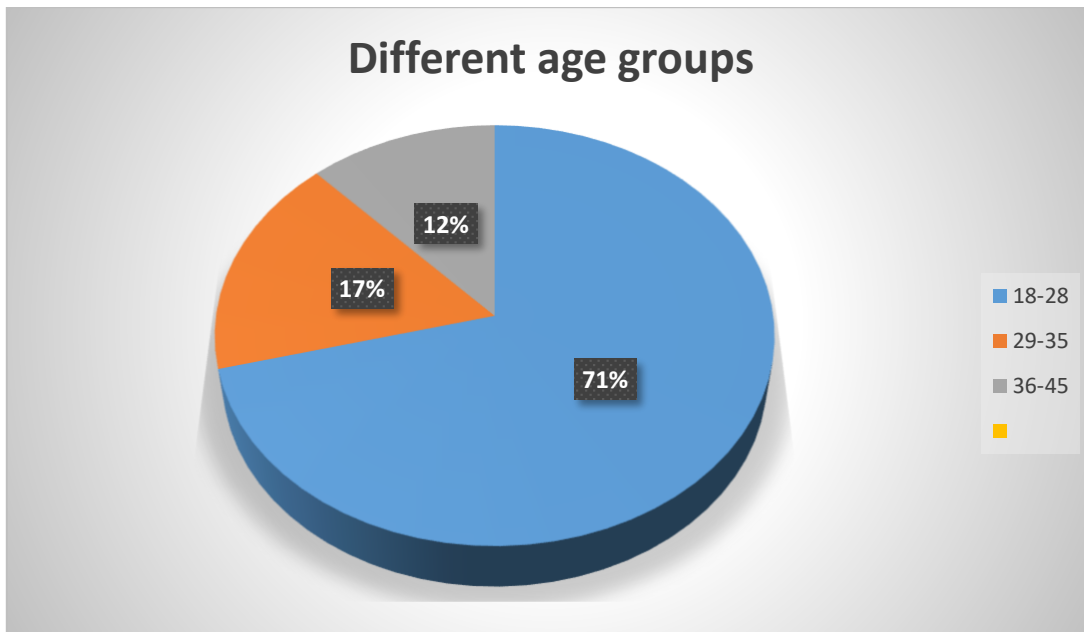


FIGURE 5. Different age groups

#### 4.2 Section one: Travel preferences

The first question asked was about respondent's preference for travelling. From the pie chart it can be said that majority of the people (88.5%) love to travel from time to time whereas 8.3% of participants' opinion related travelling are influenced by other factors that can either be positive or negative. According to the pie chart information, minority (4.2%) have responded negatively to go on travelling.

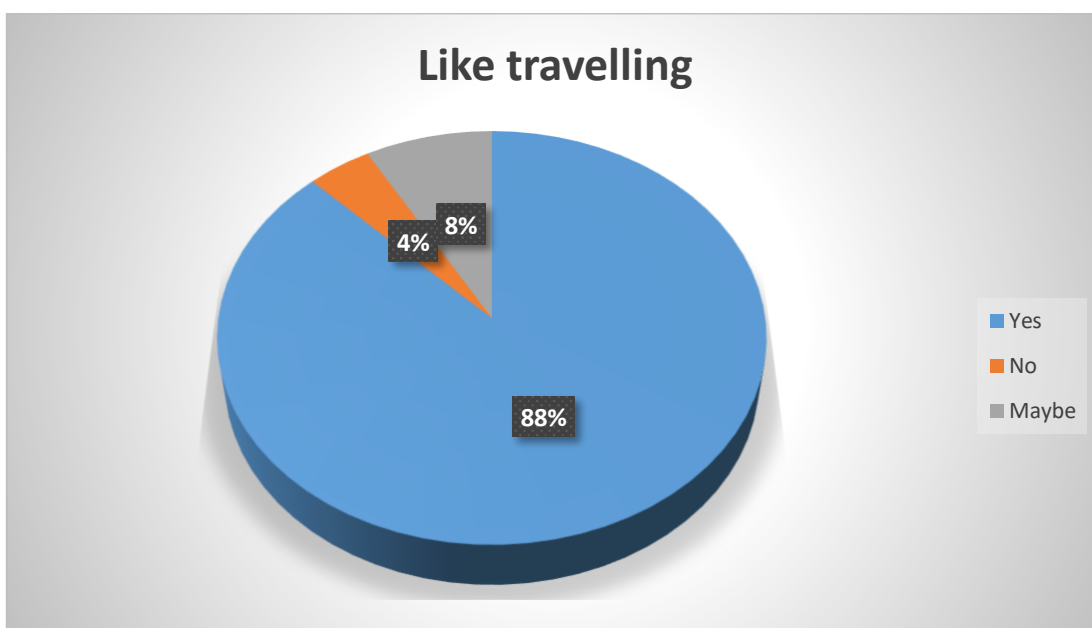


FIGURE 6. Like travelling

The second question was asked about the frequency of vacation travel by the participants over a one-year period. The pie chart shows that approximately 54.2% of individuals take vacations twice a year, whereas 45.8% of people would rather take a single vacation and no one responded to the last option as others.

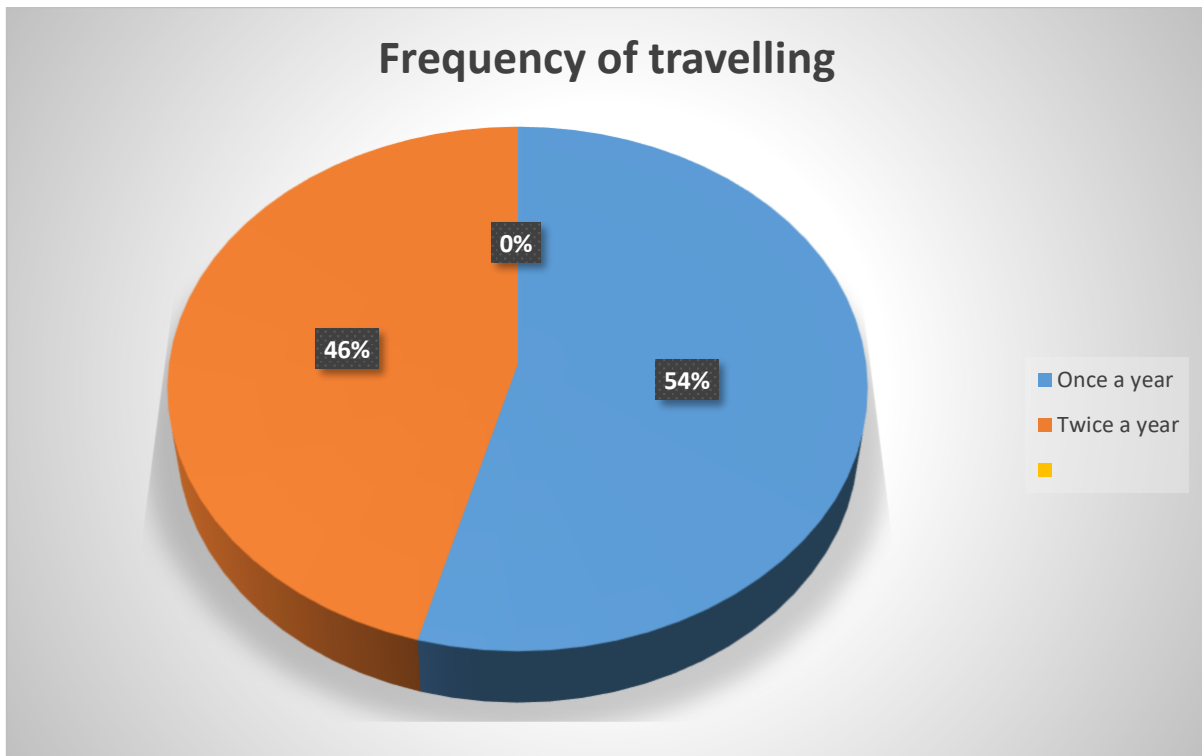


FIGURE 7. Frequency of travelling

The next question asked how the participants like to travel, whether they like it alone or prefer group travelling. At this point nearly 75% of the respondents said that they liked travelling in groups, while only 25% said they picked travelling alone.

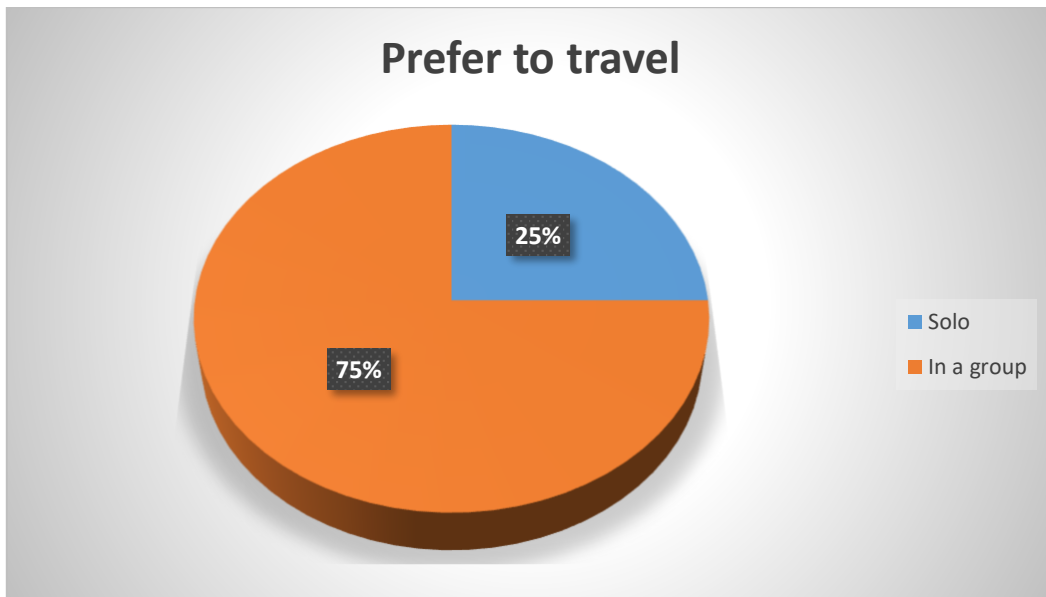


FIGURE 8. Prefer to travel

The question was asked about factors influencing people to select destination for their holiday. During the selection of holiday destination, natural beauty (58.3%) prioritize more than other factors cultural attraction and adventure that are to be considered here. The rest 25% people chose their destination based on cultural attraction importance and other 16.7% love places that include adventure during the journey.

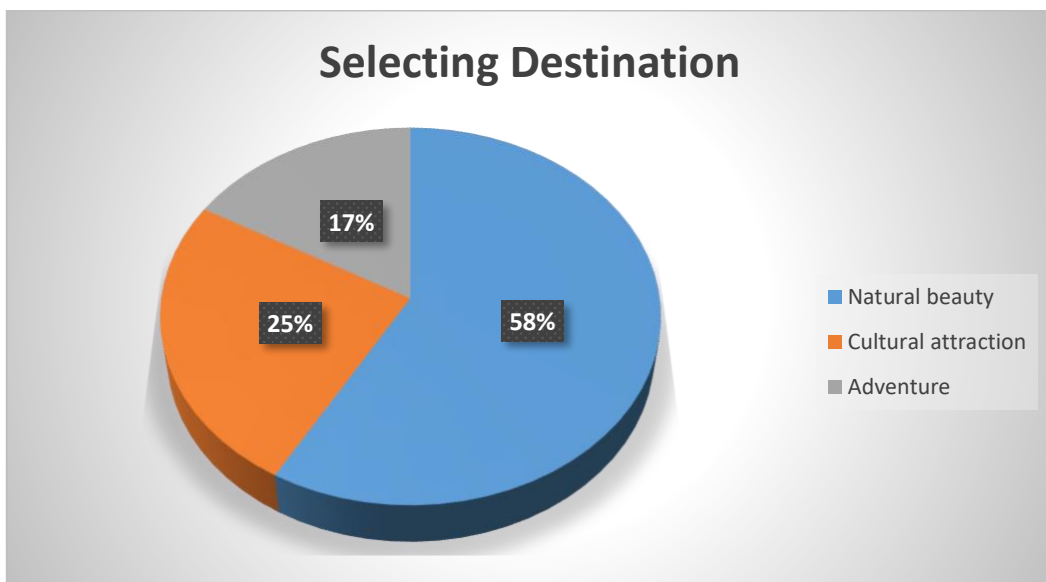


FIGURE 9. Selecting destination

The next question asked what type of transports they use during travelling. From the pie chart it can be found that the percentage equally divided into the considered four transport systems: bus, train, air and car each having 25%. This quarry result seems to be very interesting to the company.

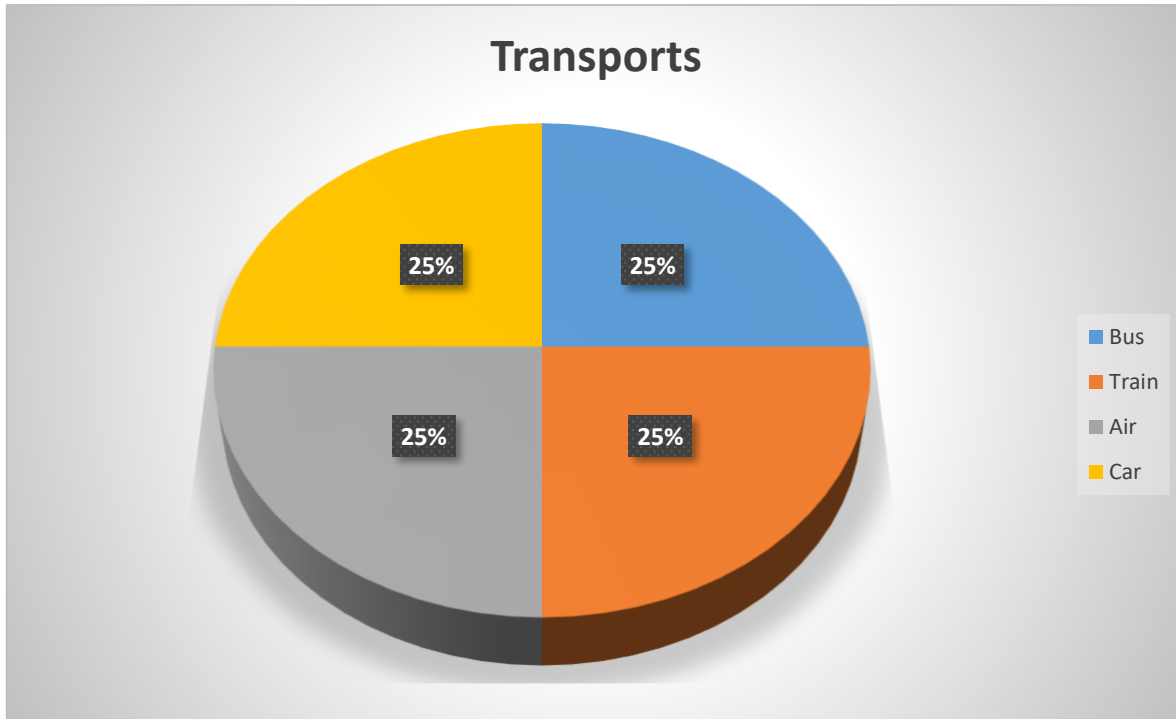


FIGURE 10. Transports

#### 4.3 Section two: About Khaza Travels Ltd.

The response of the pie chart contains travel package information provided by Khaza Travels Ltd that mostly include natural tour package, beach vacations and historical place tour package. Half (50%) of the participants' chose nature tour package whereas the rest of them have been equally divided into the beach vacations (25%) and historical place tour package (25%).

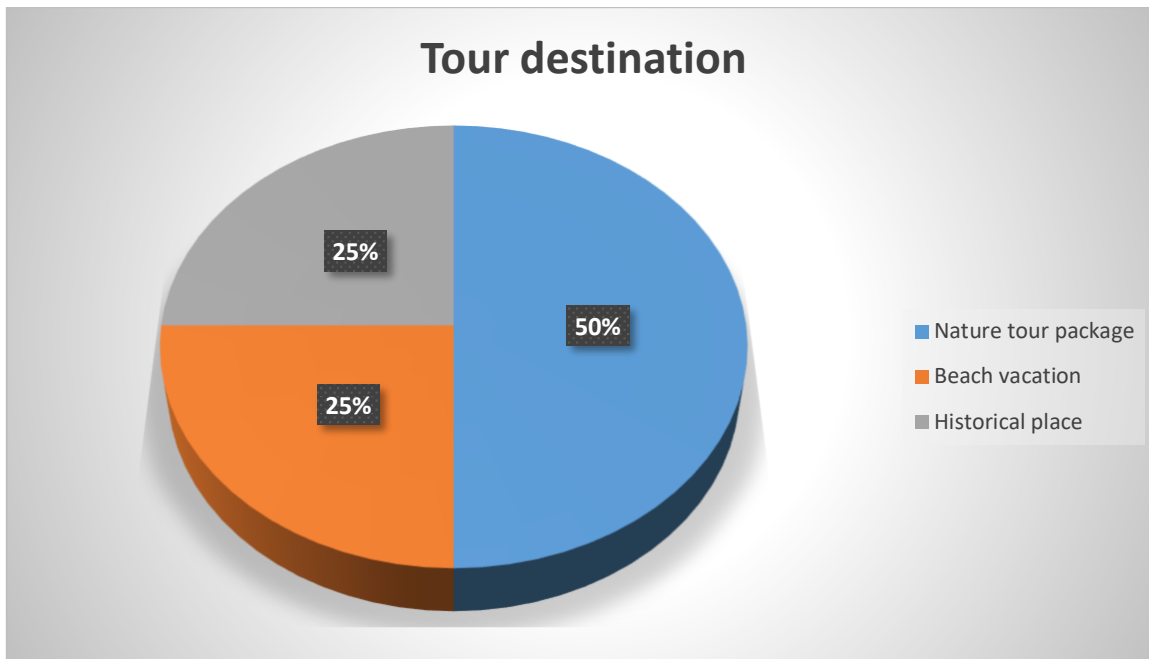


FIGURE 11. Tour destination

This pie chart analyses the responds of the interviewees about selection method to book Khaza Travels Ltd. trip packages. About 54.2% people responded positively using Khaza Travels Ltd website for booking trip package. Second priority people (29.2%) chose social media for the task and about 16.7% of the people prefer other booking websites.

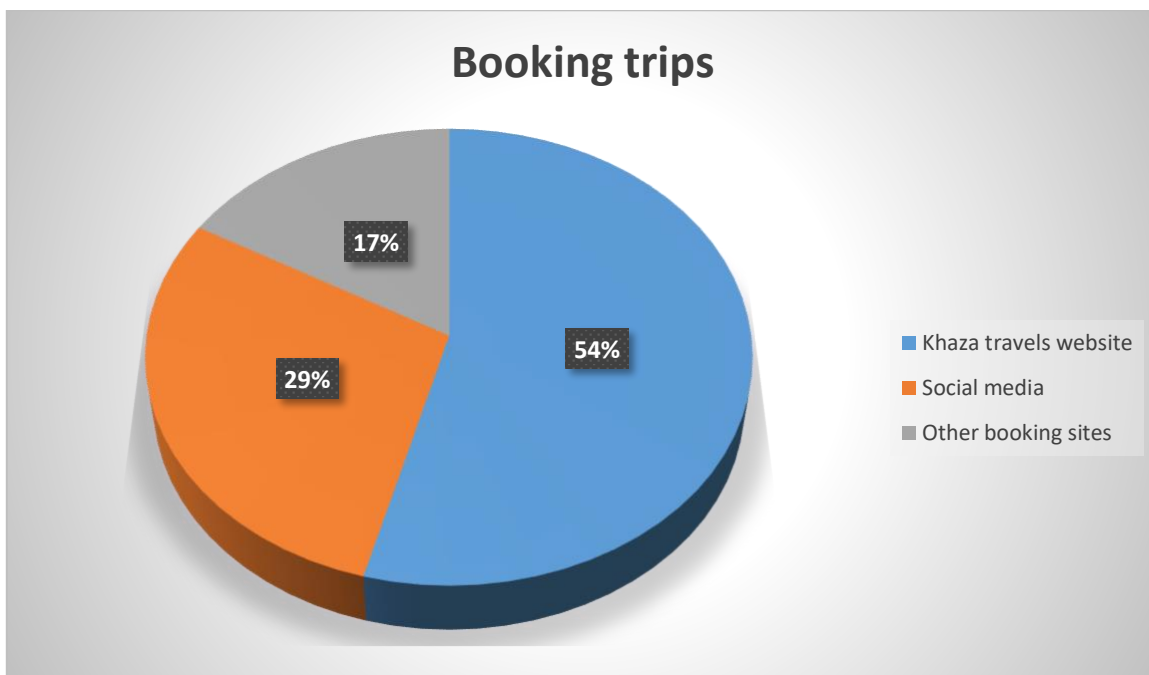


FIGURE 12. Booking trips



The pie chart analysis contains individuals' responses to the question of whether the Khaza Travels Ltd. trip packages were economical compared to the service provided. The majority of people, or about 78.3%, have found the company reasonable, while the rest, or 21.7%, have found the trip package costly for them to bear.

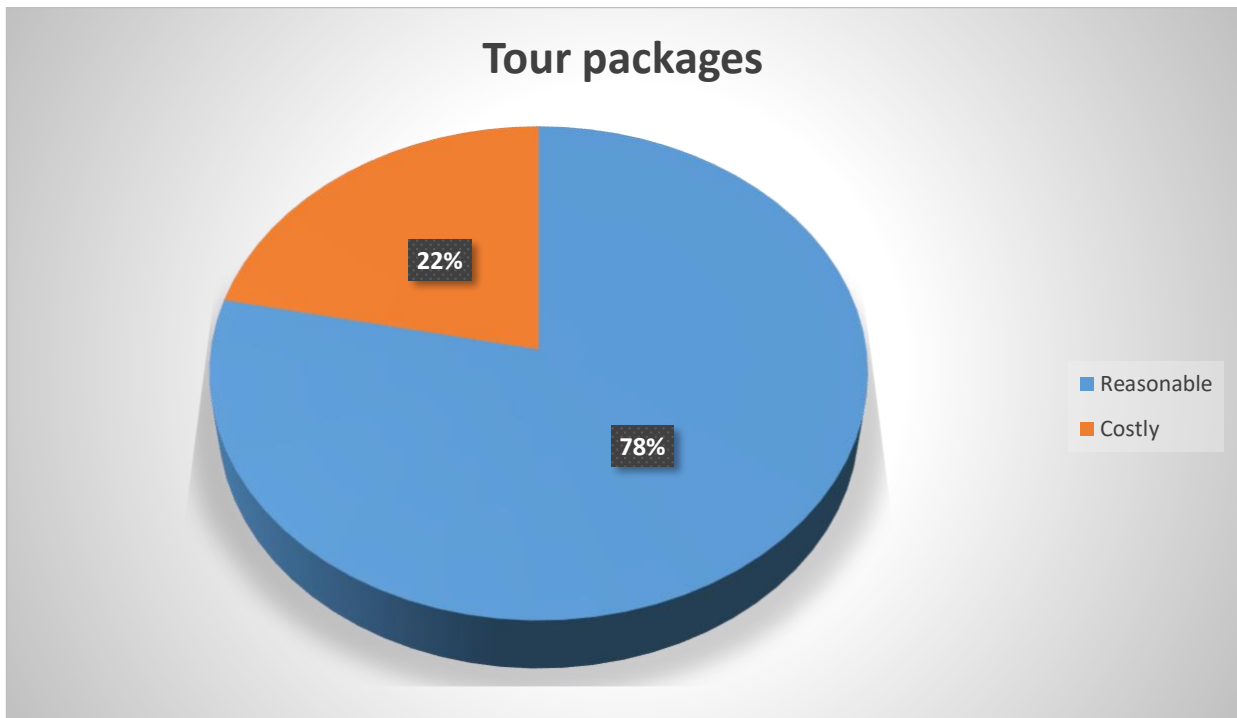


FIGURE 13. Tour packages

The next question asked was about whether Khaza Travels Ltd. maintained environmentally friendly travel services. The pie chart showed excellent feedback, which is 79.2% in favour of Khaza Travels Ltd. maintaining environment-friendly services, contradictorily about 8.3% of people opposed to that opinion. Again, 12.5% of people are conflicted regarding their response to the question.

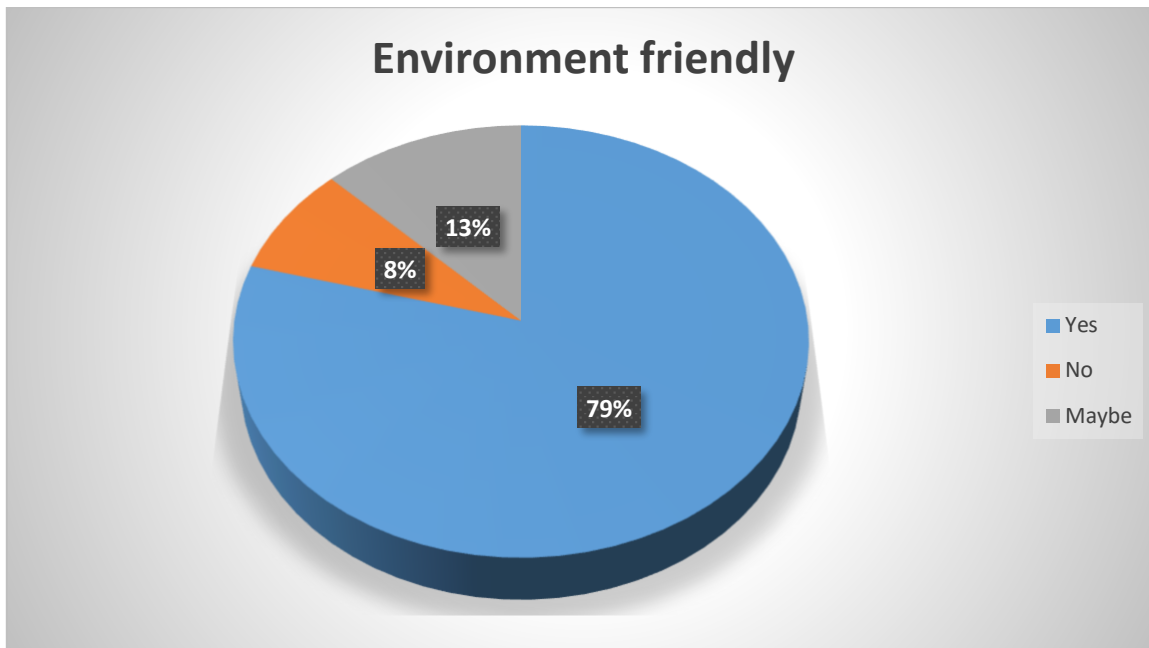


FIGURE 14. Environment friendly

The question asked was about their acknowledgement regarding the support and assistance for the many tourism spots in Bangladesh that Khaza Travels Ltd. provide. Majority about 83.3% of people have favoured the information and minority 16.7% of people answered negatively.

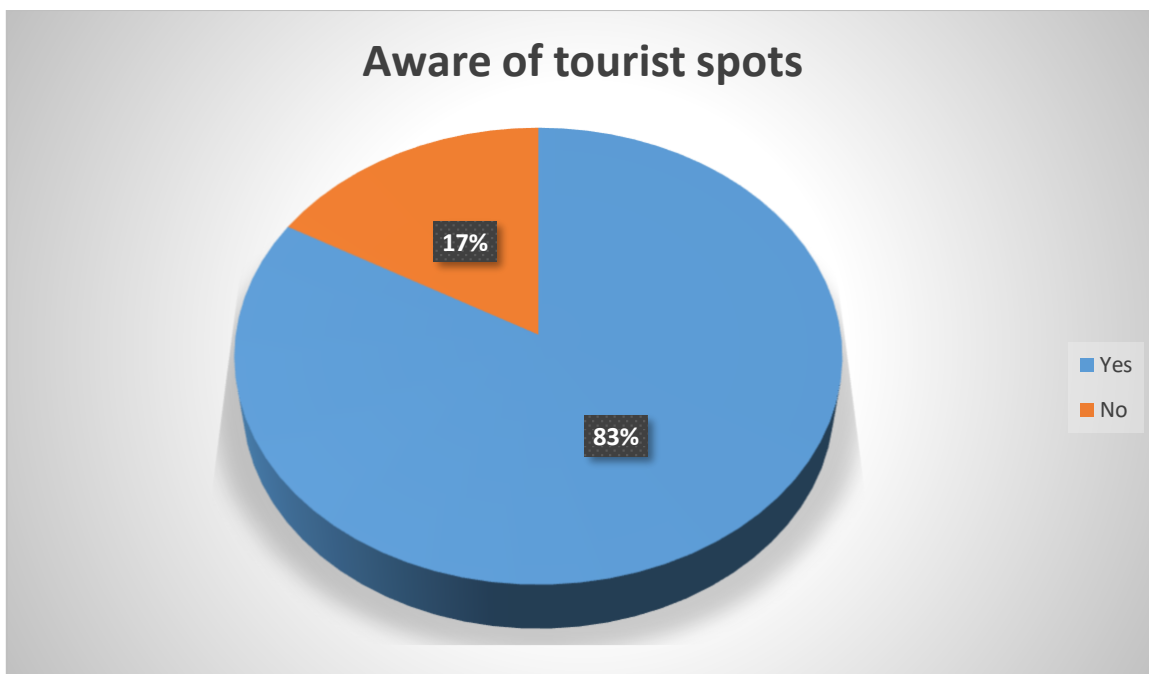


FIGURE 15. Aware of tourist spots

#### 4.4 Section three: Khaza Travels service satisfaction and tourism

The question asked was about whether the people have any overview of tourism sector in Bangladesh. About 66.7% of people have given positive statement on outlook of tourism sector in Bangladesh and the rest 33.3% showed pessimistic view regarding the idea.

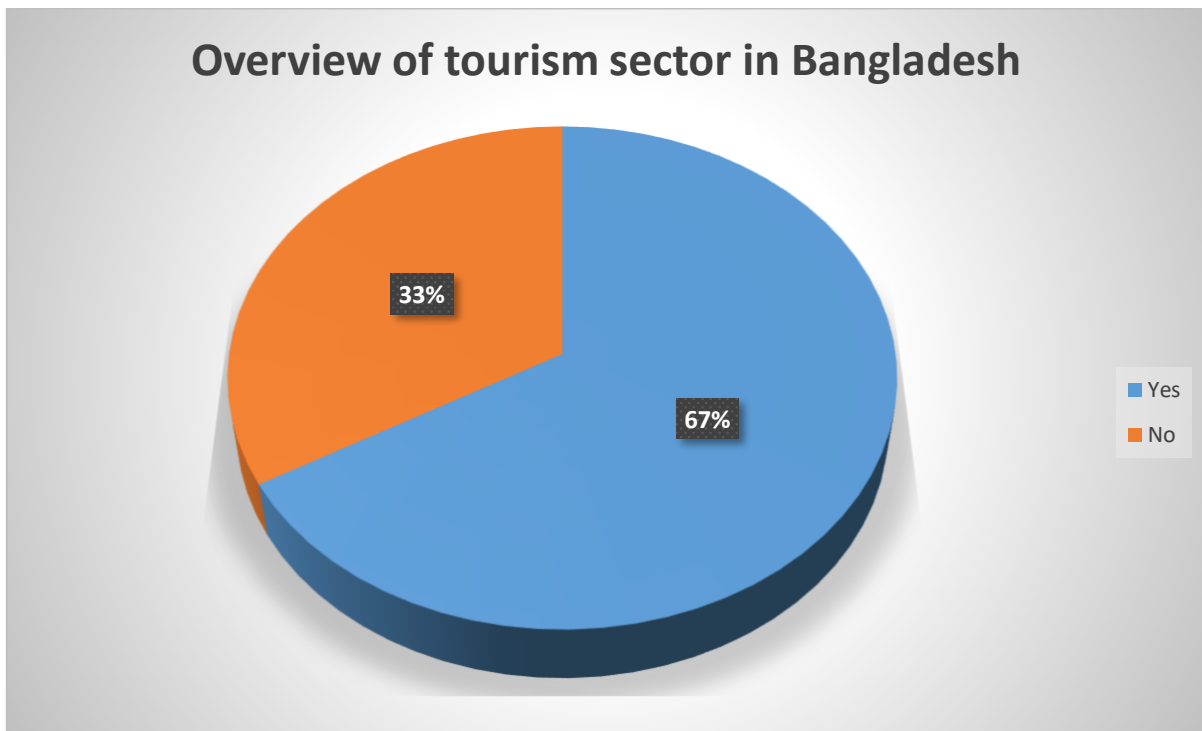


FIGURE 16. Overview of tourism sector in Bangladesh

The question asked was about respondents' attitude regarding the successful customer service provided by the Khaza Travels Ltd. Majority of people about 95.8% have showed favourable opinion on Khaza Travels Ltd customer service. On the other hand, 4.2% have given negative response for the question.



FIGURE 17. Provided successful customer service

The question asked was about the factors that motivate person to choose Khaza Travel Ltd. over other tourism companies. The analysis showed that priority of people (54.2%) prefer Khaza Travels Ltd for their flexible packages and about 33.3% of people chose it for the company's proper response to customer. The lowest number of people which is 12.5% select the travel agency because they find it cost efficient.

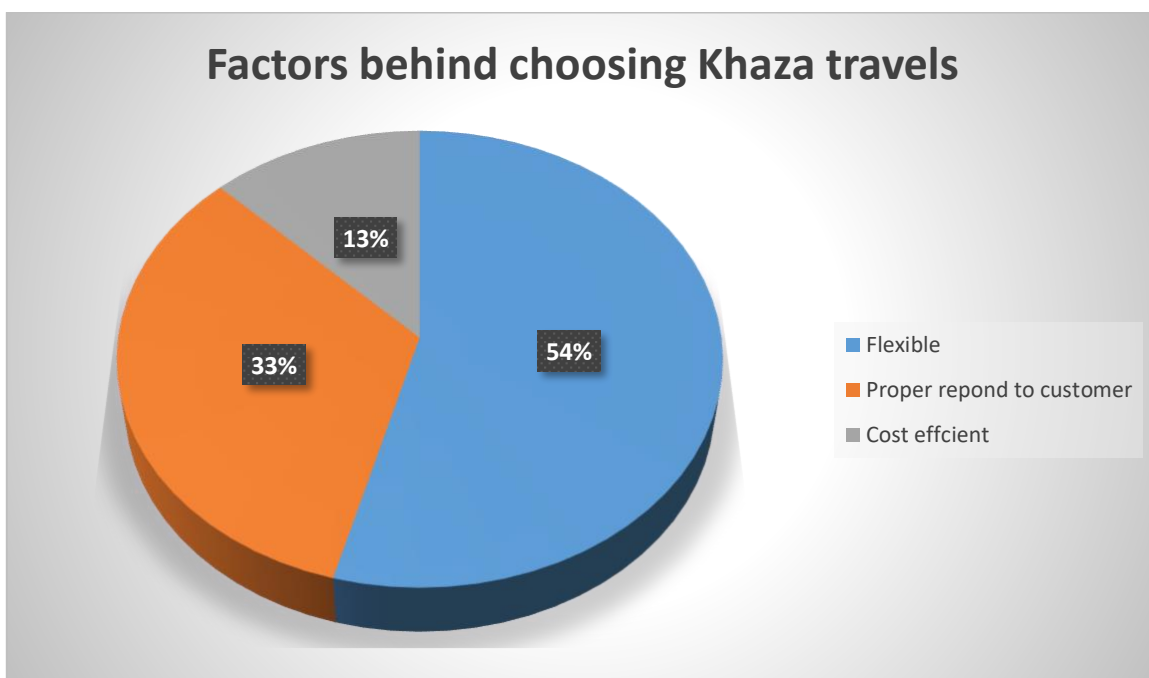


FIGURE 18. Factors behind choosing Khaza travels

The next question asked was about their preference in recommending Khaza Travels Ltd to friends and families. About 65.2% of people showed their liking to Khaza Travels Ltd and they would like to recommend the travel agency to their friends and family. Secondly 30.4% struggled to give their further opinion regarding the idea but the rest 4.3% opposed the idea of recommending the agency to their friends and family.

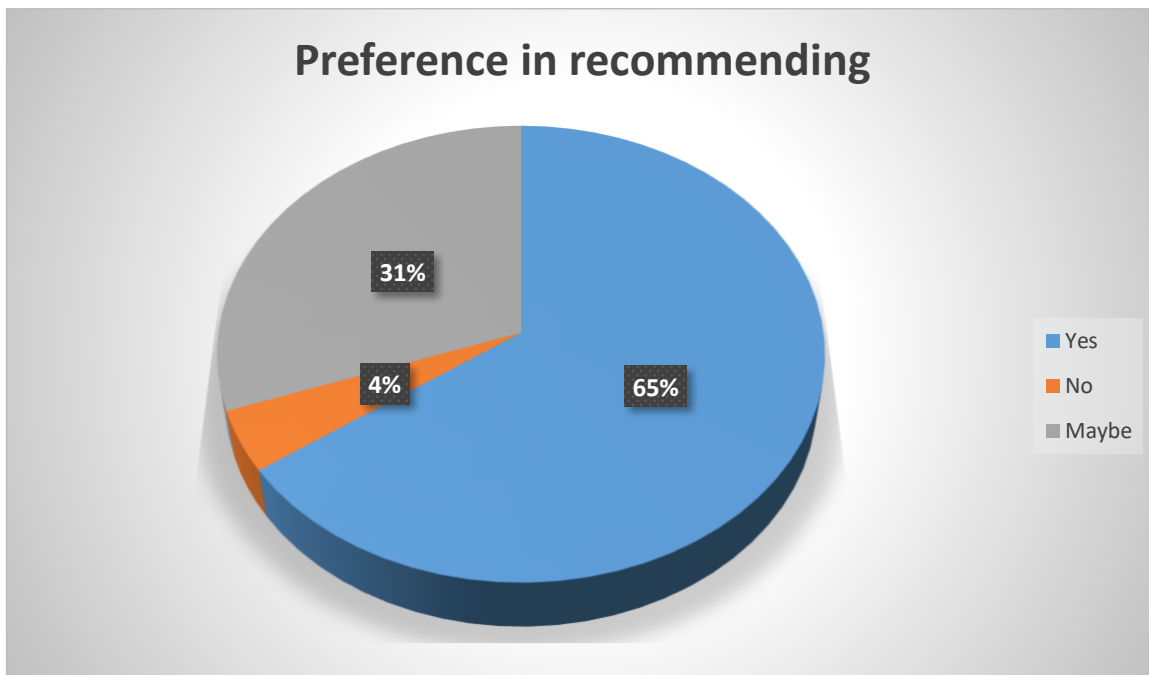


FIGURE 19. Preference in recommending

The following question asked how much rating they are willing to provide Khaza Travels Ltd out of 5. Most of the people (37.5%) favoured the agency and rated 4 whereas 33.3% of people rated it 3 and the rest 29.2% of them gave solid 2 as excellent feedback.

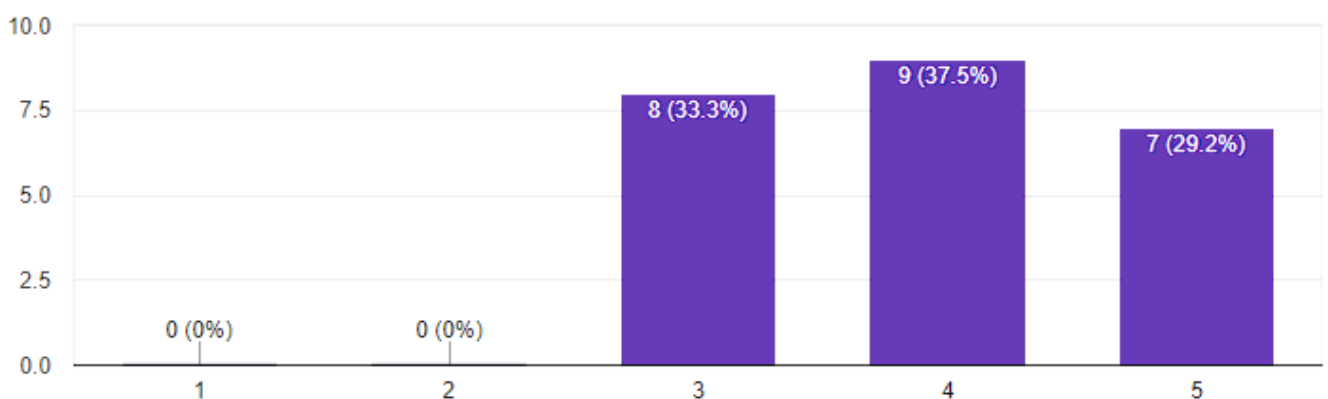


FIGURE 20. Rating

#### 4.5 Qualitative research part

The qualitative segment concentrated on the issues and difficulties Khaza Travels Ltd. had in providing satisfactory customer service. Zoom meeting was used for the further virtual discusses on December 18, 2023, in order to collect personal information and thorough responses. Five employees from the company were chosen for these interviews and the majority of them were adults.

In this qualitative part the employees of Khaza Travels Ltd. were firstly asked to describe the current scenario of tourism in Bangladesh. They opined that in recent time, Bangladesh has achieved recognition as a new tourist destination as a result of its diverse cultural and historical places. For making travel experiences accessible to both domestic and international visitors, Khaza Travels Limited is playing a vital role. There has been a massive decrease in both local and international tourists as a result of the COVID-19 pandemic's huge impact on the tourism sector worldwide.

However, there are new opportunities for ideas and meeting current demands of tourists in the post-pandemic days. A rising number of people are travelling domestically and visiting nearby places. One possible way Khaza Travels Ltd. could react would be to create attractive tour packages, advertise unexplored places, and work with local companies to improve the quality of travel.

Furthermore, the government of Bangladesh is promoting tourism as a major economic source by launching programmes to create facilities and advertise tourist destinations. In order to match its services with new tourist attractions, Khaza Travels Ltd. continually maintains updates on these trends. To improve customer experiences, the company is also using digital innovation in the tourism industry. Khaza Travels Ltd. is accepting opportunities to support sustainable tourism development by adjusting to new developments and overcoming problems like political conflict and economic risk.

Then the participants were questioned about the key elements behind Khaza Travels Ltd.'s success in Bangladesh's tourism industry. They answered that Bangladesh's travel and tourist industry is growing day by day, and Khaza Travels Ltd. has been a major part to this development. The geographical location, various services, online viability, and customer-focused attitude are important factors that played a role to its success. The business fits its services to the particular requirements of Bangladeshi tourists because the company is aware of the unique qualities of the local market. Technology is also used to improve customer experience and quicker processes.

Khaza Travels Ltd. gives customer satisfaction a top priority by strongly finding out feedback, responding to issues, and consistently improving customer service. The company applies a wide range of marketing strategies to establish trust and reputation while offering customers the exclusive offers and discounts. The company focuses on training employees to provide a great experience for customers, as it recognizes quality customer service as an essential advantage. For a business to match customer demands and support the rapid growth of the travel industry, it is important that it has both flexibility and creativity.

Again, they were asked how Khaza Travels Ltd. can implement modern technology in their business. Khaza Travels Ltd. can increase its ability to compete in the tourism sector by applying new modern technologies. Such as creating a simple mobile app, using virtual reality to create enjoyable travel experiences, putting AI-powered assistance into place to provide effective support to customers, applying new technology to ensure transparent transactions, and using big data analytics to create unique deals. These technology developments will improve user experience, offer holidays previews that are attractive, and foster customer trust.

However, by including social media features into its services, investing funds into strong cybersecurity measures to secure consumer information, and putting eco-friendly projects into action, Khaza Travels Ltd. can increase customer engagement. These innovations in technology will improve client satisfaction and establish the business as a progressive force in the travel sector. Khaza Travels Ltd. can get a competitive advantage by integrating features such as smart features, informed by data customization, transparent payments, AI-driven customer assistance, easy to use mobile apps and smart travel.

The employees of the company were asked what kind of issues they have faced in service sector. They answered that they have been faced with many difficulties in the tourism sector, especially at Khaza Travels Ltd. Meeting and surpassing consumer expectations, accommodating a range of client preferences, guaranteeing safety and security during international events, keeping up of technical developments, and surviving in an extreme competitive market are a few of these. It's also crucial to make sure that traveller's requirements, interests, and finances are met, maintain a balance between having high expectations and realistic travel plans, and keep up with current events and health emergencies. Success in this fast-paced industry requires the capacity to adapt and be flexible.

Furthermore, the tourism sector faces difficulties with customer feedback, logistics, ecological responsibility, cultural awareness, and dealing with crises. Service team need to be trained to deal with emergencies, adjust to new technology, and handle safety issues. Travel safety and protecting the environment is essential. Organizing travel logistics is difficult, and keeping an eye on client feedback is crucial to preserving a good reputation for the company. Despite these obstacles, overcoming them might result in a fulfilling career in the constantly developing travel services sector.

In Bangladesh's tourist sector, Khaza Travels Ltd. is a major company that engages communities, promotes local destinations, and encourages sustainability. The organization creates customized tour packages for a range of interests, such as adventure and cultural travel. In addition to ensuring a flawless visitor experience, it works with neighbourhood companies to boost the economy. Khaza Travels interacts with local communities to convey the advantages of inclusive tourism and promotes eco-friendly and ethical travel practices. The business employs digital platforms and educational initiatives to improve accessibility. It concentrates on offering exceptional customer service and consistently updates its tour programs to meet the tastes of modern tourists.



## 5 EVALUATION AND DISCUSSION

Based to the survey results, it can be found that a small percentage of customers' express dissatisfaction with the services they obtained, despite the fact that they receive positive feedback from them. It is obvious that customers and responders are not satisfied enough. The relationship between exceptional client service and happy clients is highlighted in the study. Respondents include both employees and consumers who provided feedback on the company's customer service practices.

The study analysed respondents' preferences for travel, frequency of vacation travel, and preferences for group or solo travel. The majority (88.5%) enjoyed traveling, with 8.3% influenced by other factors. The frequency of vacation travel was 54.2%, with 45.8% preferring a single vacation. Nearly 75% preferred group travel, while only 25% chose solo travel. Factors influencing holiday destination selection included natural beauty (58.5%), cultural attraction (25%), and transport systems (bus, train, air, and car). Khaza Travels Ltd provided travel package information, with 50% choosing nature tour packages and 25% choosing beach vacations and historical place tour packages.

The majority (78.3%) found the company reasonable, while 21.7% found it costly. The majority (79.2%) favoured Khaza Travels Ltd.'s environmentally friendly services, while 12.5% were conflicted. The majority (83.3%) acknowledged the support and assistance provided by Khaza Travels Ltd. for various tourism spots in Bangladesh. The majority (66.7%) had a positive outlook on the tourism sector in Bangladesh, while the majority (95.8%) favoured the company's customer service. The majority (54.2%) preferred Khaza Travels Ltd. for its flexible packages and proper customer response. The majority (65.2%) would recommend the agency to friends and family. The majority (37.5%) rated the agency 4 out of 5, with 33.3% rating it 3 and 29.2% giving it 2 stars.

Furthermore, from the selected employee's discussion and opinion it can be said that Khaza Travels Ltd. has improved a lot in implementing modern technologies and also overcome the obstacles they faced. These things pushed them in a higher position compared to its market rivals. One of Bangladesh's top travel agencies, Khaza Travels Ltd., overcame the COVID-19 outbreak as an opportunity to innovate and satisfy guest needs.

The company's main goals are to improve the quality of travel by promoting undiscovered destinations, designing eye-catching trip packages, and forming alliances with regional businesses. In

addition to Khaza Travels Ltd. continuously updated on trends and utilizing digital innovation to improve client experiences, the government is pushing tourism as a source of economic growth. Its location, range of services, web presence, and customer-focused philosophy are all factors in the company's success. Modern technology such as mobile apps, big data analytics, AI-powered help, virtual reality, and transparent transactions can be implemented by the organization to improve its competitiveness. Despite difficulties, Khaza Travels Ltd. continues to be a significant participant in the travel industry in Bangladesh.

## 6 CONCLUSION

In this thesis, I attempted to investigate, using an educational method, people's travel preferences and the level of customer satisfaction and service provided by Khaza Travels Ltd. I have employed survey research to ascertain people's expectations, preferences, and tour guidelines for Khaza Travels packages. I've employed both qualitative and quantitative approaches. The study encompasses customer perceptions and their reactions to the growing tourist sector in Bangladesh as well as Khaza Travels' customer service. Because they all had prior travel experience and industry knowledge, they willingly responded to the poll.

The thesis, "Future Potential of Tourism in Bangladesh: A Case Study of Khaza Travels Ltd." focuses on the functions and tactics of Khaza Travels Ltd. and offers a thorough grasp of the prospects and difficulties facing Bangladesh's tourist industry. In the study's first section, the literature was reviewed in order to identify Bangladesh's unrealized tourism potential given its rich cultural diversity, historical relevance, and stunning natural settings. With Khaza Travels Ltd. as its focal point, the case study provided a thorough examination of the goals, struggles, and day-to-day activities of a significant participant in the travel sector in Bangladesh.

Detailed conversations with Khaza Travels' employees revealed useful data about the company's goals, difficulties, and crucial role in promoting the expansion of tourism. Customer surveys led to direct opinions on travel experiences, which helped Khaza Travels identify its strong points and areas in need of development. For a comprehensive knowledge of Khaza Travels' guiding through the environment of rivals, the study also examined internal information such as marketing plans and budgets.

The analysis highlights the significance of both the public and private sectors actions in promoting growth as it assesses Khaza Travels' compliance with Bangladesh's national tourist objectives. Utilizing technology and digital channels, the company's marketing methods engage a varied audience while adapting to the changing travel scene. Developing tourist marketing initiatives requires collaborating with influencers both domestically and globally. With programs supporting eco-friendly lodging, preservation of culture, and community involvement, longevity is a major emphasis. The aforementioned endeavors are congruent with the worldwide recognition of the ecological and community-based consequences of tourism.

Overall, the paper uses Khaza Travels Ltd. as a case study to demonstrate how a cooperative approach is necessary to realize Bangladesh's tourist potential. It highlights that in order to realize the sector's maximum potential, creativity, smart alliances, and environmentally friendly operations are essential. The growth of the country may benefit from this as it may result in environmental preservation, cultural interchange, and economic expansion.

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## **Questions for quantitative research part-**

### **Section one: Travel preferences**

1. Do you like to traveling?
  - Yes
  - No
  - Maybe
2. How often do you travel for holiday purposes in a year?
  - Once a year
  - Twice a year
  - Others
3. How do you like to travel?
  - Solo
  - In a group
4. Which factors influence you to choose travel places?
  - Cultural attractions
  - Natural beauty
  - Adventure
5. Which transport do you often use for traveling?
  - By Bus
  - By Air
  - By Train
  - By Car

### **Section two: About Khaza Travels Ltd.**

6. Which kind of travel packages are you mostly offered by Khaza Travels Ltd?
  - Nature tour package
  - Beach vacations
  - Historical tour package
7. Which method do you use to choose your Khaza Travels Ltd. trip package?
  - Booking websites
  - Social media

- Khaza Travels Ltd. Website

8. How you find Khaza Travels Ltd.'s tour packages?

- Reasonable
- Costly

9. In your opinion, Does Khaza Travels Ltd. maintain environment friendly travel services?

- Yes
- No
- Maybe

10. Are you aware of the many tourism spots in Bangladesh that Khaza Travels Ltd. assists in?

- Yes
- No

### **Section three: Khaza Travels service satisfaction and Tourism**

11. Do you have any overview of tourism sector in Bangladesh?

- Yes
- No

12. Does Khaza Travels Ltd. able to provide customer service successfully?

- Yes
- No

13. What factor motivate you to choose Khaza Travel Ltd. over other tourism companies?

- Proper respond to customer
- Cost efficient
- Flexible packages

14. Are you going to recommend Khaza Travels Ltd to your friend and families?

- Yes
- No
- Maybe

15. On a scale of 1 to 5, how you would like to rate Khaza Travel Ltd?

- 1
- 2
- 3
- 4
- 5



**Questions for qualitative research part-**

1. Do you like to describe the current scenario of tourism in Bangladesh in terms of Khaza Travels Ltd.?
2. What are the main elements behind Khaza Travels Ltd.'s success in Bangladesh's tourism industry?
3. In which ways Khaza Travels Ltd. can implement new technologies and features to their business to compete in tourism sector?
4. What challenges do you face in tourism industry while working as a service member of Khaza Travels Ltd?
5. In your opinion, how does Khaza Travels Ltd. contribute to the rise of the tourism sector in Bangladesh?