



An Analysis of the Activities and Performance of Bangladesh Tourism Board (BTB)

Sanjoy Kumar Acharjee^{a++*}

^a *Department of Tourism and Hospitality Management, Noakhali Science and Technology University, Bangladesh.*

Author's contribution

The sole author designed, analyzed, interpreted and prepared the manuscript.

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ABSTRACT

This study contributes a synopsis of the south Asian countries national tourism board and an analysis of the performance of Bangladesh Tourism Board (BTB) with other National Tourism Organizations. It is actually an explanatory research and the nature of the data is qualitative. The data are collected from different websites, newspapers, articles, journals, blogs, etc. Every country needs to know its status compare to others to sustain the competitive market. The competitiveness of tourist destinations acts as the pillar for attracting tourists. Generating tremendous jobs, increasing Gross Domestic Product (GDP), maintaining the balance of payment, etc. are all possible with the improvement of tourism sector. The development of this sector dramatically depends on the activities and performance of BTB. To measure the present status of BTB as a National Tourism Board (NTO), we need to make an analysis of it with others. The result indicates the inability of BTB to attract a standard number of foreign tourists in Bangladesh compare to other south Asian countries. This study also revealed that its tagline, vision, mission, promotional strategy, website design, policy, crisis management capability, etc. is relatively poor compared to others.

⁺⁺ Lecturer;

^{*}Corresponding author: Email: acharjee.thm@nstu.edu.bd;

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1. INTRODUCTION

Tourism is considered as a fundamental sector of prosperity in all countries and a significant source of foreign currency, employment, and wealth generation. It is becoming a more lucrative industry in day by day. It also plays an immense role in flourishing the image of a country globally [1]. Almost all the countries of the world compete strive to attract visitors. The South Asia has become a popular tourism destination over the last two decades. The national tourism organizations of these countries play a vital role in tourism development (Athena, 2017). According to World Travel and Tourism Council (WTTC), tourism contributed 234 Billion US dollars or 6.6% of the total Gross Domestic Product (GDP) of south Asia in 2019. There was 4.5% travel and tourism growth vis-a-vis the 5% GDP growth in real growth in this region (WTTC, 2020). Tourism is a dominant force of economy and highly influences culture and the environment. Thus, it has automatically become an object point for emendation in its way of development. However, indiscreet mass tourism planning has driven to environmental and cultural decadency in some South Asia countries. The extent of impact and significance generates challenges in determining effectiveness in tourism. Realizing countries effectiveness in tourism is an excellent concern for policymakers and an obstacle for experts in giving proof to notify decision-forming.

Different organizations have introduced many indicators to highlight the competitiveness, but the total dimension for effectiveness in tourism is insufficient for the practice of authorities. The existing task by adjacent countries tries to mark this gap and create a constructive role in the practical dimension of competitiveness. The new trends in tourism, involving moving market propensity and tourist behaviors, and the contribution of social media, all accelerate the significance of the topic (Mura & Sharif, 2015). The Increasing instability generated by the COVID-19 pandemic, technological advancement, global competition, fluctuations in tourist behavior patterns, and other issues has made tourism more challenging. The developing countries face trouble in establishing proper strategies due to scarcity of resources and poor infrastructure. All stakeholders need to get into a comprehensive tourism framework so that the area can be operated effectively and efficiently

as a tourist destination [2]. A good understanding is needed for the determination of active policies of competitiveness.

Bangladesh Visitor Arrivals recorded that the entire figure of foreign tourists visited in Bangladesh was 135,186 people in 2021, whereas it was 168,201 people in the previous year (ceicdata.com, 2021). According to India Tourism Statistics 2022, the figure of foreign tourists visiting India was 1.52 million (Chaturvedi, 2022). Statistics from the Maldives tourism ministry stated that 1.3 million tourists visited the Maldives in 2021(reporter, 2022). So, the arrival number of foreign tourist in Bangladesh is inferior to our neighboring countries like India and Maldives [3]. Generally, the national tourism board of a country acts as a statutory body to promote tourism in home and abroad and attract foreign investment in the tourism sector. It can be a government, semi government or self-governing organization, which is funded from the national budget. It is predominantly accountable for the branding of the target country and other executive functions, comprising the improvement of tourist products (Borzyszkowski, 2005).As far as the author knows, there is no such research about the comparison of the performance of different National Tourism Organizations (NTOs) in South Asian countries. A primary consideration for policymakers is to understand countries competitiveness in tourism. The leading reason of this study is to analyze the activities and performance of Bangladesh Tourism Board (BTB) with other NTOs of South Asian countries. Another reason is to find out the accurate picture of BTB's strategic goals and objectives with others. There may be quite a large gap between theory and practice. However, Bangladesh tourism board is working on the promotional activities of the tourism industry. Our neighboring countries, such as India, Maldives, Nepal, etc. are also trying to focus their tourism industry. They are undertaking various plans to attract visitors to their country. Every country is trying to grab the opportunities from this industry. It is hoped that tourism can contribute a lot to the Bangladesh economy through proper planning (Hassan, 2018).

1.1 Objectives of the Study

Very few researches are conducted on the analysis of the performance of national tourism

boards. The study is mainly trying to analyze the activities and performance of BTB with other NTOs of South Asian countries. Besides, it also addresses the activities of the national tourism boards of different countries and find out the genuine picture of BTB's strategic goals and objectives.

This study is parted in six chapters. At first the author tries to cover the aim and research area of this study in introduction chapter. Secondly, the author introduces the overview of different south Asian countries' National Tourism Board. In third chapter, the literature review segment states the relevant empirical scientific studies. In the fourth chapter, the author intends to provide the readers understanding of the approaches used for conducting this research and the desired results of the study. In analysis and discussion section, this study investigates the activities of BTB and examines the performance of it with other south Asian countries national tourism board. Finally, this study draws a conclusion by addressing the research gap.

2. THE OVERVIEW OF DIFFERENT SOUTH ASIAN COUNTRIES' NATIONAL TOURISM BOARD

2.1 Bangladesh Tourism Board (BTB)

Bangladesh Tourism Board (BTB) was established as the National Tourism Organization (NTO) of the country under the tourism Board Act 2010, for the entire advancement, manifestation, and conduction of the tourism industry in Bangladesh. It was established under the Ministry of Civil Aviation and Tourism of Bangladesh in 2010. The vision of BTB is to make consciousness among people about responsible tourism. It developed its website for the digital marketing campaigns. It is also striving hard to develop and promote tourism at home & abroad. BTB has taken an extensive marketing promotional initiative 'Visit Bangladesh Campaign' to promote Bangladesh as a familiar tourist destination internationally and to generate a positive image abroad. The Government has allocated a massive amount of money for the flourishing of this sector, and Bangladesh Tourism Board is working to achieve it.

2.2 India Tourism Development Corporation (ITDC)

The name of the national tourism organization of India is India Tourism Development Corporation

(ITDC). ITDC is owned by the Government of India, under the Ministry of Tourism. It was established on October 1, 1966. It mainly works to promote tourism and maintains the attractiveness of India as a tourist destination. The vision is to position ITDC as a "one stop solution provider" in hospitality. The mission of ITDC is to achieve the desired position by leveraging innate strengths and establishing a well-known and trusted brand. Through food festivals, fairs and joint ventures abroad, ITDC promotes tourism traffic in the country. It is also successfully doing promotion by organizing cultural and entertainment programs.

2.3 Tourism Council of Bhutan (TCB)

The Tourism Council of Bhutan (TCB) is an administrative organ of government that maintains overall tourism in the country. It was established in 1991 with the vision of "a young, sustainable and widespread tourism place." It is working for enhancing and enlarging tourism and getting high revenue from this sector. It wants to create a fair environment for tourism and boost Bhutan as a tourism destination that will be open for the whole year. The tourism Council of Bhutan promotes their tourism nationally and internationally with this policy "high value, low volume place." They want to enhance and strong brand tourism year-round place. It gives a reachable opportunity to the private sector to market their goods and services.

2.4 National Tourism Board of Nepal

In order to promote and develop Nepal as a desirable travel destination, Nepal Tourism Board was founded in 1998 by an act of parliament as collaboration between the Government of Nepal and the private sector tourism business. This board offers a platform for vision-driven leadership for Nepal's tourist industry in the private sector. It organizes various programs to promote the nation's image in the world. One of these significant efforts is called "Visit Nepal Europe 2017." It aims to accelerate the number of tourists from Europe by 30% to 40% in comparison to 2016. A marketing strategy for each of the target market segments was created. It combined offline, online, and internet marketing strategies.

2.5 Pakistan Tourism Development Corporation (PTDC)

Pakistan Tourism Development Corporation (PTDC) is responsible for promoting and

developing tourism in Pakistan. It is a government organization that provides transportation, owns several motels, and is governed by the Board of Directors. The organization was founded on March 30, 1970. The vision of this organization is to improve the quality of life along with promoting the country's natural and cultural heritage and developing tourism as one of the national priorities. The mission is to make Pakistan one of the tourist hubs in South Asia by serving the finest facilities

while also preserving moral and cultural values through the coordination of public and private organizations. It produces tourist literature as a brand promotion and distributes them through travel agents, tour operators, etc. It also advertises in foreign and domestic media to show the positive image of the country's tourism sector. Taking part in fairs, exhibitions, international convention, etc. are all promotional strategy of this organization.

Table 1. List of NTO and their activities

Name of NTO	Activities	
Bangladesh Tourism Board	Vision	Creating awareness among people about Responsible Tourism (BTB, 2020).
	Brand Name	Beautiful Bangladesh [4].
	Promotional Strategy	Launched Television Commercial titled "Beautiful Bangladesh," "Logo Puzzle Campaign" in 2015, "Visit Bangladesh" in 2016, and sponsorship in Bangladesh Premier League 2011 [5].
	Digital Campaign	Created its websites, short video, pages in social media such as facebook and instagram and another one www.visitbangladesh.gov.bd during Cricket World Cup 2011 in order to digital marketing campaign [6].
	Events	Organized "Indigenous Fair", and take part in international tourism exhibitions for example in China International Travel Mart, Kunming, China, World Travel Mart , London, UK (BTB, 2020).
Indian Tourism Development Corporation	Vision	Providing leadership and playing a catalyzing part in the improvement of the tourism infrastructure of the country while achieving excellence through efficiency, professionalism, and value for the consumer and revenue-focused service in its strategic business units [7].
	Brand Name	"Incredible India" has been chosen as the brand name for Indian tourism since 2002 [8].
	Promotional Strategy	Print and electric media for advertising, workshops, brochures and collaterals, seminars, fairs & exhibitions, inviting foreign media and etc. [8].
	Digital Campaign	In 2009-10 the country arranged a campaign on "Good Behavior Towards Tourists", which featured Amir Khan. It was aired on numerous channels. "Generic Campaign" to represent India as a lucrative tourist destination. It was also telecast in television and published in newspapers [9].
	Events	An event named "India Calling" was demonstrated Indian culture, Indian music, cuisine, etc. Another promotional event of Indian cuisine and culture was "Incredible India Event". This event comprised a showcase of Indian cultural performances followed by an Indian Dinner [8].
Nepal Tourism Board	Vision	A world free of exploitation in which all tourism stakeholders gain equally and relationships between industry, travelers, and host communities are established on trust and respect.
	Brand Name	"Nepal Lifetime Experiences" (Badal, 2019).

Name of NTO	Activities	
	Promotional Strategy	Under leadership on NTB, 25 different campaigns launched include national flag carries Nepal airlines corporation Participate SATTE for their promotion [10].
	Digital Campaign	Nepal Tourism Board (NTB) and CBI launched the #NepalNOW campaign, launched a global marketing and promotional blitz [11].
	Events	'Visit Nepal-Europe 2017' is one of the main campaigns.
Tourism Council of Bhutan	Vision	To make Bhutan as a green, sustainable, inclusive and high value tourism destination [12].
	Branding Name	Believe" representing Bhutan's character and landscapes, history and ambitions (Shimbun, 2022).
	Promotional Strategy	Following a strict 'High Value, Low Volume' tourist policy in order to project an image of exclusivity and high yield for Bhutan [12].
	Digital Marketing Campaign	Arranging Online based campaign on training for improving skills and cope up with changing environment [13].
	Event	Monsoon Festival, occurred in July each year, becomes a major tourist attraction in recent years [13].
Maldives Association of Tourism Industry	Vision	Making Maldives the World Leader in Sustainable Tourism (MATI, 2022).
	Brand Name	The Sunny Side of life' (MATI, 2022).
	Promotional Strategy	Exhibiting international fairs, festivals which have improved the tourist entrance to the Maldives (MATI, 2022).
	Digital Campaigns	Maintain a nominal website (www.mati.mv) containing their work updates, mission & vision, tourism related laws, training procedure and sustainability and so on (MATI, 2022).
	Events	Lunched a live Facebook event "Maldives, the sun will shine again" aims to bring hope and convey to the world [14].
Pakistan Tourism Development Corporation	Vision	Improve the quality of life along with the promotion of the natural and cultural heritage and developing tourism as one of the national priorities (Baloch, 2017).
	Brand Name	"It's beautiful - it's Pakistan" [15].
	Promotional Strategy	Produce tourist literature and distributes them through travel agents, tour operators, etc. Advertise in foreign and domestic media to show the positive image of the country's tourism sector. Take part in fairs, exhibitions, international convention, etc [16].
	Campaigns	Explore tourism sites in Pakistan through virtual galleries, videos and documentaries [17].
	Events	Sibi Mela, Chilimjusst Festival, Shandur Polo Festival and Lok Mela etc. [16].

2.6 Maldives Association of Tourism Industry (MATI)

Maldives Association of Tourism Industry (MATI) was established in 1982 to promote the tourism sector in the Maldives. The mission of MATI is to persistently supervise the inside and outside environment of the tourism sector and vigorously fight to reduce challenges and maximize

opportunities by the participation and conciliation. The vision is to make the country as the world leader in the sustainable tourism sector. MATI promote their country's image globally by the participation and management of various seminars, conducting research, and providing specialized exhortation to the all stakeholders. Maldives Association of Tourism Industry launched a Digital Marketing Campaign in 2021,

which attracted both the travel trade and its potential tourists. Thus, this organization promotes and develops the national tourism industry and massively contributes to the national economy.

3. LITERATURE REVIEW

Tourism is considered a potency having economic, social and political influence which surpassed the boundaries of the countries. A country can generate huge foreign currency by confirming suitable progress of this sector, and it will contribute to the growth of the national economy. The unemployment rate of a country can also be reduced partly with the flourishing of this sector (Simpson et al. 2002). National Tourist Board is a national tourist organization that is responsible for flourishing and building the uniqueness, and enhancing the image of tourism globally. National Tourism Board develops the tourism policy of a country. Performance of promotional activities and maintaining the standard of tourist service are also done by NTO. The Parliament, the Tourist Board, and the Auditing Committee are the management bodies of NTO. The national budget, tourist taxes, and other fees are the sources of NTO [18]. According to World Tourism Organization, "National Tourism Board is the self-governing organ of government, semi-government or private status, acknowledged by the nation as the part with proficiency at national level for improving inbound international tourism." Bangladesh Tourism Board (NTO of Bangladesh) is a kind of destination marketing organization which has been established to promote some specific areas of the expected visitors (Gartell, 2003).

Besides, Bangladesh has some travel agencies and tour operators (Such as Tour operator association of Bangladesh, Pacific Asian Tourism Association, Bengal Tour Ltd, etc.), which are also responsible for the promotional activities for Bangladesh's tourism sector. BTB and other organizations must remember that their Promotional activities must cope up with the tourists' needs and integrate with other fundamentals of the marketing mix [19]. Bangladesh Parjatan Corporation, Bangladesh Tourism Board, and the Ministry of Civil Aviation and Tourism are attempting to flourish the tourism sector by taking marketing and promotional strategy through video films, publications on tourist handbooks, etc. They have categorized the tourism products, set the

price of tourists' products, and determined the proper distribution channel. BPC determined the marketing promotion budget Taka 83.3 million in 2009-10 and Tk230 million in 2010-11, although the country is cannot perform the promotional activities within this budget [20]. The tourism policy of Bangladesh was adopted by government in 2010. This policy emphasizes sustainability, responsible, and eco-tourism. Job creation, economic development, and local community participation were also included in the objective of this policy [21]. Planning and its implementation is the most important activity to achieve the Organizational goals of the tourism industry. Generally, plans are instigated by the Ministry of Civil Aviation and tourism. Bangladesh tourism board is responsible for the implementation of given planning for tourism development (Mavropoulos & kouzelis, 1998).

Cohen [22] stated that foreign tourists are looking for genuine experiences in glamorous destinations and incline to roam the places unlike to their usual environment. That is why the numbers of inbound tourists in developing countries are increasing. However, Tourism business has become necessary for the livelihood of emerging countries by the opportunity of earning money from tourists, therefore national tourism offices (NTO) are responsible for formulating tourism policies, promoting this business, as well as to achieve economic and social goals (Morrison et al., 1995). Different NTOs have various jobs in accomplishing their roles on the basis of their natural and artificial attraction for the tourists (Pearce, 1996). National tourism marketing is a lucrative business; many countries attempt to entice foreign tourists to improve the nation's economies. National tourism marketing is the amalgamation of business, politics, and psychology (polachat, 2010). Destination Management Organization (DMO) is responsible for the prolongation of the tourism sector at the national and international levels (Gunn, 2004). Bangladesh Tourism Board arranges different types of the domestic fairs in every year, such as the Asian tourism fair, Dhaka Travel Mart, Bangladesh Travel and Tourism Mam Fair, and international fair, etc. The Government focuses on the improvement of tourist facilities and promotes the country's image internationally (pearce, 1995). A destination can attract a large number of tourists by building strong brand image and utilizing its resources and opportunities. Bangladesh tourism board

develops some marketing and branding campaigns to promote their country to the mind of the target audience [23].

Destinations' competitiveness depends mainly on the capability of providing services and creating value for the tourists' experiences through public and private-sectors managerial activities, and by becoming better than those other destinations. India is the major competitor in tourism for Bangladesh in South Asia. Geographically, India is the closest neighbor of Bangladesh. There are similarities in culture between Bangladesh and Kolkata (The capital of west Bengal). To take the advantage of the growing demand in the tourism sectors, Bangladesh Tourism Board should give importance to tourism education at the tertiary level (Hossain, 2019).

4. METHODOLOGY

The study is predominantly explanatory research. Qualitative data is the primary concern here. The data have been collected through the internet from various government and non-government tourism-related websites regarding the activities and performance of various tourism institutions of the selected six South Asian countries whose tourism industry is remarkable.

Secondary sources of data were used for identifying the actual performance and activity of the NTOs. The data were accumulated by reviewing different websites, articles, literature, and journals to make the study more relevant and significant.

In this study, six countries NTOs have been taken out of eight south Asian countries. We have selected these countries as they are prominent in tourism and a close competitor to each other in the sector. Another significant reason for selecting them is that they are trying to make tourism one of the drivers of their domestic economy, which makes the sector more valuable. Many newspaper articles, journals, websites, and blogs of the selected six countries were in this study.

As the gathered data are qualitative, an inductive approach to data analysis was carried out, and no assessment tool was used. The data were compared between Bangladesh Tourism Board and the other selected south Asian countries' tourism boards. Thus, the analysis was done.

General information is kept confidential for understanding the importance of the secondary sources of data. There were no biases in the data collection method. Any kind of abominable practice is strictly avoided here. Proper steps are taken to check the reliability and validity of the study.

5. RESULT AND DISCUSSION

5.1 Mission, Vision and Strategy

How well the tourism sector performs in a country will mainly depend on the mission and vision of the National Tourism Organization of this country. Each country's National Tourism Organization sets a unique mission and vision for advancing the tourism sector in their country and strives to implement it by conducting activities accordingly. The vision of the Bangladesh Tourism Board is to create awareness among people about responsible tourism. Another vision is to increase annual GDP by 4-5%. It is concerned with protecting eco-tourism, building sustainable tourism, and making good relationships with foreign countries. It runs various training institutes to improve the quality of service and recruit skilled workers. To ensure a safe and secured tourists' destination is the mission of the Bangladesh Tourism Board. It is also developing infrastructure and superstructure, improving tourism products to international standards, and simplifying visa and immigration formalities. BTB tries to develop and maintain the standards of tourism in Bangladesh globally. Besides, the Indian Tourism Development Corporation is to promote sustainable and eco-friendly tourism. One of their visions is to develop infrastructure and superstructure and increase transport and shopping facilities at every tourist destination. They are conducting digital training institute activities to make employees efficient. They mainly target digital marketing and entertainment programs to promote the tourism sector worldwide. The involvement of the tourism sector to Nepal's economy is remarkable.

They strive to establish themselves as a safe, exciting, and unique destination, and ensure the benefit of local people is the mission of Nepal Tourism Board. NTB is promoting its country and working for positioning the image of the country towards the world. It is working to provide free services to foreign tourists at the airport, providing standard service to tourists, creating linkage of tourism sector with other sectors, and

conducting regional tourism promotion campaigns in regional source markets in India, China, Maldives, Bangladesh, and etc. The Tourism Council of Bhutan wants to develop green, sustainable and high value tourism destination. One of their NTO's missions is to create a quality and attractive environment for tourists and promote regional tourism by developing Bhutan as a unique destination. Maldives Association of Tourism Industry's vision is the proper utilization of their natural and cultural resources and be an example in the sustainable tourism. They reduce challenges and increase opportunities through local people engagement and improving the standard of service.

5.2 Promotional Strategy

Every NTO is working for the development of their tourism industry through their promotional strategy. Some NTOs are excelling, while others are striving to do even better. MATI is noticeable among them. In Asia, They secured the fourth position in tourism. It has taken various kinds of promotional activities to gain this position. It emphasizes the participation of local people, and that is why they won this position in Asia. Tourists love the Maldives for the behavior and attitude of the local people. No other country, in particular, works for the local people like MATI. Maldives has had tremendous success in international festivals, which will increase their tourist numbers. It also gives professional guidelines for treating tourists and for the tourism sector. This professional guideline provides the tourist with a clear understanding of the tourism sector, which allows them to communicate with the tourist professionally, resulting in the tourists' satisfaction. This unique promotional strategy makes MATI great. Bangladesh is also attempting to develop some good strategies to improve its tourism industry. The BTB joined in 2011 ICC World Cup from the very beginning, which made them well-known throughout the country and around the world. In this particular segment of BTB's strategy, it was deliberately perfect. So far, it has proven to be a very effective strategy. Another issue with BTB is that, their website is disorganized and they do not use English language. When a foreign tourist wants to look their website, they do not understand Bangla language [24-26].

Every NTO has its website and uses it for promotional activities. It shares its activities, policies, missions, visions, and etc. When we

look at the websites of the Maldives and Bhutan, we notice that they are very well organized. They specifically divide each segment individually. If we want to see the details of hotel or tour operator, we can easily find it on their website, but there is no segment for this type of service on the BTB website. When a tourist wants to come to a country, they first try to gather information about the country and its tourism services, activities, and etc. Moreover, every NTO's website is the best source for collecting this information. Other websites or web portals are not as honest in providing accurate information about the tourism industry, services, and activities because the NTO's website is so trustworthy for any tourist or person. But the most important thing is that tourism-related information about a country must be kept on its own NTO's website. And this is what a tourist searches for before going on a visit, so these are the tourist's first steps. If we look at the ITDC, we can see that they work with many hotels and restaurants to improve their hotels and restaurants and to grow their tourism industry. They try to give instructions to the hotels and restaurants for the improvement of the industry. They guide them as they make their hotel tourist oriented. BTB didn't do any kind of collaboration with the hotels in Bangladesh. But if the hotel industry gets some guidelines, then they can improve their service to meet tourist requirements. Visit Nepal Europe Campaign 2017 was launched by Nepal in 2017. This campaign increases their tourism by 30–40% from Europe. BTB only launches a website campaign as a digital marketing campaign. This kind of campaign helps increase the number of tourists, but BTB didn't do any kind of useful campaign. The Bangladesh Tourist Board has joined in various international tourism events and exhibitions with the presence of a significant number of potential visitors for the improvement of the tourism industry and promote Bangladesh internationally. Another country's NTO also participates in this kind of exhibition. BTB is also a co-sponsored the Bangladesh Premier League. This is another amazing strategy among all the others. There are a lot of cricket fans in these worlds who always watch cricket on TV. It has created incredible value for the Bangladeshi tourism industry all over the world [27-29].

MATI promotes their delicious food, special cottage service, resort service, adventure activities, and other amenities that draw tourists to the Maldives. People visit the Maldives because of the amazing promotion and service

provided by their locals and hotel employees. The thing that we already mentioned is that tourists become attracted to one country after seeing its service style, natural places, tourist reviews, safety and security, promotional activities, etc. Maldives, actually work for their tourists; they research and implement it, and they own millions of tourists, which contribute a big number to their total GDP.

5.2.1 Digital marketing campaign

The digital marketing campaign of Bangladesh is not very attractive as that of other country's campaigns. India, Nepal, Maldives, Pakistan, and Bhutan tourism boards arrange tourism marketing campaigns to promote their tourism sector. They take different types of policies and strategies to uphold their tourism sector worldwide. However, BTB's digital marketing campaign cannot attract enough foreign tourists compare to others. BTB cannot promote the tourism sector efficiently due to lack of proper technology, political instability, language barrier, and etc. Their branding and promotional strategies are not innovative and unable to represent Bangladesh as one of the most attractive tourist destinations globally. BTB's digital marketing campaign does not fully have the entire elements yet to promote Bangladesh, but they gradually improve by undertaking varieties of strategies and attract more domestic and international tourists.

5.3 Branding Strategy

The natural beauty of Bangladesh has been fascinating the travelers for ages. It includes archaeological monuments, historic mosques, the world's longest unbroken natural beach, mountains, forests, vast hoarse, tea plantations, fields, wide blue skies, and so on. There are also high mountains, and blue seas, which create an incredible vivid beauty. Though Bangladesh Tourism Board is a newly formed tourism organization compared to other South Asian countries, it is improving its tourism status. However, "Beautiful Bangladesh " is unable to represent the whole things that she has. Bangladesh Tourism Board has not taken any noticeable initiative after the Cricket World Cup of 2011. India has almost every type of natural, cultural, historical, and archaeological amenities. However, tourism has not built up as it should be. 'Incredible! India' tagline achieved many awards but it could not completely represent the country. Meanwhile, Nepal Tourism Board and

Maldives Association of Tourism Industry represent their country "Lifetime Experiences" and "The Sunny Side of Life." These two simply describe the core thing the country has. By the tagline, Maldives clarifies that she has so many beaches to attract. At the same time, Nepal's tagline represents unbound tourist spots to explore. The National Tourism Board (NTB) of these two countries has become highly successful among the South Asian countries while Bhutan tourism Council is focusing on eco-tourism. They are promoting tourism considering their sustainable development policies, infrastructure upgradation, and evaluation of the guest experience.

5.4 Tourism Policy

Bangladesh Tourism Board (BTB) formulates the tourism policy that is available solely in Bangla version on its website; there is no official version in English. If foreign tourists want to know about BTB's tourism policy, it will be difficult for them because of the language barrier. Others south Asian countries' tourism board like ITDC, PTDC, NTB, TCB, and MATI published their tourism policy in English as well as their local language. Besides, Comprehensive and proof-led tourism policies and political assistance accompanied by the involvement of the private sectors are necessary for Bangladesh to become a sustainable tourism destination. If Bangladesh Tourism Board (BTB) takes this step, Bangladesh's tourism industry will improve like India, Nepal, Maldives, and etc. The national tourism boards of these countries take the step before and they have already succeeded in this sector. Bangladesh has placed 133rd among 140 countries in tourism. Bangladesh took the bottom position in South Asian countries, while adjacent countries such as India, Pakistan, and Nepal secured 109th, 112th and 126th positions respectively. The position of Bangladesh in tourism is same in spite of taking so many projects for the improvement of this sector.

6. CONCLUSION

Tourism has thriven the global industry with the power to shape developing countries. Bangladesh tourism Board is playing a vital role in developing the tourism sector but still has a long way to go. Especially, its tagline, promotional strategy, website, and foreign tourist's arrival is relatively poor compared to other South Asian countries. Bangladesh Tourism Board can emphasize in promoting the

country's destination and sustainable tourism in the long term like others. It should be more concern with "Tourism always benefits local people" similar to Nepal Tourism Board's mission. As tourism policy is available solely Bangla version on its website, it can make an official English version of it so that foreign tourist can understand it easily. It can also collaborate with the hotels and restaurants for promotional activity and participate in international sponsorship. As "Beautiful Bangladesh" does not cover the whole thing that she has, it can create such a brand name that represents the whole attractions and makes a competitive advantage towards the international market. After all, BTB has made a tremendous contribution to tourism development the last decade. Bangladeshi domestic tourism has developed noticeably. The contribution from this sector is increasing day by day. It also has great potentiality in the future. BTB has already taken some initiatives such as training new employees, opening new tourism institutions. This paper includes an analysis of different countries NTOs and pictured their strength and weakness which is undoubtedly inevitable. It is also important to supervise the attractiveness of various countries and to acquire from the more effective ones. Every country should improve its competitiveness to flourish the image of travel and tourism industry. They need to know the new trends in this sector and design the tourist product as per as the demand. Digital marketing campaign can improve the brand value of Bangladesh globally. .Increasing disposable income, standard of living, lifestyle, and globalization all influence the tourist behavior. However, these areas are the matter of further investigation. BTB needs to highlight the more study on tourism policy, planning and controlling of tourist destination, identifying the constraints and opportunities of this sector to represent Bangladesh as one of the most attractive tourism destination in the world.

COMPETING INTERESTS

Author has declared that no competing interests exist.

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