

## Understanding Branding Factors and Tourist Perceptions: A Study on Bangladesh Tourism Industry

Hasan Sharif<sup>1</sup>, Abdur Rakib Nayeem<sup>2\*</sup>

<sup>1</sup>Postgraduate Researcher, Department of Business Administration, Jagannath University, Bangladesh. Email: [hasansharifbnul069@gmail.com](mailto:hasansharifbnul069@gmail.com).

<sup>2</sup>Doctoral Scholar, School of Economics and Business Administration, Chongqing University, Shapingba, 400045, Chongqing, China and Faculty, Department of Business Administration, Times University Bangladesh, Faridpur, 7800, Bangladesh. Email: [nayeem.phd@cqu.edu.cn](mailto:nayeem.phd@cqu.edu.cn) ORCID:0000-0002-1652-6889

\*Corresponding author



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**Abstract:** Bangladesh is one of the topmost favorite tourism friendly country in south Asian region. Bangladesh has significance prosperity in tourism industry. This study conducted to know the tourist perception and the obstacle of them with some indicators such as food availability, historical places, shopping facilities, safety and security. As a sample of the study 50 tourist has been taken and among them 20 tourists were international and others were local. Data has been collected by the convenience sample technique and survey technique. Analysis found most of the tourist are satisfied with Bangladesh tourism management. Although, they have indicated crucial factors with their response to improve Bangladesh tourism industry economically.

**Key Words:** Tourism Industry, Bangladesh, Tourist, Tourist Satisfaction, Tourism Friendly.

## **Introduction**

The travel industry and culture have become a pushing area in numerous nations. Bangladesh has a rich culture. Just as it has a prestigious hot spot for marking itself that is the travel industry. There is gigantic possibility of the travel industry and culture in Bangladesh. Bangladesh can acquire attractive measure of unfamiliar money through this area. Yet, in Bangladesh this industry isn't well recognizable to all. Other than a considerable lot of the vacationer locations stay neglected. For marking Bangladesh, they need to show their current assets and future possibility before the world. They need to make a good engaging picture before individuals about Bangladesh, with the goal that abroad vacationers and guests may feel interest for visiting Bangladesh. Very little exploration has been done about the travel industry with regards to Bangladesh. So through this investigation I need to show that travel industry is a wellspring of brand value for country marking. Just as I need to recognize the significance of this area for marking Bangladesh.

Study objectives are to explore the role that tourism can play for country branding, the importance of branding with scope, factors of choice and contribution of the tourism economically for Bangladesh tourism industry. Tourism is considered an instrument of economic regeneration and a medium for heritage and environmental preservation, creation of infrastructure, cultural communication and political stability. As tourism regenerate the economy and bringing a country in front of the whole world, it's necessary to build a strong brand. Brand building for tourism industry is one of the hot topics today. Most of the countries in the world are focusing in branding tourism sector. Branding is a method that can help to a product or service being different. In this competitive world in every sector branding and marketing are important. Without proper marketing no one can exist in this global market. For a proper marketing, brand is an important tool because it brings an identity of the products and service. That's why tourism branding is one of the most important issues today (Nayeem, A.R.; Hoque, M.O.; Islam, M.K. and Akter, M.F., 2020). Most of the countries are now branding their tourism sector (Nayeem, A. R., Islam, M. S., & Akter, M. F., 2020).

## **Literature Review**

### **Scope of Bangladesh Tourism**

Bangladesh is one of the countries of South Asia and arranged in North-Eastern piece of this locale. Recently Bangladesh the movement business has had the alternative to draw the thought of both close by and new tourists. The clarifications for the interest are Bangladesh is known as where there is streams and spot that is known for trademark superfine. With tropical wildernesses, phenomenal tea develops, world's greatest mangrove forest, world's longest normal sea coastline, rich social heritage, genial and brilliant lives, it has become where there is greatness. Rich lodgings, resorts, multi-food bistros are tending to the country's lifestyle and heritage to the remainder of the world. Fortunately, Bangladesh has been emerged as a country that has different complaints (Nayeem, A.R., 2018). It has the world's longest strong, clean sandy sea beach at Cox's market, the greatest mangrove forest area of the world-Sundarban, the home of heavenly Royal Bengal Tiger and spotted deer at Sundarban and the cheerful and kind people. These areas act Bangladesh like the home of joys. Bangladesh has loads of normally excellent spots like Cox's marketplace, Saintmartin, Rangamati, Khagrachori and so on just as numerous chronicled palces like Sonargoan, Ialbag kella, Ahasan Manjil, Mahasthangar, Buddhist Kingdom, etc. Other than this various occasions and events like Pahela Boishakh, Mela, Sakrain, Eid, Puja and so on are likewise a piece of occasion the travel industry. Be that as it may, sadly, Bangladesh has still not taking any limited time exercises to advance the travel industry area (Raja, S.A.; Nayeem, A.R. and John, A.A., 2020).

## **Branding of Bangladesh Tourism**

Branding is a name, term, sign, symbol design or combination of them, intended to identify them from those of the competition (Keller, 2008). Brand is an identifier, It identifies a firm and its product or service by the use of name, distinctive symbol which differentiates it from other competing firms, products or services in a given market. Branding refers to all the processes and activities involved in creating a brand. To build a strong brand, positioning is also important. Brand positioning refers to how the brand is placed in the minds of the consumers. Positioning takes the images and shows how the brand personality compares to other competing product or service (Esu & Arrey, 2009). Simply it is the name, term, sign, symbol of the product. According to business dictionary, branding is the process which involved in creating a unique name and image for a product in consumers' mind, mainly through advertising campaign with a consistent theme. Branding aims to establish a significant and different presence in market that attracts and retain loyal customers (Salehin F, Hossain MN, Nayeem AR, Hassan MR., 2020). Keller identifies the basic components of brand but in business dictionary it focuses on placing a name in consumers mind or brand positioning. Brand helps to create a unique position on consumer mind. Brand helps to create differentiate one product from another. Besides this it helps to create a unique position on consumer mind about products or services. Still there are lots of scope and opportunity if Bangladesh wants to highlight it as a tourist destination to the potential tourists properly through implementation of some strategies like promoting tourist places, building infrastructures, create an attractive logo and tag line which is simple but memorable and attractive one, building better image and ensuring safety and security for the tourists etc. Both Bangladesh Government and private sectors are trying to develop and promote these tourism and culture. To build a strong brand of Bangladesh tourism sector, government announced 2016 as the tourism year. Accommodations and transportation facilities are now getting attention from the authority. Government is trying to provide the tourists with memorable experiences that will re-insist the tourists to come back to this country. Bangladesh is trying to keep pace with the SAARC and other countries of this world to improve the facilities in tourism. Government hope, in the near future Bangladeshi tourist destinations will be a global destination and will become the home of experiences and learning. To achieve this Bangladesh must adopt and execute a proper plan about tourism. An effective tourism plan can play important role in branding Bangladesh. The main objective of this study is to identify the main problems to brand tourism of Bangladesh and after solving the problems the potentiality of this sector. This study will identify those problems which keep Bangladesh tourism sector in dark and create obstacles in building a strong brand. Also this study will find out the logical solution to solve these problems that will help to build a strong brand for tourism industry of Bangladesh.

## **Choices and Factors of Bangladesh Tourism**

The travel industry is an assortment of exercises, administrations and enterprises which convey a movement experience including transportation, convenience, eating and drinking foundations, retail shops, amusement organizations and the cordiality administrations accommodated people or gatherings voyaging away from home (Guyer Feuler, 1905). The amount of the marvels and connections emerging from the cooperation of vacationers, business providers, have governments and host networks during the time spent drawing in and hosting these travelers and different guests (Macintosh and Goeldner). The investigation of the travel industry is the investigation of individuals from their standard territory, of the foundations which react to the necessities of explorers, and of effects that they have on the financial, natural and social prosperity of their hosts (Wall and Mathieson, 2006). The travel industry is travel for sporting, relaxation or business purposes. Vacationers are individuals "making a trip to and remaining in places outside their typical climate for not more than one successive year for recreation, business and different purposes (UNWTO specialized manual: Collection of Tourism Expenditure Statistics". World Tourism Organization, 1995, p. 14). Individuals have consistently made a trip to removed pieces of the world, to see incredible structures, masterpieces, learn new dialects, and experience new societies and to taste various foods. Vacationer locations, in fact, unites all parts of the travel industry interest, transportation supply and advertising as a valuable structure (Kamra K. krishan, 2001). The travel industry in

agricultural nations is frequently seen as an industry bringing unfamiliar trade, business, and an advanced lifestyle (Jenkins, 1991; Sharpley, 2002; Kibirige, 2003; Saayman and Saayman, 2006).

The travel industry item includes a blend of products and enterprises provided by the travel industry, just as non-priced highlights that propel the travel industry, like regular locales (such as; sea shores, mountains, and woodlands), noteworthy destinations, and social highlights. The greeting gave to vacationers by industry representatives and by the neighborhood populace is additionally of essential significance. The travel industry incorporates cordiality (e.g., convenience, eateries), transportation (e.g., aircraft's, vehicle rental), travel help and data (e.g., visit administrators, travel planners, traveler data focuses), and attractions and amusement (e.g., legacy destinations and topic, public, and natural life leaves). Along these lines the extent of the travel industry supply is wide-going and impacted by economic situations that influence the climate wherein the travel industry organizations work (Islam M.B., Hossain M.N., Islam M.K., Nayeem A.R., Akter M.N., 2020). Vacationer locations contain the accompanying segments which can be portrayed as fascination, neighborhood transport, transport creatures; conveniences (Accommodations, food and drinks outlets, diversion, retailing and different administrations). Auxiliary administrations as neighborhood association for example show and guest agency (Kamra K. krishan, 2001).

### **Accommodation and Transportation**

Facilities make brief living, quarters for visitors through an assortment of sources, including quaint little inns, townhouse properties, co-ops, gathering focuses, inns, inns sporting vehicle parks, and camping area (Cook et. al., 2007). Transportation is the reason and the impact of the development of the travel industry. Most importantly, the improved offices have animated the travel industry, and the development of the travel industry has invigorated vehicle. Openness is the principle work behind the fundamentals of the travel industry transport. To get to the territories that are fundamentally pointed, vacationers will utilize any transportation mode. Nonetheless, air transport is the principle mode for worldwide the travel industry (Kroshus, 2003).

### **Food Quality and Entertainment**

Food clearly assumes a significant part in the travel industry and in this manner, administrations identified with food are essential. The required and favored food things in objections boundlessly rely upon the social and geographic foundation of the visitors (MacDonald, 1997). Food service tasks are not just occupied with giving food and drinks; they are occupied with making visitor pleasure. Accomplishing this objective expects meticulousness and planning that starts well ahead of inviting the principal visitor. Every one of these components assumes a critical part in accomplishing visitor fulfillment and should be made inside the physical and human requirements of the activity (Cook et. al., 2007). Diversion is firmly identified with recreation is the accessibility of amusement offices. To be feasible they need to engage neighborhood interests and stay open. Different types of diversion, like clubs, might be less greeting in the memorable climate, despite the fact that they have come to be a significant financial donor in places. (MacDonald, S. 1997) Many retreats and assessments were basically evolved in areas with characteristic magnificence, positive environments, and simple transportation access. Truth be told, one famous arrangement framework that has been utilized to depict resorts depends on the authentic occasional tasks designs that characterized the business sectors of numerous retreats (Gee, 1988).



**Figure 1: Research Framework**

### **Shopping Facility with Safety and Security**

Shopping might be essential for the movement experience or it very well might be the essential focal point of movement. Shopping is an action that crosses all market fragments. However long urban communities have existed, the example of going into town has incorporated a recreation experience, and visiting towns is a fundamental piece of the vacationer market (Jansen, 1991). So the travel industry marketing implies building up a novel picture or character for better places by utilizing a name, slogan, an image, a plan or a blend of these to make a positive picture and a solid brand. Anholt (2007) depict country marking as "A standard item advancement public connection and corporate personality, where the item incidentally turns out to be a country as opposed to a bank or a running shoe. Anholt (2005) expressed that country brand is a higher priority than item brand. Individuals are reacting one country from another due to its positive image picture (Shawon, S. S., Hasan, M. A., Nayeem, A. R., & Uddin, M. B., 2018). Country brand gives a significant upper hand in consideration, reaction, traveler, buyers, giver, settler, media and government. The travel industry, both worldwide and homegrown, achieves a blending of individuals from assorted foundations, and furthermore a lot of monetary assets which fundamentally affects the objective region. Numerous travel industry analysts (McIntosh and Goeldner, 1984; Dincer and Ertugral, 2003; Torres and Momsen, 2005; Wood and Hughes, 2006) center around the monetary effects of the business. Wellbeing and security are indispensable to giving quality in the travel industry at last effect in sightseers objective choice. This was profoundly apparent in the outcome of the unfortunate occasions of eleventh September 2001 (Besculides et. al, 2002).

We can't be smug, since there is an arising agreement that wrongdoing - which raises wellbeing issues - is a developing worry among the travel industry partners who dread the potential harm that it might cause on the view of security and, likewise, the business (Volker and Sore'e, 2002). A few specialists guarantee that travel industry adds to pay and way of life (Liu and Var, 1986; Milman and Pizam, 1988; Caneday and Zeiger, 1991); a few (Ross, 1992; Sebastian and Pajagopalan, 2009) attest that it expands business openings; a few (Brougham and Butler, 1981; Milman and Pizam, 1988) distinguish that it builds charge incomes; and others (Ross, 1992) say that it builds land prices. Pizam and Milman (1984:11) characterize social and social effects of the travel industry as the manners by which the travel industry is adding to changes in esteem frameworks, singular conduct, family connections, aggregate ways of life, moral lead, inventive articulations, conventional functions and local area association. As per Simpson (2008) Tourism gives and animates infrastructural improvement and offices labor force advancement. It likewise advances more noteworthy cross-institutional cooperation (Nayeem AR, Akter F., 2020).

### **METHODOLOGY**

The kind of techniques utilized in this report is mostly of quantitative in nature. Simultaneously subjective information additionally utilized in this report to help depict various parts of the report. To satisfy the goals of this report I gathered information from essential just as optional sources. Poll study strategy has been followed to gather essential information and Secondary information has been gathered from Articles, Daily Newspapers,

Magazines, Journals, Reports, Bangladesh Parjatan Corporation site and of Numerous Search Engines from 50 vacationer where 20 was unfamiliar traveler and 30 was neighborhood.

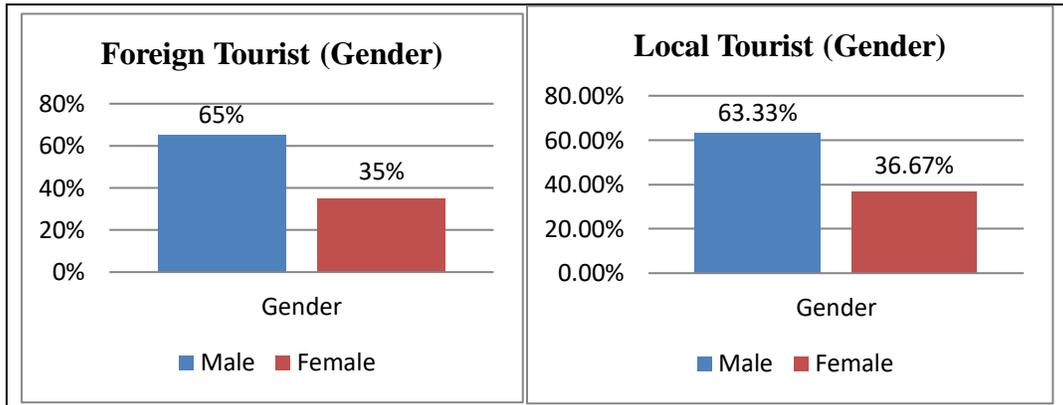
### Questionnaire Design

The survey questionnaire is developed in English to gather required information about branding tourism of Bangladesh. Close-ended questionnaire is used to collect data from respondents. There are three sections in the questionnaire. **Section A:** Personal information. There are 5 personal questions. For example-age, profession, income etc.

**Section B:** Attitude seeking questions. There are 5 multiple choice questions where tourist define Bangladesh tourism sector according to their attitude and choice. **Section C:** General image seeking questions of Tourism Bangladesh. 10 statements in likert rating scales ranging from strongly agree to strongly disagree through Convenience sampling technique and the measurement was in likert scale (Salehin F, Hossain MN, Nayeem AR, Hassan MR., 2020).

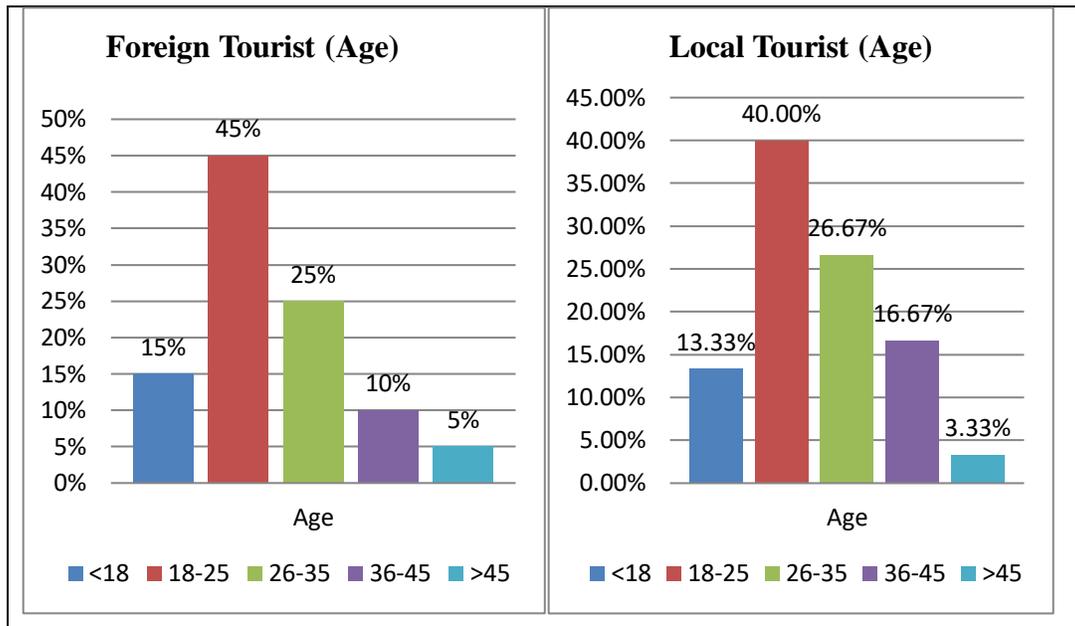
### DATA ANALYSIS AND RESULTS

Fig. 2 shows, foreign tourists 65% are male tourists and other 35% are female tourists. On the other hand, in the local tourists' survey, it is find out that male tourists are 63.33% and female tourists are 37.67%. So it can be summarized that male tourists' number are high in both category than female tourists.



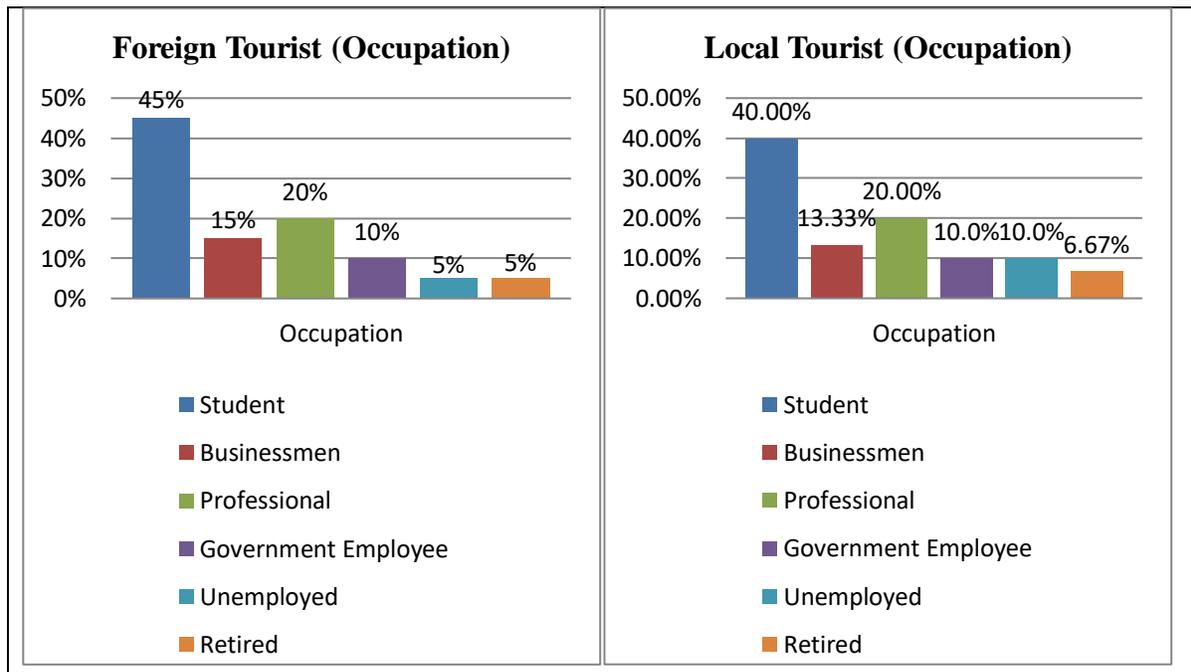
**Figure 2** Tourists groups in Gender

In Fig. 3 clarifies, populace is partitioned into under 18, 18-25, 26-35, 36-45, and more than 45. it tends to be seen that 45% unfamiliar sightseers are between 18-25 ages which is the most elevated among all gatherings followed by 26-35 gatherings with 25%. It is prominent that there is a 5% traveler from the last class; in excess of 45 ages and the most minimal among all gatherings. Other two gatherings under 18 and 36-45 are 15% and 10% respectively. In instance of neighborhood vacationers, the circumstance is some way or another comparable. There is additionally the most extreme number of sightseers are between the age of 18-25. The measure of that gathering is 40%. After that 26.67% vacationers are from 26-35 ages, 16.67% travelers from 36-45 ages, 13.33% from under 18 ages and 3.33% from over 45 ages.



**Figure 3** Age group of Respondents

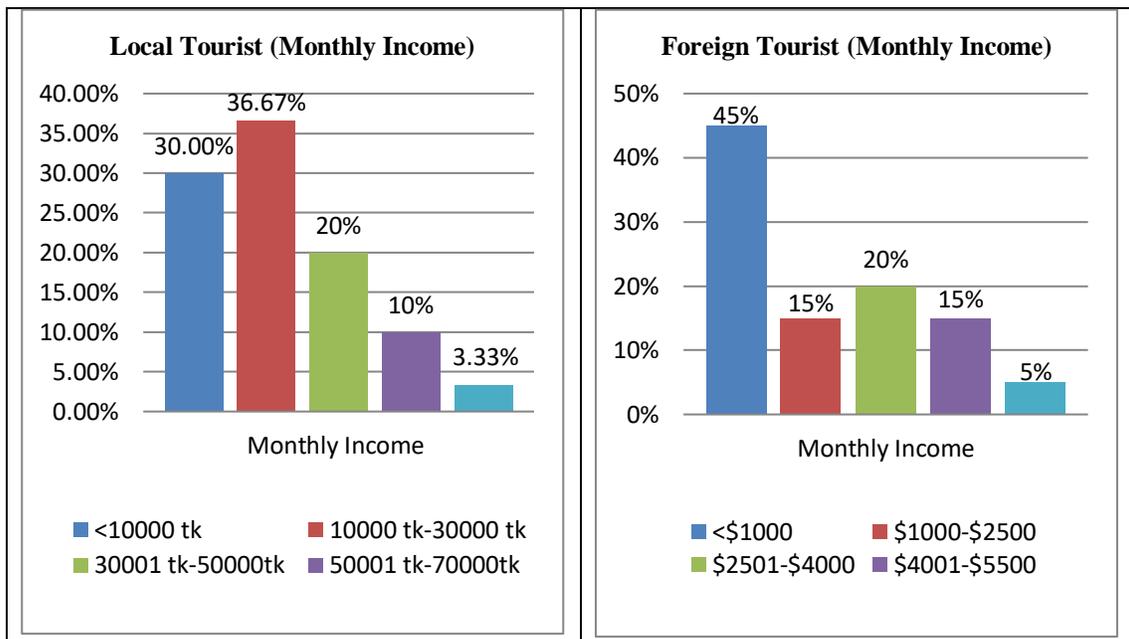
In Fig 4, Here, in foreigners, 45% came from students, 15% from business, 20% professionals, 10% from government employee, 5% from unemployed and rest of the 5% from retired groups. In case of local people 40% came from students, 13.33% from business, 20% professionals, 10% from government employee, 10% from unemployed and rest of the 6.67% from retired groups.



**Figure 4** Occupational Group of Tourists

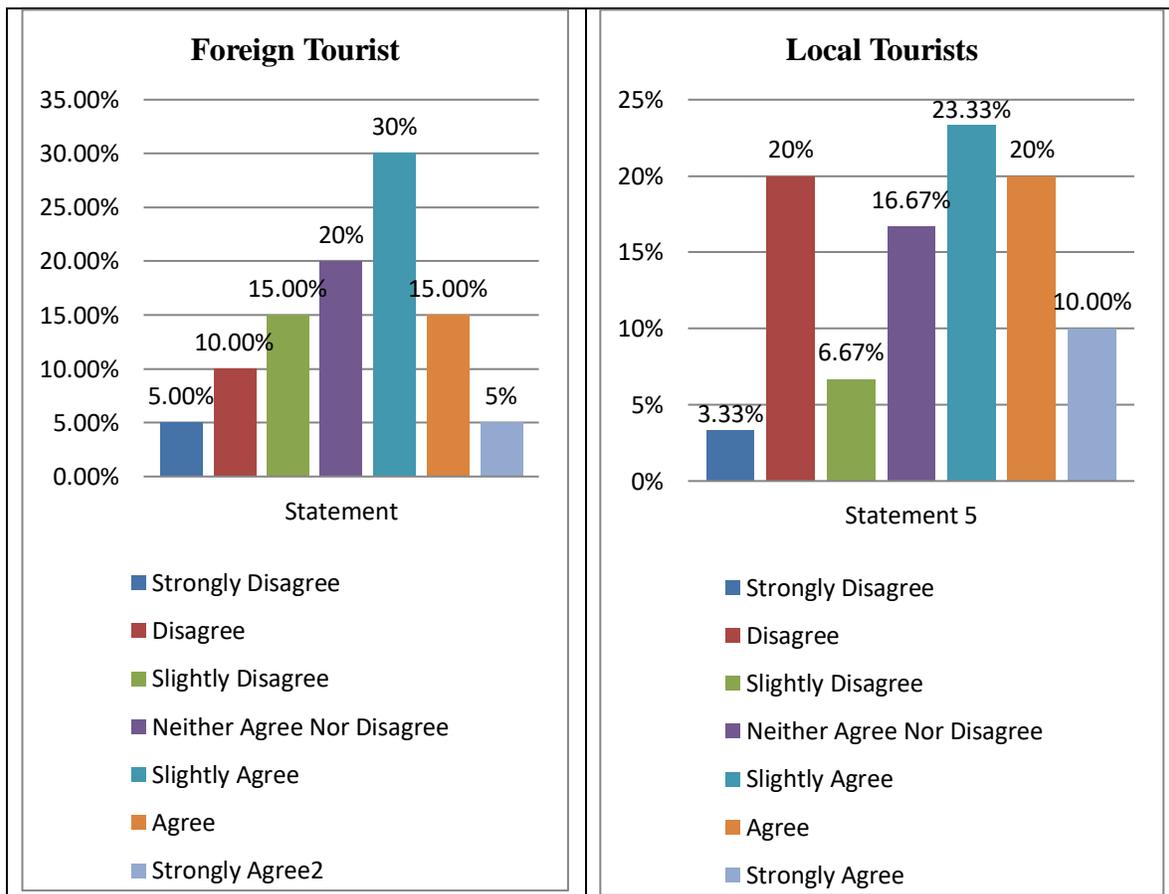
It is very astounding that 45% unfamiliar respondents' pay is underneath \$1000. After that 20% sightseers are from \$2501-4000 pay. Just 5% respondents are come from above \$5500. Other two classes are 15% which addresses the pay level of \$1000-2500 and \$4001-5500 individually which is appeared in fig. 5 beneath. About 37.67% vacationers are from the pay level 10000-30000tk. After that 30% travelers are come from under 10000 tk. 20% travelers are come from 30001-50000tk pay level, 10% vacationers are come from 50000-70000tk pay

level and rest of the 3.33% vacationer come from above 70000tk pay level.



**Figure 5: Income level of Tourists**

Fig. 6 shows the quality of transportation and accommodation statement about 30% foreign tourists slightly agreed with the statement. 15% tourists agreed and 5% strongly agreed.



**Figure 6 Quality of transportation and accommodation**

## **Discussion**

The travel industry area is another roaring industry for Bangladesh. Despite the fact that confronted with a great deal of issues Bangladeshi the travel industry is an imminent area of income pay in Bangladesh. In general issues of Bangladeshi, the travel industry can be addressed if government and private areas work mutually to discover the issues and settle it for the improvement of a superior area of income profit. There is assumption among numerous in Bangladesh that it should stay up with different nations in building up the travel industry area. Bangladesh Parjatan Corporation should work in a planned manner with government to construct more retreats and facilities. The travel industry fairs, shows, notice, exposure ought to be attempted both broadly and globally by the public authority to build up these travel industry industries. Strong advertising strategy ought to be received by the public authority and private area to catch showcases and draw in tourists. Steps should be taken by the public authority to assemble multilateral and between local undertakings or co-activity with unfamiliar travel organizations. To draw in vacationers the nearby traveler administrators frequently outbid rivals in polished methodology, quality, administration, etymological abilities, economical turn of events, experience and extraordinary traveler products. Safety and security of the traveler at traveler locations ought to be guaranteed on need premise. Government needs to take activities to expand the quantity of visit administrators, travel planners, local area experts to pull in more worldwide and nearby traveler to visit the country. A few traveler items don't satisfy a western idea of value and administration. Western offices to unfamiliar vacationers ought to be given to fulfill them. That will assist them with returning to this country. At long last, Government of Bangladesh should take out a great intend to build up these traveler objections on need premise with the goal that this area can be a wellspring of tremendous income pay.

## **Conclusion**

Bangladesh has been arisen as a country that has various the travel industry and social base. The travel industry and social industry of Bangladesh are the apparatuses to fulfill the neighborhood and unfamiliar vacationers' appetite of voyaging. Fulfillment of sightseers can accelerate the income pay of Bangladesh. We accept that Bangladesh has tremendous possibility in the travel industry area with its regular magnificence, authentic and archaeological attractions, design structures, neighborhood culture and way of life, brilliant native elements and various celebrations. Aside from these, the most captivating recommendation of Bangladesh for the travelers is the dedicated, versatile, steadily grinning and friendly individuals of the country. In the event that issues like facilities, transportation s, political unsteadiness, frailty and so on that exist in this area are settled; if special exercises are taken to advance this industry, Bangladesh could be the following Malaysia or Thailand. This nation has colossal capability of this area. Government and private activities can make this area a brilliant town of movement, fun, encounters for the sightseers. Individuals are hoping to see the fantasy when Bangladesh will be Beautiful Bangladesh.

## **Managerial Implication**

Here are some administrative ramifications given for the public authority and private area to assemble this travel industry area serious. "On appearance visa" ought to be considered the sightseers from SAARC nations singularly. It might likewise be considered for different nations from where we expect huge number of guests. Bangladesh Parjatan Corporation ought to modernize their site for example giving site maps, correspondence framework to arrive at spots, convenience office news, essential contact delivers to the worldwide and local vacationers. BPC needs to build the offices in their present lodgings, inn and resorts. Service of Communication ought to recreate and sometimes develop new streets and parkways to improve the transportation frameworks. Government should build the quantity of BRTC transports, ships, planes, rails and furthermore increment offices in them to fulfill the travelers. Bangladesh government ought to assign more financial plan or assets for the advancement of the travel industry industry. Government ought to guarantee political soundness with the goal that sightseers finds amicable air while visiting the objections.

## Limitations and Future Scope

The nature of the report is restricted because of the troubles I needed to go through. I needed to confront the accompanying challenges while setting up the report-Unwillingness of individuals to top off the study was an issue. I truly struggled getting the study papers done. Research time was excessively short. This report could be greatly improved in the event that I had got more time. Research zone was all over Bangladesh. Yet, because of time limit respondents gathered uniquely from Dhaka city. Some respondents couldn't finish their review appropriately and top off the study with no arrangement. Therefore, among the 50 respondents 100% of the appropriate response probably won't be right. An insignificant example size has been utilized for this exploration. In the event that enormous example size was taken, exploration would have been more exact. Review was for the most part done in Dhaka city. This investigation has led with restricted time and financial plan. Too the res-contemplates were excessively little and will become acquainted with more liberal assessment from the enormous number of vacationers in Bangladesh. So the respondents' brain research projects are comparable. On the off chance that I could study all over Bangladesh, results may be more exact.

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