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TOURISM DEVELOPMENT IN BANGLADESH
Case study: The world's largest mangrove forest the Sundarbans

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ABSTRACT

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Tourism sectors can play very significant rules for the development of Bangladesh economy because it is the world's largest sector which generates foreign currency and revenue for the host country. Surely, Bangladesh has very much tourism potentialities and recourses that can help Bangladesh to generate robust economic growth. Bangladesh tourism destinations were neglected for many years due to lack of proper marketing, skilled people, concerned organization and finance. The government and concern organizations have to step ahead to develop the tourism sector for the wellbeing of people of Bangladesh to reduce poverty and to enrichment of economy as well as standardize the livelihood of their people.

The theoretical part of this thesis acknowledge about many aspects of the largest mangrove forest of the world. The world famous Royal Bengal tigers and the beautiful spotted deer of the Sundarbans have been known to all because Royal Bengal tigers only found in the Sundarbans. In the empirical part, the author has written many valuable development ideas and suggestions which he got from the tourism experts and the tourists.

Through this thesis work the readers will be more familiar with the Sundarbans tourism sectors. The thesis was intended to give more specific information about the Sundarbans, where to stay, what to see and do, about the local people, resources, animals and other aspects. The readers would encourage about the development of the Sundarbans. The visitors will be more interested about the Sundarbans when they know about the beautiful nature and wild life by reading this thesis. This study would help the decision makers to realize the importance of the development of Bangladesh tourism sectors.

Key words

The Sundarbans, tourism, tourism development in Bangladesh

ABSTACT

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1 INTRODUCTION

Bangladesh is a developing country but the opportunities of tourism development are ample due to its geographical location, beautiful nature, climate and friendly people. Tourism is one of the fastest growing industries in the world which has been evident for the past few decades. The tourism sector of Bangladesh is not so developed but it can be developed properly with the help and endeavor of the government, skilled people, international organizations, private organizations, natural resources and proper marketing plan.

The natural resources are the great sources of tourism development in Bangladesh. The tourist attractions include: archaeological sites, historical mosques and monuments, resorts, beaches, picnic spots, forests, wildlife of various species. The tourist activities are angling, water skiing, river cruising, hiking, rowing, sea bathing and many others. There are lots of beautiful places to visit in Bangladesh such as the world largest sandy beach Cox's Bazar, the world largest mangrove forest Sundarbans with the Royal Bengal Tiger and spotted deer. The most ancient archeological sites are Mahastangor, Chittagong Hill Tract, tea gardens in Sylhet and Jaflong, Nilgiri, St. Martin Island, Kuakata, Bandarban, and Ragamati. Bangladesh tourism attractions include beaches, many historic mosques, monuments, resorts, various archeological sites, picnic spots, forest and wildlife. Bangladesh is called a land of rivers; it has many rivers such as Ganga, Brahmaputra and Meghna with enormous beauty.

Bangladesh is a developing country but it has many of recourses and possibilities in various fields with proper utilization of those facilities the economic development and the prosperity of the country could be accelerated. Tourism is one of the most significant and potential fields for the economic development which is still neglected by the policy makers, relevant organizations and government. Although the government has taken few initiatives but those are not sufficient to develop and explore the tourism sector of Bangladesh. Tourism can play a great role to develop a country like Bangladesh. If Bangladesh can develop the tourism sector in a proper way then tourism can contribute significantly in the Gross domestic products (GDP)..

One of the major problems in Bangladesh is unemployment; tourism can create employment opportunities that help to reduce the unemployment problem in the country. Tourism is mainly a service based industry and therefore it requires the involvement of people. Tourism can help to develop the infrastructure of Bangladesh which will also help local commerce, business and industries significantly. It can also help to develop the local product and resources to diversify the economy. And in this way government revenue can increase. The development of the tourism industry can concern people about the environmental protection and improvement. Tourism can create opportunities of recreation which will ease to reduce various kinds of crime.

Tourism emphasizes to preserve heritage and culture. Bangladesh has significant number of heritage sites such as the historic mosque in the city of Bagerhat, Sundarbans, the ruins of the Buddhist Vihara at Paharpur, Mahansthagarh and its environs, Jaggadala and Vihara. If tourists are interested in the locality that can provide employment opportunity for the artists, musicians and other people engaged in this sector. The world largest mangrove forest the Sundarbans can give Bangladesh worldwide recognition in tourism sector.

The research problems are lack of updated data, materials, and publications regarding the Sundarbans. Most of the data has not been updated time to time. The books that are available have been published many years back. The number of the research works is very for the Sundarbans. Moreover, many publications and books are in Bengali. But with the help of different kinds of materials that are available such as journals, books, articles, e-publications, travel story and online sources is possible. In this modern era, worldwide communication is very easy through technologies. We can get required information easily according to our demand. For example, it is very easy to get a Bengali book within few hours from Bangladesh. And internet has made life very simple and easy. Through internet anyone can get most of the materials handy.

Unfortunately, there was no commissioner available for this research. Bangladesh Tourism Development Board could be the possible commissioner for this thesis. The researcher tried to contact Bangladesh Tourism Development Board by email but they did not respond. It seemed that they are not interested. The aim of the thesis was to explore and highlight the potentialities of Sundarbans and make positive changes in Bangladesh economy by the help of the tourism sector. The concerned people of the relative fields and skilled people who are interested in tourism can help greatly if they work efficiently. Bangladesh has lack of proper marketing of their tourism sectors. Many people do not know about its tourism sectors. In spite of many visitors attractions the Sundarbans cannot contribute much in Bangladesh economy in terms of popular tourism destinations compare to other countries.

In Sundarbans, there are many things that can attract the visitors' attention to get the world recognition in a very short period of time. Proper planning, accurate development process can eliminate the problems that make hindrance to the development process. The reasons which are responsible in the way of the development process should be resolved for the prosperity of Bangladesh tourism sector as well as the economic growth as early as possible.

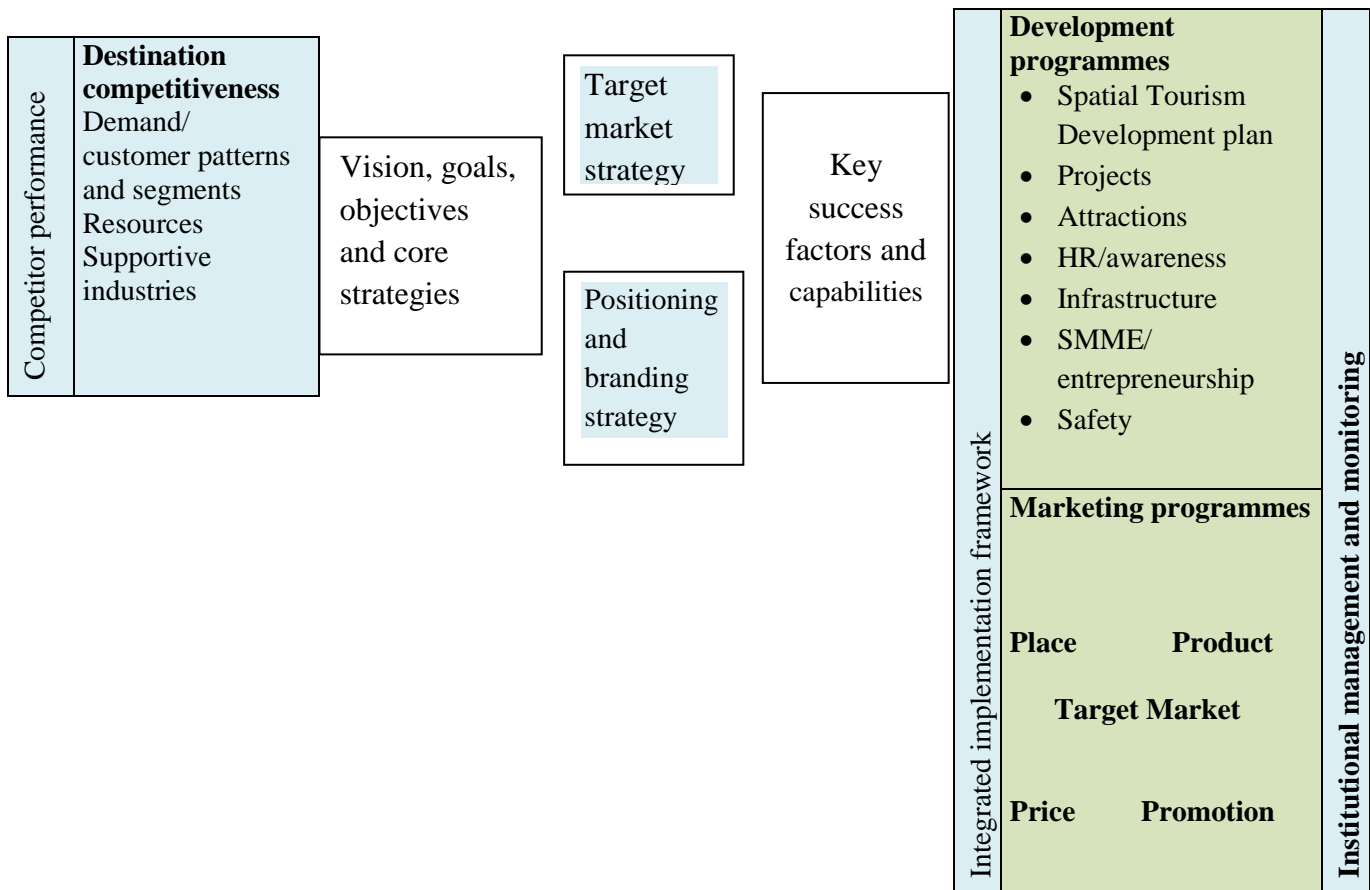
The limitation of the thesis was to go in Bangladesh physically and collect data because it required time and money. One other limitation was finding the experts in the tourism field and maintains their time schedule. But there was also alternative ways to carry out the research through telephone interview, video chat interview and e-mail interview.

2 TOURISM DEVELOPMENT PROCESS

The tourism destinations' overall development can lead a country towards the economic development path. Tourism is closely connected with social and economic sector therefore the development of these sectors are the development of the country.

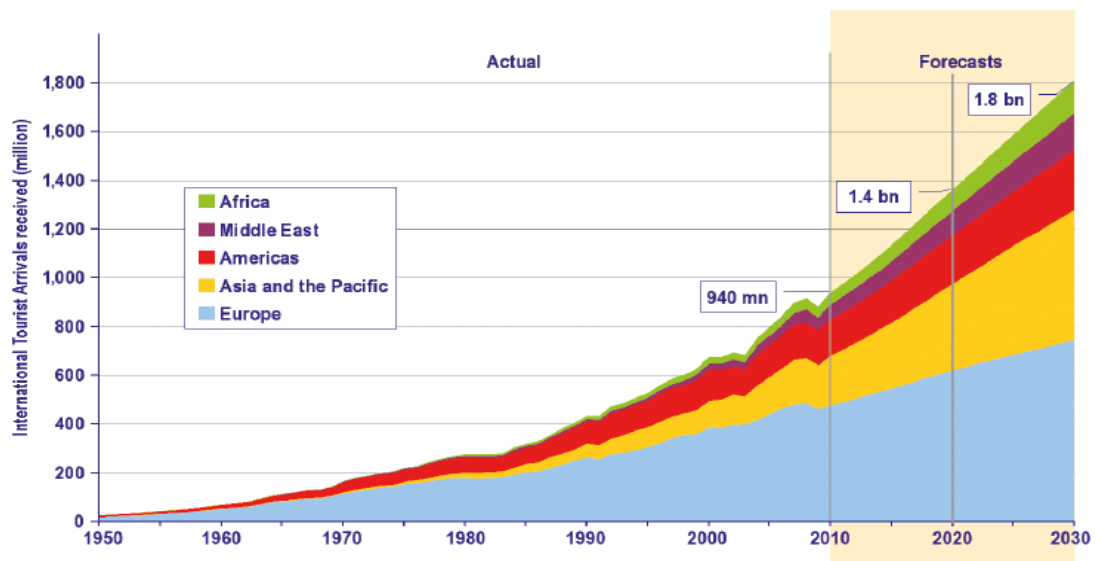
(World tourism organization (UNWTO) & European travel commission (ETC) 2011)

Where and how to compare?	Where would it like to be?		How to get there?		Stay ahead
	What are the dreams, goals to achieve and direction?	Who are the clients and what are their preferences?	What need to do well to comply to their needs?	What should be develop and sell them and what price, how and through what mechanisms?	



GRAPH 1. Destination tourism development framework (adapted from World tourism organization (UNWTO) & European travel commission (ETC) 2011)

This is evident for past six decades tourism has become one of the fastest increasing economic sector all over the world. It has been observed the constant growth of tourism sector without some occasional shocks. For instance, 25 million in 1950, to 278 million in 1980, 582 million in 1995, and 1,035 million in 2012 USD earned from tourism sector. The arrivals of the tourists in various emerging destinations in between 2010 to 2030 are now 4.4% per year are expected to jump at double and that will add 2.2 % economic increase every year. (World Tourism Organization (UNWTO) 2013.)



GRAPH 2. Actual trend and forecast 1950-2030 (adapted from adapted from (World tourism organization (UNWTO) & European travel commission (ETC) 2011)

The yearly GDP is 9% direct, indirect and includes impact from tourism sector and it also secures 1 job in 11 jobs. It is assumed that from 2010 to 2030 the world wide international tourist arrival will increase to 3.3% and 1.8 billion in numerical form according to UNWTO. The market share of emerging economics increased from 30% in 1980 to 47% in 2012. It is expected that it will grow to 57% by 2030. (World Tourism Organization (UNWTO) 2013.)

Therefore, it is very clear that tourism is a very strong tool for reshape the economic development of a country like Bangladesh. If the tourism attractions of Bangladesh are emerges properly with good planning then the achievement will be very big. (World Tourism Organization (UNWTO) 2013.) Table 1 shows the foreign tourist arrivals in Bangladesh in different years and the rate of growth.

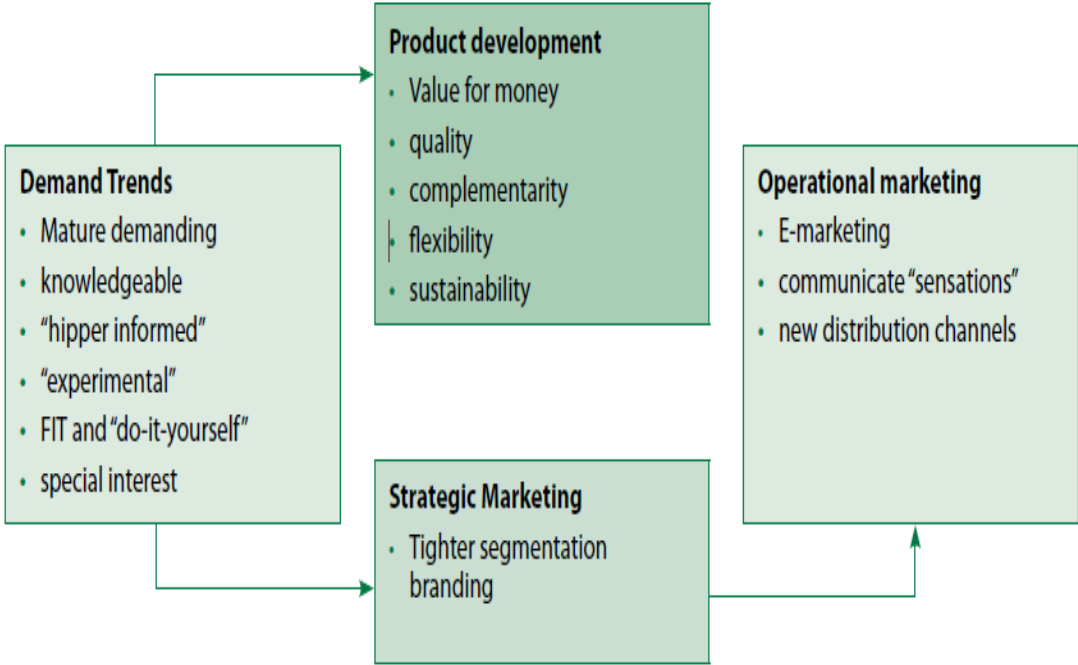
TABLE 1. Foreign visitors' arrival 2000-2009 (adopted from BPC 2009)

Year	Number of tourist	Growth rate
2000	199,211	15 %
2001	207,199	4.01%
2002	207,246	0.02%
2003	244,509	17.98%
2004	271,270	10.94%
2005	207,662	-23.45%
2006	200,311	-3.54%
2007	289,110	44.33%
2008	467,332	61.65%
2009	267,107	-42%.84

The above table 1 illustrates that the number of tourist arrivals in Bangladesh has increased constantly from 2000 to 2004. Among those years the most significant number of the tourists increased in 2003. After that from 2005 to 2009, there were some raise and fall among the number of tourists but the most dramatic fall was in 2005 and 2009. (BPC 2009)

2.1 Market research

Market research is the primary condition for any kind of development process and starting point for developing any kinds of product in tourism sectors. Market research plays a significant rule to understand and check the real situation of the market. One of the most fundamental requirements of a sustainable development depends on understanding the tastes and trends, demands, supply and strategy. Without understanding the market demand the supply is not possible according to the choice of the customers. Therefore an extensive system for the data collection, analysis and interpretation for the market research should be followed. (World tourism organization (UNWTO) & European travel commission (ETC) 2011.) The below chart illustrates a clear picture of market research starting point.



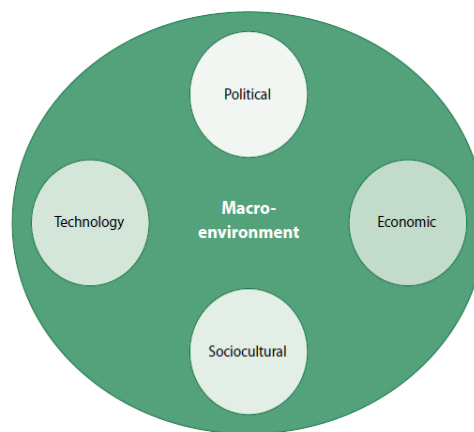
GRAPH 3. Marketing research is the starting point (adapted from World tourism organization (UNWTO) & European travel commission (ETC) 2011)

According to the United Nations World Tourism Organization (UNWTO, 2013) the best practice guideline for market research includes how the visitor/potential visitors perceive the tourism destinations, to identify the strength, weakness, overall awareness, market/segments with greatest interest in. In addition, identify the characteristics and profile of potential destinations. The very next step is to decide which market research approaches should be chosen. Normally market research involves use of multiple approaches like desk research, other accessible materials and also primary research.

2.2 PEST and SWOT analysis

PEST analysis includes political, economical, socio-cultural and technological factors. To develop a tourism destination, these four sectors are very much related and crucial with the development process. For the purpose of development of tourism sector the political factors involve such as political stability, government law and policy, taxation and foreign investment. (World tourism organization (UNWTO) & European travel commission (ETC) 2011.) When the development concerns an international tourism market, it engages some factors like business cycles and GNP trends, interest rates, inflation exchange rates, energy availability and cost, disposable income, employment lever per capita, labor supply and costs in the economical sector. The social and cultural influences includes demographic structure and trends in the population, by age, education and income, roles of men and women in society and social mobility, religions and religious practices, lifecycle changes, attitudes to work and leisure, health and safe issues, language issues and consumerism. (World tourism organization (UNWTO) & European travel commission (ETC) 2011.)

Technology is a very important factor for tourism development in this modern era. Technological factors include government and industry focus on technological effort, speed of technology transfer to all products and services more cheaply and to a better standard, use of technology in the development of more innovative products, and the distribution of services, use of technology to communicate directly with existing and prospective customers. World tourism organization (UNWTO) & European travel commission (ETC) 2011.)



GRAPH 4. PEST analysis (adapted from World tourism organization (UNWTO) & European travel commission (ETC) 2011.)

SWOT analysis is used for understanding the strength, weakness, opportunities and threats of a project or a business venture. Characteristic of a destination are the strength of a country that can attract the tourists. In the case of Bangladesh natural beauty and natural resources are the strength for the development of the tourism sector. The characteristics that affect negatively to the development process are the weaknesses. Poor infrastructure, accommodation, transportations, lack of knowledge and skilled people in tourism sectors are weaknesses for tourism development of Bangladesh. (Chowdhury 2001, 288.)

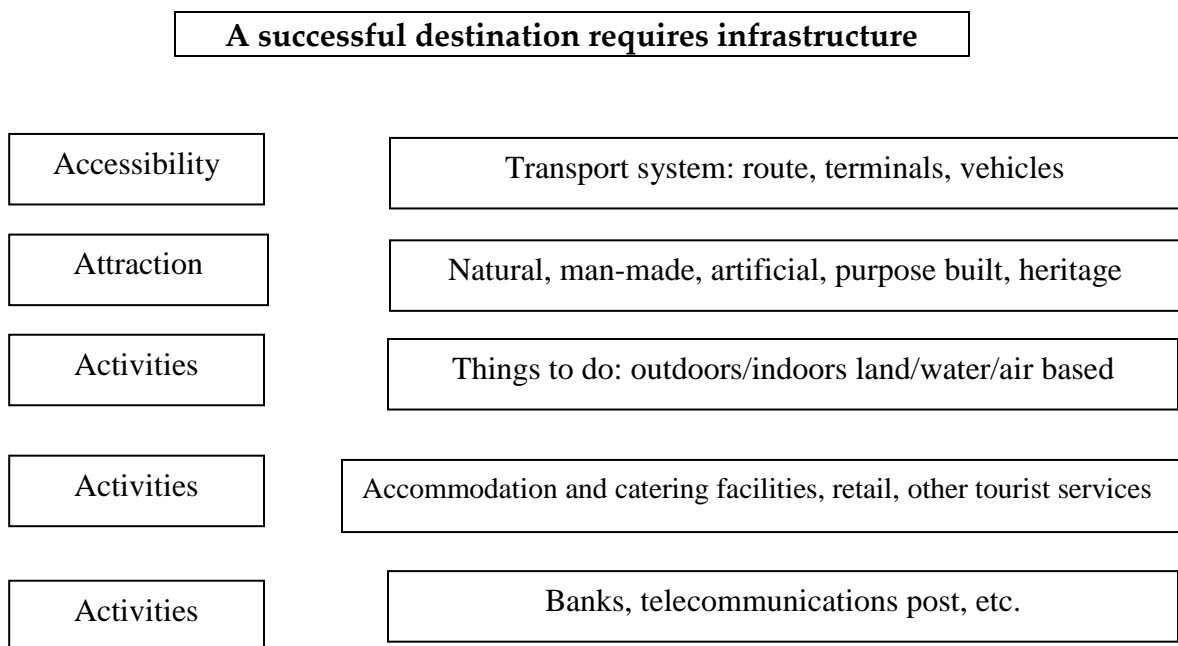
The tourism attractions such as the world largest mangrove forest the Sundarbans, the world largest sea beach Cox's bazaar, the most ancient archeological site Mahastangor, Chittagong Hill Tract, tea gardens in Sylhet and Jaflong, Nilgiri, St. Martin Island, Kuakata, Bandarban and Ragamati are the opportunities for developing the tourism sectors . Political instability, less foreign investment and security issues are big threat for Bangladesh tourism sector. Moreover, other joint economic countries like India and China are also competitor counties became threat for Bangladesh. (Chowdhury 2001, 292.)

2.3 Product development and marketing

Product development is one of the key factors of tourism development of a country. The product development cannot be done at once because it requires long term development step by step. Developing the product requires knowledge of market, innovation, promotion, satisfactory of customer, words of mouth, more visitors and more repeat visitors. (World tourism organization (UNWTO) & European travel commission (ETC) 2011.) The tourism marketing plan includes ensuring the consideration of human resources for successful planning, corporate mission and goals, external and internal audit, business situation analysis, creating the objectives, providing an effective marketing mix strategy and monitoring the plan. Marketing mix application is very important factor for tourism development that includes product, price, place, promotion, people, physical evidence and process. Therefore plan makers also consider these things very carefully. Following these marketing plans Bangladesh can achieve a higher goal of developing their tourism sector. (Cooper C. et al 2008, 572-573.)

2.4 Flagship and hub development

Flagship and hub development is the fundamental requirement for the development of any sector of a country especially for tourism sector. Flagship products have a great power that determines the travel decision and choice of destination. When a destination has a flagship attraction, then the other tourism products and sectors are benefited by that. The flagship of tourism product is one major key for development for example, the Pyramid of Egypt, Taz Mahal of India, Cox's Bazar and the Sundarbans of Bangladesh. The flagship is also combination of major development, cluster or individual and keynote events. (World tourism organization (UNWTO) & European travel commission (ETC) 2011.) A successful destination requires infrastructures are illustrated by the below chart:



GRAPH 5. Destination infrastructure (adapted from World tourism organization (UNWTO) & European travel commission (ETC) 2011)

2.5 Human resource development

The skilled and educated human resources are very important for the development of the tourism sector of Bangladesh. They have the proper knowledge about their own fields they know what to do and how to do to take the development process ahead. They are always aware about their duties and responsibilities. They understand the working field, the trends as per the customer demands and ensure the supply to meet the customers' demand. The basis of tourism business is hospitality, so as long as the customers are satisfied, convinced and interested they will visit again and again. Therefore, a skilled person can serve and help the tourism field immensely. (World tourism organization (UNWTO) & European travel commission (ETC) 2011.)

3 TOURISM OVERVIEW OF THE SUNDARBANS

This chapter describes the about the geographical location, animals, birds, plants and total overview of the Sundarbans. The following chapters give information about the transportation system, accommodations and tourism destinations of the largest mangrove forest.

The Sundarbans and its adjacent region are low-lying areas and known as Bhati for more than centuries ago. The most important physiographical feature around the Sundarbans is its wetlands and water bodies. But unfortunately there is no archeological evidence that could provide a reliable chronological history of the wonderful Sundarbans. (Chowdhury 2001, 4.)

Bangladesh owns about two thirds of the Sundarbans that is approximately 45 percent of the total productive forest area of it. About 200 years ago the total size of the Sundarbans was nearly 16,700 sq Km (Bhuiyan 2011, 11). In present time the total land area of the Sundarbans is over 10,000 sq Km in Bangladesh and in India. About 60 percent of the forest in Bangladesh that is equivalent of 6017 sq km approximately, of which 1874 sq km is covered by river water area. The Sundarbans is bordered by the Bay of Bengal to the south while polders and agricultural land border the forest to the north. The western part is bordered by the Raimangal Harinbhaga rivers, which separate Bangladesh internationally from India. (Chowdhury 2001, 5.)

3.1 Main attractions of the mangrove forest

The beautiful nature and wild life are the main attractions of the Sundarbans. The world's largest mangrove forest is enriched with bio-diversity of flora and fauna.

Moreover, other main attractions are wildlife photography, viewing landscape, boat journey inside the forest, visiting the fisherman village and taste the pure honey (Travel 2013.) The Sundarbans was given the status of world Heritage in 1987 and in 2012 it competed with natural seven wonders (UNESCO 2011). It is located on the south-west side of Dhaka City, the capital of Bangladesh. It is about 320 km away from Dhaka, the capital city of Bangladesh (BPC 2011). The Sundarbans is the world's single largest mangrove forest that extends across Bangladesh and the Indian state of West Bengal. Dublarchar is an Island for the fishermen where spotted deer are also seen sometimes. (Travel 2013.)



GRAPH 6. Map of the Sundarbans (adapted from 210countries 2013)

The forest is flat and the maximum ground elevation is 3 meter above the main sea level. The land has been developed through the process of sedimentation and down-wrapping of sediments. It has a tropical humid climate with temperature ranging between 20.4 degrees and 31.5 degrees Centigrade. The annual rain fall is between 1640 and 2000 mm. It is believed that the name "Sundarbans" comes from the tree named Sundari (*Heritiera foems*) which are the major plants of the forest. The forest changes its beautification naturally at least 6 times in a day (Bhuiyan 2011, 10).

Three patches of the forest in the south have been declared as "Wildlife Sanctuaries". They are Kachikhali-Katka sanctuary in the Sarankhola range, Neelkamol at Hiron point in Khulna range and Mandarbari in the Burigoalini range. They have been declared by UNESCO in 1997 as the "World Heritage Sites". (Chowdhury 2001, 6.)

The Sundarbans spreads its area across Bangladesh and west Bengal, which is part of India. It is known as the home of Royal Bengal tigers and beautiful rare spotted deer. Here, the very beautiful scenes are crocodiles basking in the sun and tigers swimming across the river. (BPC 2011).

The forest supports a diversified flora and fauna. The floristic composition of the Sundarbans encompasses a variety of plants including trees, shrubs, grasses, epiphyte and lianas. Being mostly evergreen, they possess very similar physiological and structural adaptations. Flora includes 66 species of plants of which 31 are trees. The others are shrubs and climbers. The Sundarbans fauna include 32 species of mammals, 226 species of birds, 35 species of reptiles and 8 species of amphibians. Animals have to struggle for life in the Sundarbans due to the forests' adverse and hostile environment. Royal Bengal Tigers' last remaining natural habitual is the Sundarbans. (Chowdhury 2001, 7-8.)



GRAPH 7 & 8. Royal Bengal tiger and spotted deer (Adapted from nicetour24 2012.)

Graph 7 and 8 show the world famous Royal Bengal tiger and beautiful spotted deer. The Royal Bengal Tigers are considered medium size among the six survival species of tigers in the world. A matured tiger is 140-280 cm and 95-110cm in length and in height respectively. The weight is about 180-185 kg but the tigresses are competitively smaller in size and weight. According to the survey of UNDP there were in total 440 tigers in 2004. (Bhuiyan 2011, 47.)

The Sundarbans has a very significant ecosystem with a rich bio-diversity. There are about 334 plant and 453 animal species in the world's largest mangrove forest. The mangrove forests across the globe are not mainly diverse in terms of their floristic composition, particularly compared with rainforest ecosystems. While up to 75 species are acknowledged as real mangrove plants, the floristic composition of the Sundarbans is made up of more than 60 species. In the view of International Union for Conservation of Nature (IUCN) no other mangrove ecological niche in the earth offers such a diversity of associate mangrove vegetation as the Sundarbans does. The ecosystem of the Sundarbans is distinguished by a very dynamic environment for the cause of tide, salinity, flooding and cyclone. (Chowdhury 2001, 19-21.)



GRAPH 9. Mangrove forest (Adapted form wildlifeextra 2008.)

Graph 9 shows the beautiful mangrove forest of the Sundarbans. Sajnekhali watchtower is the most popular among all watchtowers among the tourist for its proximity. It is most the nearest watchtower to the all resorts in the Sundarbans area where people can go easily within sort time and about 20 people can enjoy the natural scenario and view wildlife from this tower at a time. The Head Office of the Forest Department, Mangrove Interpretation Centre, Bono Bibi Tepple and Crocodile Park are also situated in the Sajnekhali watchtower complex. The bird lovers can see seven colorful species of kingfisher, white bellied sea eagle, whimprel, lap-wings, curfewes, sandpipers, plovers, and the occasional pelican. (Sundarbans 2011).

Sudhanyankhali watchtower is the place where most of the tigers, axis deers, wild boars and crocodiles are sighted. There is place for 25 persons in the tower at a time. The animals come here to drink water from the sweet water pond. Behind the pond are stretches of land bereft of any vegetation where one can see animals from a distance. There are also three other towers; Dobankki watchtower, Burirdabri watch

Tower and Netidhopani watchtower. Netidhopani watch tower offers a view of the ruins of a 400 year old Shiva Temple. It is also believed that King Pratapaditya built a road on the extreme right of the forest to guard the coastal area. (Sundarbans 2011).

A sweet water pond is found there besides the Netidhopani Watchtower and the capacity of tower is 20 persons at a time. In Sundarbans there are also Bhagabatpur, Kalashdweep, Haliday Island, Lothian Island and the Sundarbans National Park. Bhagabatpur is famous for the hatchery of the largest estuarine crocodiles in the world. (Sundarbans 2011). In addition, the tourists visit the tomb of Lalon Shah (who was a spiritual mendicant and famous mystic) at Kustia. The Shat Gombuj Mosque which is included in the world heritage at Bagerhat in Khulna. It is about 40 km away from the Khulna city. It is a historical mosque. (green 2013.)

3.2 Transportation system of the Sundarbans

Transportation sector is one of the most important issues to develop the tourism sector of the Sundarbans. If there is good transportation network the tourists can visit easily to their destination of visit. It is possible to go to the Sundarbans by air, road or water way from Dhaka which is the capital city of Bangladesh. The quickest way to go is certainly by air from Dhaka to Jessore then Jeessor to Khulna by road. Bus service is available in the daytime and night time. The most comfortable journey from Dhaka to Khulna is paddle steamer which Pleasants mind with the beautiful landscape scenario of evergreen Bangladesh. But there is no direct communication system to the Sundarbans by road. The only means of communication is water transportations from Khulna or Mongla port. (BPC 2011.)

Unfortunately, the water transportation networks of the Sundarbans are not so developed and mainly dependent on river transportation. There are only 42 km of railway and nearly 300 km of concrete road in 4500 sq.km of inhabited areas. There is no road through the mangrove forest but only waterways. The people who want to visit the Sundarbans have to depend on the private mechanized boats which are not facilitated adequately. There are very limited water transportations in the Sundarbans. The boats which are mainly used to carry goods are using as passengers transport. The boats or water transports are often overcrowded and in poor condition. The transportation system should be safe and comfortable for the development of tourism sector of the Sundarbans. (khetmajoorasamity 2013.) Bangladeshi nationalities can enter to the Sundarbans with a low fee but foreign citizens need to give more fee. Everyone has to take permission from divisional forest officer to enter. (BPC 2011.)

3.3 Accommodation of the Sundarbans and other facilities

The people who visit the Sundarbans stay either in Khulna or Mongla. There are many hotels in Khulna and Mongla which are standardized from 1 to 3 stars. These hotels are facilitated with all additional services for a comfortable stay. Hotel Royal International, Western Inn International, Khulna Hotel, Hotel Arcadia and many others are very good. (Bangladesh 2013.) There is a well decorated rest house at Hiron Point. The accommodation system near the Sundarbans is not in a good shape. The accommodation system should be reshaped for the development of the tourism sector. There are well reported tour operators who arrange guided tours to the Sundarbans. They are committed to provide their best service for the satisfaction of the customers. Green Bangla Tour, Rupantar Ecotourism and Bengal Tour are pioneers for arranging tour packages to the Sundarbans among the tour operators.

They offer different packages for the Sundarbans around the year. Their package includes transportation, accommodation, food and guided tour by the small country boat inside the canals or creeks. They provide almost everything a tourist needed. Anyone can anytime take his backpack and to go to explore the largest mangrove forest in the world. The price of the tour package may vary according to the company's policy and nature of the package. Usually the price of the package is 150 - € 250. (Travel 2013.)

4 THE IMPORTANCE OF THE SUNDARBANS

The Sundarbans has various importances like the other mangrove forests in the different parts of the world. Being a single largest forest in the coastal region Sundarbans has extra importance. In the coastal region of Bangladesh most of the storms and cyclones hit the Sundarbans thus it protects people of the coastal region from storms, cyclones and other natural disasters. The Sundarbans mainly protect about 16 (sixteen) sub districts from the natural calamities. (Bhuiyan2011, 155.)

4.1 Ecological importance of Sundarbans

The mangrove eco-system is considered as the high producing eco-system because it plays a vital role to maintain the ecological balance. It also has a significant role for the life circle of different species of fish commercially. The Sundarbans is an important place of bio-diversity where one can find various mixtures of different plants. The Sundarbans sustains its beauty although it has threatened by many manmade calamities. It plays a significant role to purify the atmosphere of the mangrove forest. The plants of the forest absorb the carbon dioxide from the atmosphere and give oxygen. It would be very dangerous for human to live if the quantity of carbon dioxide and oxygen in the atmosphere are imbalanced. But the green trees and plants keep the balance of carbon dioxide and oxygen in the atmosphere. (Bhuiyan 2011, 159).

A comprehensive understanding of the ecological system and its components is needed both for its sustainable production models and for its preservation. It is imperative that mangrove based terrestrial and aquatic resources be managed in an

integrated manner. This implies that the use of resources should not be maximized as if the sustainable potential of resource is adversely affected. Mangrove fishery, mariculture, and wildlife management programs have to be structured and integrated into the overall policy implementation and control levels of an integrated resources management system. (Rahman 2001, 104.)

The magnificent natural beauty of Sundarbans attracts domestic and foreign tourist and offer them pure satisfaction. The main purposes of the visit of the tourists are wild animal, diverse plants and true natural beauty of the mangrove forest that attracts tourist again and again. The world famous Royal Bengal Tiger, doted deer, monkey, crocodile, wild pig, turtles and many species of bird are remarkable in the forest. (Bhuiyan 2011, 159.)

4.2 Economical Importance

Tourism plays a great role to the developing country like Bangladesh to earn foreign currency. If Bangladesh can develop its tourism sector for example, the Sundarbans in a proper way then it can contribute significantly in the GDP. Take the example of China, its foreign exchange earnings from tourism in the first quarter of 2011 reached USD3.607 billion, a rise by 17.72per cent as compared to last year. Maldivé's economy is very much focused on tourism; about 20 per cent of their GDP comes from tourism sector. (Mathur 2007, 229.) One of the major problems of Bangladesh is unemployment; tourism can create employment opportunities that help to reduce the unemployment problem. Tourism is mainly a service based industry, therefore it requires the involvement of people. Tourism can help to develop infrastructure of Bangladesh which will also help local commerce, business and industries

significantly. It can also help to develop the local products and resources to diversify the economic growth and thus government revenue can be increased. (Rahman 2001, 342.)

The population growth and economic development of Bangladesh has a huge impact on the resources such as firewood, wood, fish, shrimp and honey of the Sundarbans. The ecological resources of the Sundarbans mangrove forest are priceless. There are various direct economic uses of the Sundarbans Reserve Forest (SRF). Over 30 products are harvested from the SRF for example fisheries, wood products, non-wood products, and other services like tourism. More than four million people who live around the Sundarbans earn part of their survival extraction resources from the forest. (Bhuiyan 2011, 8-10.)

No less than one million people in the country's southwestern coastline are indirectly dependent on the mangroves. About 50,000 people from the neighboring localities and districts enter into the forest for their livelihood everyday according to the Sundarbans forest officials. The fishermen, constituting the largest forest dwelling community, earn their livelihood by catching fish round the year. Many traders and consumers are interested in various products of the Sundarbans. For instance, the medieval Phoenicians and the Arab mariners like the poles of Sundari tree as masts of their ships and the timbers of Passur for furniture. The poles of the Sundari tree are comparatively more saline tolerant than other woods. The Sundari trees were mostly used in shipbuilding during the medieval period. The local people of the Sundarbans region collect various materials for their livelihood such as building materials, firewood, medicinal plants and natural barrier against the rage of the sea. (Rahman 2001, 101 & 102.)

According to the official of the Sundarbans, the forest reserve nearly 18,000 cubic meters of timber, 63,000 cubic meters of pulpwood, 61,000 tons of firewood, 69,000 tons of Golpata (Hantal), 3,7000 tons of fishes, 1,400 tons of Crustaceans, 253 million shrimp fries, 8,300 tons of grass, 200 tons of honey including wax are collected annually. According to forest department estimation the annual value of wood products would be about € 6,870,000. The annual income from fishes is about € 18.4 million. The annual value of non-wood products like varieties of thatches, wax and honey being harvested from the Sundarbans is € 5.33 million. The unrecorded use and under measurement of extraction of trees and other resources in the FRF involves a huge amount. According to an UNDP sponsored Integrated Resource Management Plan (IRMP) study, the unrecorded extraction represents lost revenue of around € 3 million. But the cause of very nature, it is not possible to account the level of illegal extraction. According to a consultant report published in 1996, the total revenue is about € 1.47 billion while indirect benefit was calculated at about 0.20 billion Euros. The total net benefits were calculated to be 1.67 billion Euros. The total cost was calculated at € 6.2 million after deduction the management cost of the SRF. This estimate suggests the value of per square kilometer of the reserve forest including its water bodies to be € 473,168. (Rahman 2001, 103 & 104.)

4.3 Social importance

Tourism benefits socially to a country very much especially a country like Bangladesh which social systems are not so much developed. Tourism can broaden educational and cultural horizons. It improves quality of life, provide high income and improve the life standards of the people of Bangladesh. Bangladesh is an overpopulated country with many problems and air pollution is one of the most alarming issues. In this regard the Sundarbans is contributing significantly to purify the atmosphere.

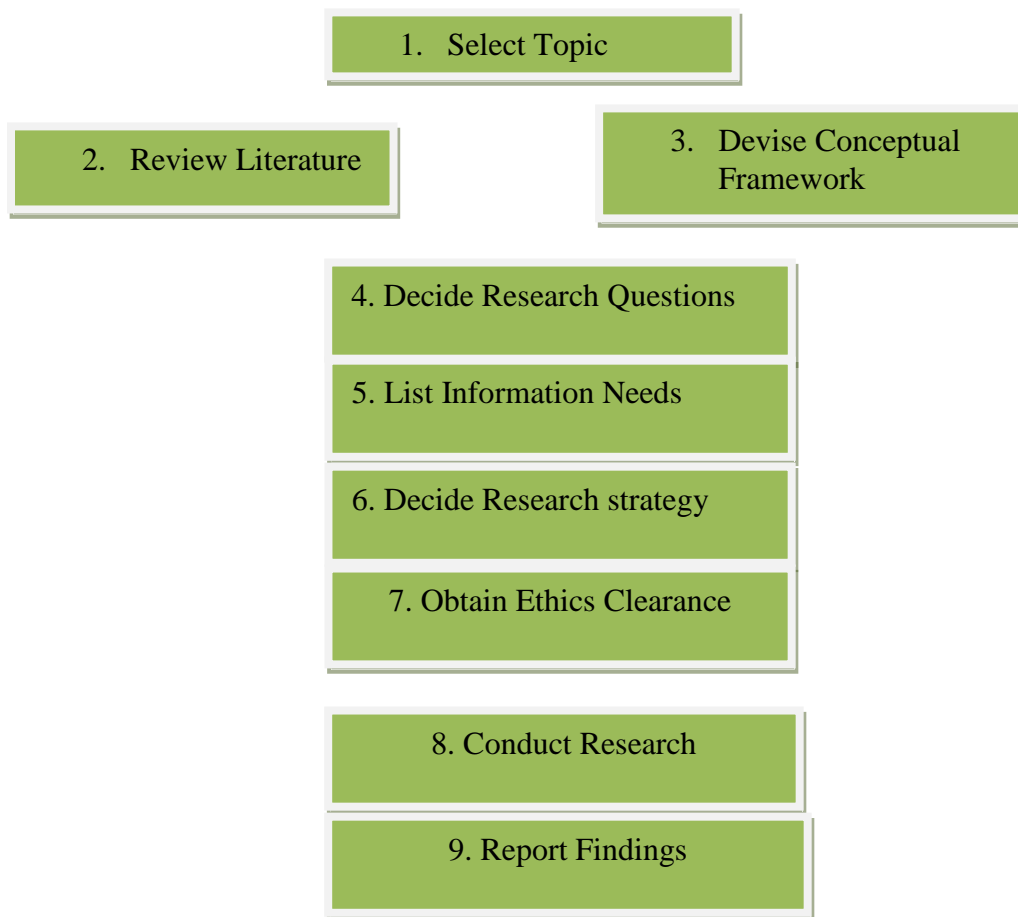
The development of tourism can concern people about environment protection and improvement. Tourism can create an opportunity of recreation which will reduce various kinds of crime. (Mccoy 2011.)

4.4 Cultural importance

Tourism emphasizes on preserving the heritage and culture. Bangladesh has significant number of heritage sites such as Historic Mosque City of Bagerhat, Sundarbans, Ruins of the Buddhist Vihara at Paharpur, Mahansthagarh and its Environs and Jaggadala Vihara. If tourists are interested it can provide employment opportunities for the artists, musicians and other people engaged in this sector locally. (Mccoy 2011). Tourism can give Bangladesh worldwide recognition. About 5(five) million people earn their livelihood by the blessing of the world's largest mangrove forest the Sundarbans (Bhuiyan 2011, 156).

5 RESEARCH IMPLEMENTATION

Qualitative research method was used for this research work as it was a case study observation and interviews were the suitable approaches to collect data and draw an overall picture of the case. The research was carried out with unstructured interview by interviewing various tourism organizations' experts and visitors of Bangladesh. Through this qualitative research the holistic view, knowledge and experience of the experts came out that helped immensely in the research. In the unstructured interview, the interviewees can talk freely and give their valuable opinion.



GRAPH 10. Elements in the research process (Adapted from Veal 2006, 46.)

Graph 10 demonstrates the elements of a research process. According to graph 10 the first duty of a researcher is to select the topic and review the existed literature and study conceptual framework. Afterwards the researcher has to make the interview questions and list of information that will be needed for the research. Then the researcher decides the strategy by maintaining ethical clearance and conducts the research and reports the findings.

TABLE 2. Types of research (Adapted from Veal 2006, 3)

1	Descriptive research	Finding out, describing what is
2	Explanatory research	Explaining how or why things are as they are (and using this to predict)
3	Evaluative research	evaluation of policies and programmes

There are mainly three types of researches descriptive, explanatory and evaluative research. The descriptive research deals with the finding and describes the research what is all about. The next type of research, explanatory research explains how and why things are happening by using prediction. And the evaluative research evaluates the policies and programmes.

5.1 Quantitative research

In quantitative research data are collected through the interview questionnaire form the respondents or interviewee. This type of research requires analyzing and presenting the data through numbers or percentage (Veal 2006, 41).

According to Aliaga and Gunderson:

Quantitative research is 'Explaining phenomena by collecting numerical data that are analyzed using mimetically based methods (in particular statistics)'. (Sagepub 2013)

Quantitative research relies on the numerical data to make a result of the studied phenomenon. In quantitative research there is a scale from 1 to 5 and scale 1 refers 'very but scale 5 refers to very dissatisfied. For instance, if the people are asked about the communication system of the Sundarbans form Dhaka and put on a scale from 1 to 5. (Veal 2006, 41). Several methods are applied for collecting data in quantitative research such as paper pencil questionnaire, web based questionnaire and telephone interview. The questions are mainly structured (People 2013).

5.2 Qualitative research

The qualitative research method is used to collect qualitative data or information rather than quantitative information or data. This type of research gives deep and rich understanding and knowledge using the qualitative techniques. Qualitative research deals with large number of cases. For example, a researcher can easily get more and deep information or knowledge by asking follow-up questions. Using qualitative research is a good idea where quantitative research is not suitable or not possible pragmatically. The researcher plays a great role to determine and impose interviewees' opinion in qualitative research. To add, the researcher decides which questions should be asked, what are the important issues and which part or whole should be subtracted from the answers of an interviewee to the research work has done. Qualitative research methods allow the interviewee to answer freely by his own words without limiting him or her by a specific fame work. It is based on the

belief that people are involved in a particular field or activities are the best to describe their own feeling and experiences to ensure the quality of the research. Some people might have different opinion like Kraus and Allen (Veal 2006, 193-197.)

Quantitative research has tended to be more highly regarded than qualitative methods in varied scholarly disciplines, in part because this has been the approved method of investigation in the physical and natural sciences. However, a strong case can be made that, in such an individualistic and diversified field as recreation and leisure, there ought to be a place for research of a more deeply probing, intuitive, or philosophical nature. (Veal 2006, 193-197.)

Qualitative methods are very common and widely accepted in leisure studies, no exceptional in the terms of justification. In leisure and tourism research qualitative methods are used commonly in wide range. The basic approaches of quantitative methods are in-depth interviews, group interviews or focus groups, textual analysis participant observation biographical methods and ethnography. (Veal 2006, 193-197.)

5.2.1 Interviews

There are mainly three types of interviews; unstructured interviews, semi-structured interviews and structured interviews. The unstructured interview is known as the depth interview. The semi-structured interview is the most common type of interview used in qualitative research. The same topics need to be discussed in each interview. Under each topic the researcher may make a list of questions which functions like a checklist in the interview. And last but not least the structured interview is mostly used for market research. This type of interview is almost like quantitative research method. (Veal 2006, 199-198.)

Unstructured interviews or in-depth interviews are much longer than questionnaire based interviews. It involves taking interviews at least half an hour to several hours. It is not just like asking, recording and move on but it allows the respondents to ask additional questions and explain their answers broadly. In-depth interviews are conducted with a comparatively small number of subjects by guided checklist topics. Sometime in-depth interview requires further interview for some additional issues. It gives the interviewer the big opportunity and space to ask the interviewee as per situation and circumstances particularly. (Veal 2006, 199-198.) Obviously, it requires a good investigative knowledge to take an in-depth interview. The interviewee should not be influenced by interviewer therefore a friendly environment is needed that the respondent can talk freely. The interviewer should not agree or disagree with the respondent, suggesting answers that affect the interviewee. The interviewer has to be smart enough to ask subsequent and sequence questions as per the particular situation rather than fixed or prepared questions. In some cases the respondents need to think about the questions therefore the interviewer should not fill up the silence with small talk. In-depth interview can be conduct with the assistance of some kind of recording device but if it is not possible to take recording device then must have to take note during the interview or afterwards. (Veal 2006, 199-200.)

Group interviews are becoming more popular in the field of market and community research. It is similar to in-depth interviews but main difference is conducted with a group. Here the subjects react with each other and also with the interviewer. The purpose of group interview is as same as the in-depth interview but in this case the interviewer acts more like a coordinator or facilitator of the discussion. The interviewer has to focus that the discussion may not dominated by one or two members of the group.

Group interviews are conducted to achieve public reaction on a particular issue, or something new on the community or new proposed product. These sort of interviews are generally conducted with a group of five to twelve people. In group interview recording is also common like the in-depth interview. (Veal 2006, 201.)

5.2.2 Observation

The nature of the participant observation is very interesting. Here, the researcher has to become a participant to observe the situation or circumstance closely. For example, Smith's (1985) study of pubs in England and Wynne's (1986) study of community involvement with recreation facilities. Participant observation is common in leisure and tourism research to get the output by experiencing the real situation as a participant. For example, the researcher can stay in a hotel to know about their service. There are some negative or sensitive sides in the society which are not coming openly because it may consider as a crime by participant observation. So, it is really difficult to get result with questionnaire or some shorts of other methods. For instance, the drug sub-culture or in some youth sub-cultures they will not really want to share or reveal their information or may be try to hide the right information. In participant observation sometimes it is problematic to record and take notes because the researcher has to disguise himself to run the research smoothly. (Veal 2006, 202.)

5.2.3 Analyzing texts

In humanities, such as English, media studies and cultural studies the analysis of text is the very basis of some disciplines. But it is not limited in those fields only it became recognized to the researchers and used for leisure and tourism.

Textual analysis plays an increasingly important role in leisure and tourism research. Though the term is "Analyzing text" but it not only analyzes the text or printed media but also pictures, posters, recorded music, film and television. John Urry, in his book *The Tourist Gaze* states the following.

Tourism research should involve the examination of texts, not only written texts but also maps, landscapes, paintings, films, townscapes, TV programmes, brochures, and so on. Thus social research significantly consists of interpreting texts, through various mainly qualitative techniques, to identify the discursive structures which give rise to and sustain, albeit temporarily, a given tourist site. (Veal 2006, 203.)

The phrase textual analysis means the contents involving documents that will work by using qualitative treatments pertaining to examining the importance involving certain ideas as well as definitions inside the report. The idea contrasts having content material evaluation. Textual evaluation will be grounded inside the hermeneutic custom involving textual model and it has recently also been structured about the certain treatments meant through operate within semiotics. Hermeneutic idea stresses which are the model of the wording should always be undertaken from the reader's certain point of view. The actual inference involving meaning may be possible simply through related the text for some additional frame involving research and also entering into some sort of debate while using the text. We have got to comprehend some sort of text through being familiar with the frame involving research from where it had been produced, as well as the researcher's personal frame involving research will become the springboard from where that will become possible. (srmo 2013.)

5.3 Validity and reliability

Validity means the data collected by various research approaches accurately reveal the phenomenon being studied by the researchers. The collected data and information should be presented appropriately so that it can reflect the observable facts.

In terms of validity, leisure and tourism research are fraught difficult for the reason that empirical research is largely concerned with people behavior and with their attitudes. The research result is based on the response of the interviewees through the different approaches of research. But the answers or the responses of the interviewees differ based on their behavior, life style and attitude. Sometimes the interviewees do not give the true answer because they think the certain things should not be like that or reveal to all as it is in reality because they might be responsible for that certain issue. For example, if some officials are interviewed about the corruption or crime rate of the Sundarbans the respondent may vary in their opinion. Moreover sometimes the respondent may not understand the question being asked by the interviewers. (Veal 2006, 41.)

Reliability means if the research work repeat on a later on date again with different subject and samples, the results and finding will be same as previous one. The same fact of human behavior and attitude is also true in the case of reliability as validity in leisure and tourism empirical research study. If a research work is conducted in different age groups the result will be different. For instance, a roller costar in an amusement park will be fun for the younger group but the same thing will be considered risky for the older age group. (Veal 2006, 41.)

6 OBSERVATION AND RECOMMENDATIONS

Generally, tourism planning involves three different levels, such as national, local and individual attraction. It requires co-ordination and supervision of tourist regions as well the country, all the way through development policy, national standards and organizations at a national level. For the development of tourism planning the government and the relevant industries have to take into consideration and emphasize various factors or issues such as market demand of tourism, demand of tourists, common facilities, social, economic and environmental factors. Destination planning requires goals and objectives, assessing present market conditions and trends, identifying issues and feasible solutions, creating new opportunities, alternatives and suggesting an action plan. (Godfrey & Clarke 2000,5.)

6.1 Problems of the Sundarbans

The rivers and canals of the Sundarbans are the source of fish for the fishermen round the year. About 40,000 fishermen boats enter to catch fish from different parts of the world. The rainy season is known as the period for catching hilsa fish which is the national fish of Bangladesh. In this period huge amount of fish come to the mangrove forests' water body as main breeding place. But unfortunately some greedy people poison the canal to kill fish to fulfill their illegal lust. As a result of consuming these poisoned fish people become sick. The irresponsible people are damaging the water species not only the fish but also other species of the mangrove forest. (Bhuiyan 2011, 164.)

The Sundarbans is not free from the reign of the forest robbers and pirates. The forest is gigantic in size and very deep therefore the robbers and pirates can attack people easily. The problems involve to stop those criminals are undeveloped communication system, old arms and many others. Safety and security are the most important issues for the tourism development. (Bhuiyan 2011, 164.)

The forest departments do not have sufficient skilled people and staffs to control the huge forest. Moreover, there are some corrupted employees who are helping the criminals for their own interest. Therefore some incidents are happening often in the mangrove forest. For example, there are certain rules and regulations for the honey collectors, fishermen and wood choppers but very often they disobey the law and pay bribe to the officials and do the illegal things. There are also some loopholes of law which allow dishonest people to do illegal works. (Bhuiyan 2011, 165-167.)

In the mangrove forest there are many wild animals and it is reported by the forest authority that every year around 100 people die by the attack of wild animals. Tigers, wild pigs, poisonous snakes, crocodile are mainly most dangerous among the wild animals there are. But there is no developed or modern safety system to eliminate these problems. These life risking dangers should be resolved for the development of tourism sector of the Sundarbans and safety of the tourists. (Bhuiyan 2011, 171.)

It is acknowledged that mangrove forests are most productive and bio-diverse wetlands on the face of earth compare to other forests nature. Many experts fear that these unique coastal tropical forests are among the most threatened habitats in the world. These forests might disappear more rapidly than inland tropical rainforests because of lack of public concern and initiatives. (Rahman 2001, 21.)

The damages are also causing by the human activities. As a result of direct and indirect impact of human involvement the changes of Sundarbans ecosystem has occurred slowly but steadily according to most environment experts of Bangladesh. But the changes are not observed immediately but it has deep impact in the long run. Human caused effects are less-promptly distinguished but it is affecting the mangrove biological system immensely. (Rahman 2001, 22.)

There are comprehensive changes in both the adjacent agricultural lands and upstream areas with construction of polders, embankments or barrages. They are feared to have been generating fundamental changes in the hydrological regime of the Sundarbans. During the last 100 years a number of species has become extinct from the Sundarbans such as Javan rhinoceros, swamp deer, gaur, water buffalo, hog deer and marsh crocodile. The Royal Bengal Tiger is an important part of the legend attached to the Sundarbans. The unique mangrove forest is ideal habitat for this tiger species. But, today tigers have been pushed due to habitat shrinkage. In past 20 years the number of the tigers remained in the range of 350 to 400 in Sundarbans. (Rahman 2001, 23 & 24.)

The preservation of the Royal Bengal Tigers is by far the most important challenge for those concerned for the protection of Sundarbans bio-diversity. This challenge has become even more compelling of late with recent media reporting of the outcome of a tiger population in the Indian part of Sundarbans where the number of tigers was once estimated at something similar to that in the Bangladesh part. The reasons behind the decrease of the tigers is disease, illegal hunting and the effect of changed the ecosystem in the Sundarbans. (Rahman 2001, 25.)

There were plenty of marsh crocodiles but at present time only salt water crocodile are found. The marsh crocodile has been reduced due to hunting and trapping for skins. According to SRF there were about 30 species of snakes but in the last 20 years there was a clear general decline. The rock python has declined over the recent years and it is listed as one of the vulnerable species. From the past 70 years data and the results of four independent inventories which are undoubtedly indicate that the overall production of wood per hectare has decreased. Among the plants Sundari and Gewa are the two main economic earning sources that have reduced substantially. There are many factors responsible for mangrove forest loss such as the charcoal and timber industries, urban growth pressures, oil spill and logging. Other reasons of mangrove forest loss are unsustainable tourism activities, lack of plan, implementation of plan and pollution. One of the most recent and significant reasons of the Sundarbans forest loss is more demand for export based shrimp and its supply. The aquaculture companies follow the destructive productive process for the shrimps to make easy money and causes harm to the mangrove forest. Today, the main threat can also come from outside the concerning area in the form of pollution. The second largest seaport of Bangladesh Mongla is situated on the edge of the Sundarbans area which is a frequent source of oil spills by its marine traffic. There is a permanent risk of chemical harm which cannot be avoided. In the huge Ganges catchment, the toxic products enter the system due to upstream pollution and in the long term the pollution will affect the forest and damage the flora and fauna in the mangrove forest. These threats are caused by directly or indirectly by human activities and harm the ecological system of the Sundarbans. (Rahman 2001, 26-27.)

Unsustainable tourism activities such as bonfire, sound pollution, non-biological materials inside the forest are also accountable for disturbing the ecological system.

The consequences of mangrove deforestation are decline of the fisheries, degradation of clean water supplies, increase salinity of coastal soils and erosion. Mangrove forests help to purify more carbon dioxide per unit area compare to phytoplankton in tropical oceans. In the opinion of environment experts of Bangladesh, the destruction of the Sundarbans forest will affect the ecology and cause harmful impact in the national economy. This will cause a huge damage to the marine resources of the Bay of Bengal. (Rahman 2001, 28-29.)

6.2 Observations for the Sundarbans

There should good law and order that the dishonest people cannot take advantage and destroy the forest. The governing body always has to keep an eye to save the resources of the mangrove forest for the sake of its sustainability and ecological balance. If people do not maintain the law and order then the longevity of the Sundarbans will be endangered. The forest department does have enough skilled manpower, tools and arms to protect the Sundarbans. The forest authority should increase their manpower and use modern tools and arms to protect the forest. The government can train the people to improve their quality because it is very essential to escort the properties of the Sundarbans from the dacoit and pirates. (Bhuiyan 2011, 173-177.)

The salinity is one of the main reasons of shrinking the forest therefore the responsible authority should take proper initiatives to resolve the problems. Moreover, it is also essential to increase the navigability of the rivers and canals of the forest. The most important thing is to raising the awareness among the people that

Sundarbans is not only our national property but also biggest mangrove forest in the world. If the forest is used properly it will return enormous blessing. The mangrove forest should be preserved to make a safe home for the wild animals. The forest should be sound pollution free that the wild animals are not scared to move freely. The visitors should feel free and safe in order to get more visitors and develop the tourism sectors. The responsible people and visitors should be aware and concern to keep the ecological balance of the Sundarbans. The government should also strengthen their law and order for a sustainable tourism development. (Bhuiyan 2011, 173-177.)

6.3 Bangladesh government vision 2021

The people of Bangladesh will lead happy and prosperous lives; it is the commitment of the Bangladesh government but this is not an easy goal to achieve. The Bangladesh government has to go through the process and meet the demand as declared in the vision 2021. The government is expecting Bangladesh to become a middle income country where citizens will be able to meet their basic needs and poverty will be reduced significantly by the year 2020/2021. Democracy and effective parliament will be established by fair election for the betterment of the citizen of Bangladesh. Political framework, decentralization of power and people's participation will be ensured. (Board of Investment 2011.)

The government is committed to transform of political culture where terrorism, corruption and use of religion will be eliminated by taking proper initiatives and establishing democratic principles among the political parties of Bangladesh. The most significant goal is to make a society which is free from corruption. By

strengthening the power of Anti-corruption Commission and taking effective steps as required. The government will also empowerment and equal rights for women by taking proper initiatives and amendment of law. There will be various issues which will be developed such as basic needs, employment opportunity, alleviation poverty, ensuring food and nutrition, health care, education, industry, energy, and security. Infrastructure development will also include housing, environment and water recourses. Bangladesh in the global arena will develop achievement of liberation, culture and foreign policy. (Board of Investment 2011.)

6.4 Recommendations of the experts and visitors

According to the tourism experts' the Sundarbans is the world's largest mangrove swamp. The Sundarbans has huge possibilities in the tourism sector. The first thing comes people's mind when they think about visit to Bangladesh is Sundarbans. If Sundarbans is utilized in a proper way, it can significantly boost the tourism sector in Bangladesh. To make the Sundarbans popular, it will be best to leave the forest alone completely as it is. People should not go near it to cause any harm to the nature and wild life. If should be preserve it as it is, that will be good enough for the sustainable development. The government is initially planning to make a coil power station at Rampal in Sundarbans which can harm the wild life immensely. According to the interviewee who is an expert in tourism field stated, the best way to develop the forest is to maintain it in an ecological friendly environment. First of all, there should be strict restrictions and observation on what people can do and what they cannot do on the forest. In the Sundarbans the vulnerable and endangered animals should be preserved with proper planning. The vulnerable animal species are herpestes, viverricula indica, canis aureus, vulpes bengalensis and varmus bengalensis. (Raw 2014.)

And the endanger animals are macaca mulatta, felis chaus, prionailurus viverrinus, aonyx cinerea bubo nipalensis and other. The authority should make sure that the visitors do not disturb the wild life of those animals and make difficult for them to survive in the forest. Though there are some rules and regulations but people are doing what they like when they go to the forest, like big ships take many tourists together who make noisy environment and scare the wildlife.(Raw 2014.)

Moreover, people throw packets and bottles in the water which is a threat for the ecological friendly environment. The boats that produce noise should be limited to enter to the forest to reduce the sound pollution. The big and noisy boats should not be allowed inside the forest at all. Also there should be similar tax on local tourists which foreigners pay to enter Sundarbans, so local people will be discouraged to visit the forest. Because the income is very little from the local tourists and they break the law very often. The tourists get disappointed when they come to visit and do not get proper chance to see the wild life. (Raw 2014.) Therefore, the responsible authority, Bangladesh Tourism Board should work more efficiently to get the international tourists thus it can add millions of Euros to the economy. The tourism expert's thinks the bottleneck of developing the tourism industry in Bangladesh is less co-operation of the government with the private sectors, lack of effective planning and skilled workforce. They also consider the planning of making power plant at Rampal is suicidal. (Raw 2014.)

To develop the tourism industry the government needs to work with the leaders of the private sectors because they have real experience of tourism industries and they know what to do. The government should increase co-operation and give them more space to work independently for the sake of the development of tourism industry. The support of the government in tourism sector will boost the growth of this sector quickly. (Murshid 2014.)

They also believe that the Sundarbans can open the door of huge employment opportunity in our tourism sector. In regards of the hotels, restaurants and transportations the tourism experts think these segments of the tourism industry are very important for the tourist to make decision for the visit. Therefore the development in these sectors should be more and more as possible. The safety and security system should be tight and hassle free so that the tourists feel safe to visit. They also mentioned about the other facilities like automated teller machine (ATM) booth to withdraw the money, hospital, shopping center and other public facilities.(Nur 2014)

The sea beaches and amusement parks are similar almost similar everywhere or available. Only few parts of the world have mangrove forest but not like the Sundarbans and it is also the largest mangrove forest. The world famous Royal Bengal tigers are only found in the Sundarbans and it also has spotted deer, whale and dolphin as main attractions. There are many developments work to do to make the mangrove forest the Sundarbans popular. The first thing to do is worldwide marketing with good marketing tools. China is rich country with huge of population, and they visit very often so that if we do our campaign, marketing and promotional work about the Sundarbans we will get many tourists. They will be interested because Bangladesh is neighboring country so that easy to visit within short time. For example only 1% of China's tourist that can add so much foreign currency in the economy. There is only one airport in Jessore but one more airport in Khulna or Bagherhat or Gopalgang is needed which will shorten the time of journey and make the journey easy. In ferries it takes long time to go to the other side of the river but if a bridge is build in the river Padma it can save at least 2-3hours and the visitors can spend in the forest. The roads are not enough specious it would be good if the roads are four lanes which can save time as well. There are also road side open markets which should be removed and there are many speed breakers that should be removed as well. There can be alternative roads for the villagers of that area. (Murshid 2014.)

The Sundarbans has only 4-5 spots which people can visit but it can be extended to 10 to 15 spots more. Usually visitors stay in the mini ship but there can be floating resorts which will attract the tourists more. Many ecologists have already said that the Rampal coal power station should be stopped because it will harm the wild life and the plants immensely. (Nur 2014.)

If all the recommend development works are accomplished the total scenario of Bangladesh will be change. There will be more employment opportunities, roads and bridges which will help any kind of business and transportation sector will gain profit. New industries will grow surrounding the Sundarbans which will contribute to the economy greatly. The political stability is very important to achieve a significant goal to get more tourists in the Sundarbans. There are pirates everywhere in the forest of the world and the Sundarbans is nothing different, therefore the security system should be good and tight. Media can play a vital role to bring more tourists with their positive attitude by presenting the good things and positive things about the Sundarbans to attract the tourists. The skilled tourist guides who know several languages are needed to guide the tourists in their languages. And the government also needs to make scope for the skilled people by giving good opportunities and more facilities to them so that they stay in the country do not go abroad for job or livelihood. There is lots of variety of plants and animals in the Sundarbans which the tourist guide should have sound knowledge about all the things regarding the mangrove forest to serve the tourists.(Murshid 2014.)

The visa process for the tourist should be easy and simple. For example there can be port visa, short term visa and spot visa to visit any tourism spots. The government should take more development initiatives. They are doing more promises but less work. The government should take extra care of the Sundarbans for example the cell

phone network and internet facility should be increased. The Government and the group of companies should play vital role to promote the tourism sector. They should invest more money and labor to facilitate the Sundarbans tourism sector for the long term benefits. It is easy for a group of company to invest because they have money, manpower and easy access to do anything. Nobody has permission to stay in the forest but anyone can stay in the ships and there are also good foods available in the ship. The transportations and communication network are also good. The tour package does not cost very much, it costs only € 80 to € 100 for 2-3 days Sundarbans tour package. If all recommend development work is done duly then it will take not more than 10 (ten) years to change the total circumstances of The Sundarbans and the tourism sector of Bangladesh. (Murshid 2014.)

7 Conclusion

The government must have to have some special plans, more budget, investment and cordial care for the most important tourist spot of Bangladesh. The Sundarbans which is internationally recognized as heritage site for many years can be the easy getaway for the economic development of Bangladesh. Tourism sector includes attractions, accommodation intermediaries, transportation, public sector and policy and destination. Bangladesh has to focus particularly on these issues to develop the tourism sector. Tourism development is related with many sectors which tourists come to contact with such as infrastructure, accommodation, transportation, attraction, activities, facilities and amenities. So these sectors should be developed properly for total and secure development of the tourism sector of Bangladesh. Tourism is an important driving force in a socio-economic growth for a country that is why the increased number of enterprises is coming towards tourism business and a large number of tourism destinations are growing day by day globally. To add, through this tourism business revenues, job opportunities, enterprises and infrastructure are developing. Tourism can broaden educational and cultural horizons, improve the quality of life, provide high income and improve the life standards of the people of Bangladesh.

The most important things to develop for the Sundarbans are one airport in Khulna or Bagherhat, floating resort and hospital, stop Rampal power station, 4 (four) lane road, good marketing all over the world and energetic and skilled workers who will love to work for their country. And the most important thing is the political stability for the development process. if the political condition is peaceful and one government last for long term then they can fulfill their promises and planed projects. Vision 2021 will help haste significantly the development process of the tourism

sector of Bangladesh. If the vision 2021 is followed or implemented properly Bangladesh could reach their goal. The problems are related with one another so that the government has to go ahead with good plan. If the plan implemented successfully then the path of tourism development will be easier.

To conclude, the government should be cordial enough and strict to make sure the development of the Sundarbans with the recommended planning and suggestions from the tourism experts. And the authority should emphasized more on effective marketing plan because it helps to promote a tourism destination comprehensively. The author firmly believes that if the government, the concerning body and people work together then the development of the Sundarbans is a matter of time, nothing else.

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Interview questions for the Visitors:**1. Personal info:**

- Name
- Age
- Profession
- Place of residence

2. Travel information :

- How often do you travel?
- Did you visit alone or with your friend or family?
- What do you think most exciting about travelling?

3. The Sundarbans:

- Why did you visit the Sundarbans?
- How you come to know about the Sundarbans?
- Is there available information in internet or local media about the Sundarbans?
- What do you like most in the Sundarbans?
- Did you face any problem?
- Do you think visiting the Sundarbans is risky?
- When it is best time to visit?
- What are the main attractions?
- Is there enough security system?
- Do you think you will visit again?

4. Transportation :

- What types of transportation facilities are available?
- Are they good enough?
- Do you think transportation cost is fare enough?
- What route do you recommend?

5. Accommodation:

- What kinds of accommodations are available?
- Do you think we have enough accommodation for the visitors?
- What is the quality of accommodation services?
- Is there available information in internet about the accommodation facilities?

6. Restaurant facilities :

- Is there available restaurant?
- Do they maintain hygiene?
- What kinds of food are popular?
- What is quality level of foods?

7. Recommendation

- What kind of development needed for getting more tourists?
- What kind of facilities should be increased?

Interview questions for Tourism experts:**1 Tourism development:**

- What are the potentialities of the Sundarbans in tourism sector?
- What kind of development work we need to do for making Sundarbans a popular tourism destination?
- How important role can the Sundarbans play to develop our economy?
- How can we get more tourists for the Sundarbans?
- What are the main bottlenecks for development of the Sundarbans?
- Who can play vital role to develop the tourism sector?
- What are the recent developments of tourism business?
- Do we have enough accommodation system?
- Do we have good transportation system?
- What kind of infrastructural development is needed?

2 Government assistance:

- Do you think our government is concern?
- What remarkable development works has done by the government for the development of the Sundarbans tourism sectors.
- What kind of development steps the government should take?
- How long it will take to achieve a significant goal in tourism sector of Bangladesh?
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3 Other issues

- Do you consider the Sundarbans is a very powerful resource to change our economy? And why?
- Do you think our travel agencies are tourism organizations are doing a good job?
- How they can help to develop the Sundarbans tourism?
- What kind of facilities they need from the government
- What are your recommendations?

Thanks for spending your valuable time with me.