

Evaluation of Marketing Programs that Effects Local Tourists in Tourism Development (A Study on Post Graduate Students National University)

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Abstract

This paper examines the marketing programs (Product, Price, Place, and Promotion) of tourism development in Bangladesh. A survey of 102 local tourists (students) represents their image and view about Bangladesh tourism, based on 17 statements under product, price, place and promotion. Basically this paper is prepared by SPSS software and analyzing secondary data. However, Using judgmental sampling procedure and firstly is tested the reliability test of collected data and data are analyzed using descriptive statistics and Correlation. The findings of the study show that, data are more reliable there are badly needed to emphasis on product, price place and promotion based on 17 statements. Bangladesh has very beautiful place, these places are part of refreshment. Advertisement is needed to explore the places but there are no enough promotional tools specially sales promotions are not available in Bangladesh specially for children. It's badly needed to introduce sales promotion. Besides different attractive promotional packages are badly needed to introduce to promote tourism development. Moreover, marketing programs has significant relation among product, price, place and promotion

Keywords: Tourism, Marketing Programs, Literature Review, Major Correlation, National University, Dhaka, Bangladesh

1. INTRODUCTION

Tourism industry is considered as one of the largest and the most diverse industries in the world. After the machinery and oil industry, this industry is a modern service industry and the device to create connectivity among nations and various people in the world. Attention to this industry especially in the countries which are rich in historic, cultural and natural attraction resources is more considerable. Today, marketing efforts are far more important than production and sales, so if a country has enough facilities and possess potential of tourism but does not consider the marketing techniques and the introduction of this attraction in its programs, doubtlessly that country won't be successful in growing and developing its tourism industry. Thus in order to gain progress in the tourism, giving attention to retrieval looks so essential and it is important to note that tourism development and marketing in the process are closely tied together and can affect different aspects of each other..

2. LITERATURE REVIEW ON NATIONAL AND INTERNATIONAL STUDY

A few articles and research reports addressing the marketing programs and dealing with the problems of the tourism industry in a skin-deep manner have been available to the researcher. As a result literature review for this study comprised a comprehensive study of both published and unpublished information on all aspects pertaining to the tourism industry of Bangladesh.

Hossain and Hossain (2002)¹⁵¹ mentioned that tourism industry has gained top priority in most of the destination countries of the world and there exist increased competition among the countries to attract tourists.

Debashis & Mehedi (2012)¹⁵² concluded in their master thesis that “there is a huge difference between the real scenario of Bangladeshi tourism and the perception of Swedes about it.

According to Tuhin & Majumder (2013)¹⁵³ Bangladesh needs to develop its human resources for improving tourism marketing in local tourists as well as foreign tourist

Hasan (1992)¹⁵⁴ investigated the present situation of Bangladesh tourism industry and present marketing strategies in his research book “Problems and Prospect of Bangladesh Tourism Industry” has blamed that Bangladesh tourism industry could not achieve the remarkable progress in comparison to other neighboring (South Asian) countries though the country is endowed with different tourism attractions.

In the view of the author, tourism promotion plays an important role in enhancing the competitive edge of one tourist destination over another because of tourists’ image of a destination and the attitude of tourists toward that destination seem to be two of the most important factors responsible for this variation.

Das &, Chakraborty (2012)¹⁵⁶ found in their research “It is widely recognized that Bangladesh is very rich by the natural beauty and panoramic views, what a tourist wants to enjoy. But there is lack of effective initiatives, proper management plan, and quick & sincere effort from responsible authority.

Hossain and Firozzaman (2003)¹⁶⁰ mentioned that Bangladesh tourism industry failed to grow properly not merely because it lacks in enough attractions but suffering mostly due to inadequate and effective promotional activities.

From the above reviews and discussions, it is seen that no research is done on development of tourism industry independently to flourish its economic viability as well as to remove constraints. In this regard, this research is an initiative to make up the gap by the researcher.

2.1 Product

Bangladesh's tourist attractions include historical and monuments, resorts, beaches, picnic spots, forests and tribal people, wildlife of various species. Activities for tourists include angling, water skiing, river cruising, hiking, rowing, yachting, and sea bathing. Most popular tourist spots are Sundorbon, Sona masjid (Chapainababganj), Khanjhan Ali Masjid (Khulna, Bagherhat), Shajalal (Rh) Majar (Sylhet), Jaflong, Bisnakandi, Ratargul Swamp forest, Lalakhal, Sr Mongal tea garden. In the northern part, comprising the Rajshahi division, there are archaeological sites, including the temple city Puthia in Rajshahi; the largest and most ancient archaeological site, Mahasthangarh in Bogra; the single largest Buddhist monastery, Paharpur in Naogaon; the most ornamental terracota Hindu temple, Kantaji Temple, and many rajbaris or palaces of old zamindars. In the south-eastern part, which is the Chittagong Division, there are natural and hilly areas like Chittagong Hill Tracts, along with sandy sea beaches. The most notable beach, in

Cox's Bazar, is a contender for the title of longest unbroken sandy sea beach in the world, Saint Martin the isolated Iceland.

2.2 Price

The relative price of competing tourism destinations can have a significant influence on the choice of destination by potential customers – tourists (Dwyer, Forsyth and Rao, 2000) especially within the trend of increased price sensitivity. Thanks to its geographical position, Bangladesh is an attractive, close and relatively easily reachable destination for both Western and Eastern European travelers. However, the major benefit concerning price competitiveness is the easy task to reposition Bangladesh as a cheap destination of mass tourism to the middle and upper class tourism destination.

How much money will you need in Bangladesh? BDT 4,540 (\$54) is the average daily price for traveling in Bangladesh. The average price of food for one day is BDT 1,143 (\$14). The average price of a hotel for a couple is BDT 5,372 (\$64). Additional pricing is in the table below. These average travel prices have been collected from other travelers to help you plan your own travel budget.

Per Person (one day)	In BD Tk
Hotel	Tk. 2686
Food	Tk.1143
Entertainment	Tk 1429
Enter city transport	Tk. 686
Alcohol	Tk. 891

Per Person	In BD Tk
Average daily cost	Tk. 4540
One week	Tk.31781
A couple one week	Tk 63562

Figure 01: Source: Bangladesh Travel Budget November 12, 2018

2.3. Place

Product distribution systems in tourism are complex and affected by many factors. Increased accessibility of both information and destinations significantly influences traditional distribution systems and calls for new technologies and know-how in the area of distribution. On the destination level itself, provision of infrastructure is complicated and problematic for a few reasons:

- tourism is highly seasonal which makes it difficult to maximize returns on investment in assets, especially for private investors, and
- there is significant involvement of government agencies on both national and local level.

Although there were significant investments in infrastructure improvement, it is still often incapable of supporting the superstructure growth and thus transportation, water and electricity supply and other services are under enormous pressure during peak summer months to satisfy the demand density.

2.4 Promotion

Promotion activities carried out on both national and local level can significantly contribute to Bangladesh tourism product repositioning. Promotional budget for Bangladesh tourism stipulated in the national government budget for 2017-018. An allocation of Taka 1,508 crore has been made in the budget proposed for 2018-19 fiscal for Civil Aviation and Tourism Ministry targeting to flourish travel and leisure industry as well as to start construction of mega Bangabandhu international airport. The allocation in the proposed budget is Taka 853 crore more than the revised budget of 2017-18 fiscal, that was Taka 655 crore. The proposed budget of the fiscal 2017-18 for Civil Aviation and Tourism ministry was Taka 687 crore. Of the total Taka 1,508 crore, Taka 1,461 crore will be spent under the Annual Development Programme (ADP) and Taka 47 crore under non-development sector.

The Ministry of Civil Aviation and Tourism (**Bengali**: বেসামরিক বিমান পরিবহন ও পর্যটন মন্ত্রণালয়; Bēsāmarika bimāna paribahana o parya ṭana mantra ṅālāya) is a ministry of the government of the People's Republic of Bangladesh responsible for the formulation of national policies and programmes for development and regulation of Civil Aviation and the regulation of the Bangladeshi tourism industry and the promotion of the Bangladesh as a tourist destination. It has the following departments to promote tourism industries of Bangladesh:

Bangladesh Parjatan Corporation (Tourism Corporation)
Bangladesh Tourism Board
Bangladesh Biman
Civil Aviation Authority, Bangladesh

Bangladesh Tourism Board

Recent Achievements:

Bangladesh was elected as Vice Chair of UNWTO Commission for South Asia (CSA) for the period of 2013-2015 in the 20th General Assembly of UNWTO held in Zimbabwe and Zambia in 2013. Bangladesh Tourism Board along with private stakeholders participated at 3rd international Tourism Fair during 2013-14 to 2015-16 fiscal years; that tends to attract enormous number of foreign tourists in Bangladesh. As a result, the contribution of tourism sector in national GDP has been increased as a whole. Around ten lac tourists visited Bangladesh during last two years.

Activities	Output Indicator	Related Strategies Objectives	Unit	Revised Target	Actual	Target	Revised	Medium Term targets		
				2015-2016		2016-2017		2017-2018	2018-2019	2019-2020
1	2	3	4	5	6	7	8	9	10	11
1. Promotional Activities to attract domestic and foreign tourists	Publicity of products	3	Number	8	8	10	10	12	12	15
	Publicity of documentary events			10	3	5	5	6	8	10
	Gift preparation			20	10	15	15	15	15	20
	Participation in international tourism fair			15	12	15	15	15	20	25
	Arranged road show			5	2	7	7	7	8	8

2. Creating different facilities in tourists spots	Establishment of data transfer software	3	Number	2	1	1	1	1	1	1
	Creating facilities in tourists spots			2	2	8	8	10	12	15

Figure: 02

3. RESEARCH METHODOLOGY

This research is basically based on quantitative method on the key marketing issues that is product, price, place and promotion. On these key issues they have several statements to know the perceptions about tourism sector in Bangladesh. There are 17 statements are given to 102 audiences and 5 points rating Likert Scale is used to know the perception. To rate each key marketing issues and statements there is used 1= Strongly Disagree, 2= Disagree, 3= Neither agree nor Disagree, 4= Agree, 5= Strongly Agree. Both primary and secondary sources are used to prepare statements.

4. FINDINGS AND RESULTS

Variables		Mean(M)	Std. Deviation(SD)
Product			
1.	Tourist spots are safe and secure	2.9802	1.32650
2.	Tourists spots are very pleasant	3.3663	1.19769
3.	Washroom and toilets facilities are available in tourism area	2.6634	1.27497
4.	Tourists places are very beautiful in Bangladesh	4.0099	1.26882
5.	Tourism area is a part of refreshment	4.0396	.79901
Price			
6.	Touring costs are very low	3.2772	1.49076
7.	Price of foods and drinks are not so high in tourist area	2.1485	1.22789
8.	Transportation costs are reasonable	2.2277	1.12144
9.	Shopping costs are very high in tourists spots	3.7525	.98393
Place/ Distribution			
10.	Tourists spots are convenient	2.4554	1.40374
11.	Transportation system is very good	2.1386	1.42849
12.	Emergency service is up to marks	2.6832	1.56800
Promotion			
13.	Touring guide and information are very easy to collect	2.4257	1.47205
14.	Govt. budget is sufficiently enough for tourism development	2.5545	1.45241

15.	Advertisement is needed to travel	4.1386	1.10480
16.	Sales promotion is needed for children	4.0396	.79901
17.	Different attractive promotional packages are needed to introduce to promote tourism development	4.0099	1.26882

Figure: 03

This table shows that no.4, 5, 15,16 and 17 statements are above 4 which mean they agree with this statements and obviously Bangladesh has very beautiful place, this places are part of refreshment, advertisement is needed to travel but there are no enough promotional tools specially sales promotions are not available in Bangladesh specially for children it's badly needed to introduce sales promotion. Besides different attractive promotional packages are badly needed to introduce to promote tourism development. Moreover, Tourist spots are not safe and secure now, Washroom and toilets facilities are not up to mark, Transportation costs are not reasonable, Price of foods and drinks are so high in tourist area, Tourists spots are not convenient, Transportation systems are not so good, Emergency service is not up to marks, Touring guide and information are difficult to collect and Govt. budget is sufficiently enough for tourism development

Reliability Test:

Case Processing Summary				
		N		%
Cases	Valid		102	100.0
	Excluded ^a		0	.0
	Total		102	100.0

Reliability Statistics	
Cronbach's Alpha	No. of Items
.725	102

Figure: 04

Reference value of Cronbach's Alpha :

This table shows that finally it is more reliable when Cronbach's Alpha value is .725

Correlations

		Product	Price	Place	Promotion
Product	Pearson Correlation	1	.050	.439**	.301**
	Sig. (2-tailed)		.618	.000	.002
	N	102	102	102	102

Price	Pearson Correlation	.050	1	.236*	.065
	Sig. (2-tailed)	.618		.017	.514
	N	102	102	102	102
Place	Pearson Correlation	.439**	.236*	1	.111
	Sig. (2-tailed)	.000	.017		.268
	N	102	102	102	102
Promotion	Pearson Correlation	.301**	.065	.111	1
	Sig. (2-tailed)	.002	.514	.268	
	N	102	102	102	102

Figure: 05

This table shows that product in terms of place has 99% significant relationship, product in terms of promotion has 99% significant relationship, price in terms of place has 95% significant relationship, place in terms of product has 99% significant relationship, Place in terms of price has 99% significant relationship and promotion in terms of product has 99% significant relationship

How much Marketing programs are correlated decision criteria:

- *** Correlation is significant at 0.005 levels (two tailed) & relation is 99.99% true
- **Correlation is significant at 0.01 levels (two tailed) & relation is 99% true
- * Correlation is significant at 0.05 levels (two tailed) & relation is 95% true

5. CONCLUSION

The findings of this research indicates that, tourist statement in terms of product, price , place , promotion is still the most important indicator of overall tourism development . Tourist's spots had divergent opinions on various service indicators selected for this study. Tourists were overwhelmed by the natural beauty of the spots. However, the lowest level of statement was observed with respect to attributes such as city transportation services, destination information services, health and emergency services and artificial recreational services. As deduced from the tourist survey, a majority of tourists stay less than two days. Prevalence of short duration of staying of tourists at the resorts indicated that staying was costly and somewhat unaffordable. Amenities also were scarce. Hence, recreational facilities and number of destination with diverse attraction should be developed for mass tourist so that tourists stay for at least a week. In addition, low cost accommodations such as hostels and bed and breakfast can be made for the backpacker tourist, youth tourist, non-institutionalized tourist or budget preference/ economy tourist. Although development of various multi-storied hotel projects has been observed in the resort area, it seems that development of tourism does not only mean developing hotels or tourist accommodation, but rather requires total development of the region as well as enhance

competitiveness of those sectors that directly or indirectly involved in tourism. As global competitiveness in tourism industries increases and the challenges will be faced in the years to come, destination managers and other market players should pay close attention to enhancing their existing services and expansion of other facilities that were negatively evaluated by the tourists in this study. As resource constraints by the government have been observed, investors, market players and beneficiaries from this sector should take

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