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CHALLENGES OF TOURISM IN BANGLADESH

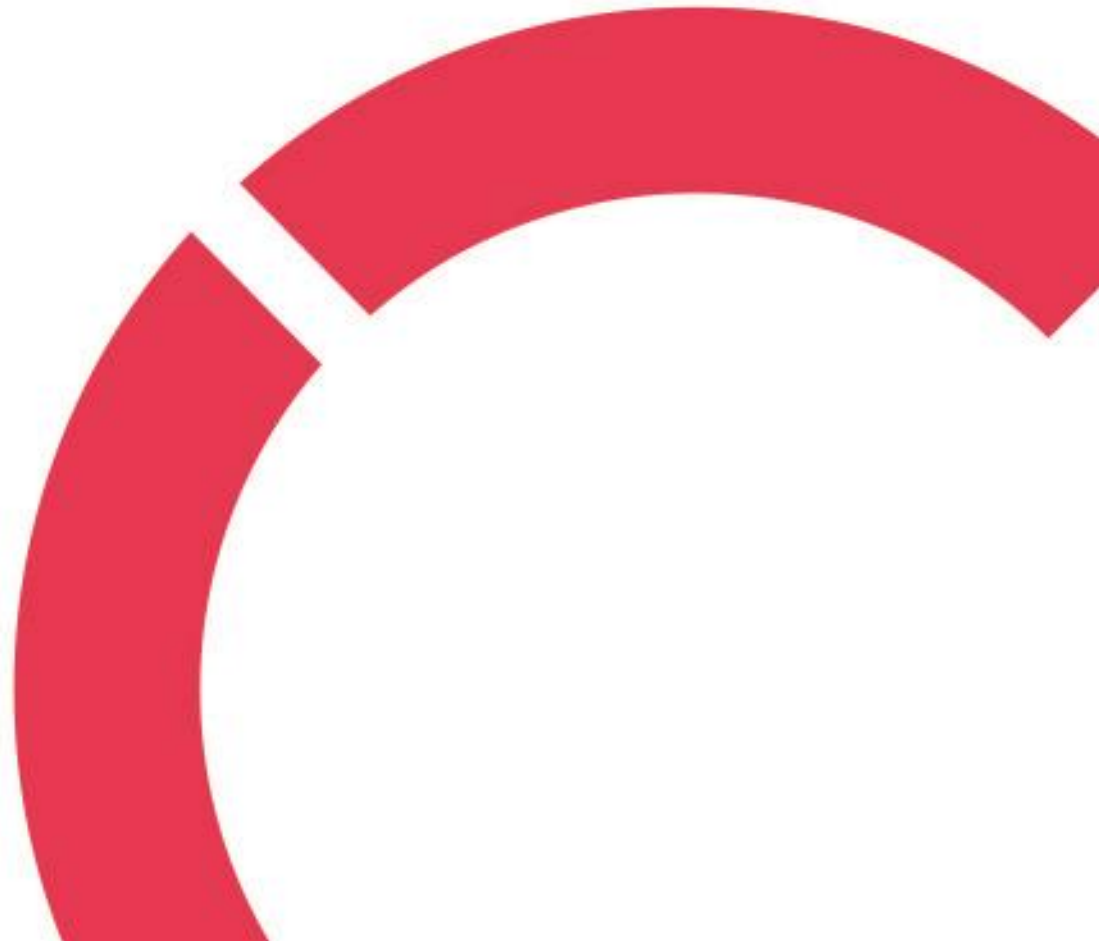
Comparison with some Finnish tourism sectors

Thesis

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Abstract

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Name of thesis CHALLENGES OF TOURISM IN BANGLADESH Comparison with some Finnish tourism sectors		
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<p>This research aimed to perform a comparative analysis based on the tourism plan of Bangladesh and Finland. The thesis also focused on the operational performances of the tourism industry and major attracting domestic and international destinations. The major focus points were the tourism destinations of Bangladesh and Finland.</p> <p>To acquire its aim, the research followed a secondary qualitative research method for the collection of information through peer-reviewed journals and authentic websites. The research discussed the extreme tourism factors with respect to both countries and the industrial mechanisms that have impacted the country's economic growth. With this collection of data, the researcher analyzed the data with the help of content analysis and the results have been concluded according to it.</p> <p>Finally, the main findings of the thesis were compiled. Although Bangladesh has potential, it struggles with political unrest and a lack of infrastructure, whereas Finland has a thriving, sustainable industry. Both nations have made improvements; additional progress could spur economic expansion and cross-cultural interaction.</p>		
Keywords: tourism guides, tourism plan, tourism strategy		

ABSTRACT

CONCEPT DEFINITIONS

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1 INTRODUCTION

Despite being the world's largest industry sector, the tourism industry is expanding even more. It was only in the 19th century that the organised activities of traveling emerged and became commercialised in a professional way (Costa 2020, 198-202.) The starting of large-scale movement of tourists for leisure purposes began as an outcome of various realities that includes the opening of newly built maritime routes which enabled traveling to be more international. As there is continuous expansion going on in tourism, planning begins to take shape as per the need to bring a smooth balance between tourism's economic objective, and the necessity to enhance the balance and preserve tourism destinations. In addition, the tourism industry is among the most rapidly growing industries and a significant source of foreign currencies for several developing countries around the world (Rifat 2019).

This study aims to establish the current state of the tourism industry in both Finland and Bangladesh. Insights gained from comparing Finland and Bangladesh's tourism-status-setting processes can inform policymakers in both countries about how to best promote and protect their respective tourist industries.

Tourism in Bangladesh is a growing industry. The following are the primary goals that are tied to the central purpose of this investigation:

- To learn about the current state of tourism in Finland and Bangladesh's most popular tourist spots.
- The goal of this research is to determine how much money the tourism industry brings in for both Finland and Bangladesh.
- Find out what is stopping Bangladesh and Finland from becoming major tourist destinations.
- To offer advice on how to better the tourism industries in Bangladesh and Finland

This study is motivated primarily by the fact that there has been a dearth of recent studies comparing the tourism industries in Bangladesh and Finland. Many studies have been undertaken on this seemingly simple topic. Only a small number of scholars have released reports on tourism

in the past few years. The effects of tourism on Bangladesh have been the subject of academic studies. Since there has been no recent research comparing the tourism sectors in Bangladesh and Finland, this is seen as the primary factor motivating the research presented here.

The study's primary focus is on extreme tourism in Finland and Bangladesh. Using data from both countries, the study creates a tourist analysis that compares the two locations. Examining the tourist industry in Bangladesh using the framework of strengths, weaknesses, opportunities, and threats Finland. Consequently, the results of the study will add to the existing body of literature and provide useful information that can be incorporated into the improvement process in the countries.

All of the data in this thesis comes from secondary, qualitative sources. Secondary sources are compiled through researching Finnish and Bangladeshi travel sites. The first chapter provides a little background on the state of tourism in Finland and Bangladesh. The first chapter lays out the study's overarching goals and objectives. The statement of the problem and its significance to the study are also included. The thesis's organisational framework of the thesis is presented in chapters two and three, which conduct a literature assessment of earlier studies in the field. It covers the monetary influence of tourism, different kinds of tourism, and the current state of the tourism industry in both Bangladesh and Finland. In addition, the quality of the tourist experience is completely described in chapter four's case of extreme tourism in Bangladesh and Finland. Many difficulties associated with tourism in Bangladesh and Finland are discussed in Chapter 4. In the final chapter, the researcher draws a summary of the study's findings. Future researchers will benefit from the suggestions made in this chapter, which will help them carry on their work more efficiently.

2 TOURISM OF BANGLADESH

Although Bangladesh's tourism industry is still young, the nation has a lot to offer visitors seeking a genuine and one-of-a-kind vacation experience. Bangladesh is a country with stunning natural scenery, a diverse population, and a rich history that is just waiting to be discovered.

2.1 Tourism development in Bangladesh

Bangladesh can be explained as a business future rather than as a tourist destination when there is a good chance it will happen to explore in this country if it could be properly promoted and socialised in the world (UNWTO 2019, 2). Moreover, the tourism promotion could be done by the government and the stakeholders of the country who are the responsible for better promotion. Bangladesh has an immense potential to grow in a positive manner and could become a highlight and eye-catching place for every foreigner. In addition, Bangladesh could be called a beautiful place where people can get ambient and relaxing vibes due to its diversity of natural landmarks. It can be said the most important factor that could attract many people to come at Bangladesh at any cost. The tourism industry of Bangladesh presents marketing strategies that could affect the traveling attributes of people in the country. Moreover, the industry is not achieving remarkable progress in the developed of other countries that are called its neighbours. In order to make their shared tourist attractions seem more reasonable and desirable to visitors, these neighbours have each contributed something unique to the area (Masrurul 2019, 1). In addition, the concentrations of low promotion mainly affect the failure side of Bangladesh tourism due to the false development of strategy by Bangladesh Parjatan Corporation (BPC). The creation of independent and different companies that could be activated by Bangladesh Parjatan Corporation (BPC), must be built to let the tourism revive in the future.

The strong suggestions are to initiate and implement a marketing plan and strategies that can affect the potential activity of tourism in order to avoid any harmful yet aimless policies to develop tourism at the current stage in Bangladesh. It has been mentioned that Bangladesh

tourism failed to grow accurately due to its lack of attractions due to lack of promotional activities that are less adequate and less effective. According to Hossain et al. (2020, 89), Bangladesh has failed to attract more people to visit. There are many possible reasons why this could have happened in a first place. The main possible reason is the suggest of the tourists due to lack of promotional activity by the industry and the government of Bangladesh. Therefore, due to the relevance of internet and social media it can be resolved at any time by using more effectively and properly (Khan & Abir 2022, 213-229.)

2.2 Growth of tourism in Bangladesh

Tourism has become one of the growing industries since the trend has increased in the past few years in Bangladesh. The contribution of the Tourism industry is 4.4% in GDP (OECD 2021). Since the government has analysed the importance of tourism therefore, the Ministry of Tourism has started setting and allocating a larger budget than the previous financial year. Though the county has made many efforts to attract tourists yet, there are several reasons behind why foreign tourists are limited in number. Some of the reasons identified from the existing literature includes a lack of infrastructure of tourism, proper marketing plans and campaigns domestic airline system and a lack of security measures for the tourists (Rahman 2014). The scenario has revealed that since the tourists believe that they need to be provided with adequate security so, they should be protected from extreme conditions (Rahman 2021, 64-78).

Tourism in Bangladesh has been growing steadily in recent years, although it is still relatively underdeveloped compared to some of its neighboring countries in South Asia. The government of Bangladesh has recognized the potential of the tourism industry to contribute to the country's economic growth and has taken steps to promote tourism and improve the infrastructure and services for tourists. Some of the factors contributing to the growth of tourism in Bangladesh include its rich cultural heritage, natural beauty, and wildlife, as well as its history and architecture (Costa 2020, 198-202). Some of the popular tourist destinations in Bangladesh include the Sundarbans mangrove forest, the Cox's Bazar beach, the historic city of Dhaka, and the tea gardens of Srimangal. In recent years, the government has invested in improving the

transportation and accommodation infrastructure for tourists, as well as promoting the country's tourism industry through marketing and advertising campaigns. The introduction of e-visas for tourists has also made it easier for foreign visitors to obtain entry to Bangladesh. Despite the growth in tourism, there are still some challenges that the industry faces in Bangladesh, such as a lack of trained personnel and a need for better tourism-related services. However, the government and private sector are working to address these issues and further promote the growth of the industry (Saarinen 2018).

2.3 Major Attractions in Bangladesh

Bangladesh is blessed with beautiful mountains and terrains with flowing rivers, archeological sites, temples, mosques, church and ancient heritage. The tourists can benefit from the Bengali culture and the heritage of Bangladesh that can be traced back to many years. The popular Himalayas are also located in the north and in the South the tourists can find the Bay of Bengal.

2.3.1 Dhaka-Mughal Period association

Dhaka is popular for their Mughal Period association. The city is an important place for the traders as well as for dignitaries coming from all across the globe. Dhaka is a beautiful city for tourists with cultural and heritage diversity. Beginning in the early 17th century, the Mughal period in Dhaka is widely recognised as a pivotal time in Bangladesh's historical development. Dhaka was a major hub of Mughal government, trade, and culture at this time. The Mughals made tremendous strides in shaping the built environment of Dhaka. The city's particular architectural and cultural character can be attributed to the many mosques, tombs, palaces, and gardens built by the Mughal emperors and their local administrators (Saarinen 2018).

The growth of the arts and literature during the Mughal period in Dhaka is also noteworthy. During this time, many well-known poets, writers, musicians, and artists flourished, creating works that reflected the city's multiculturalism and cosmopolitanism. Commerce and trade were also

relatively important throughout the Mughal period in Dhaka. The city's position on the Buriganga and Brahmaputra rivers made it an important hub for trade within the Mughal Empire and beyond. Dhaka's status as a centre of business and industry was bolstered by the development of the city's textile industry during this time (Rahman 2014).

2.3.2 Sixty Dome Mosque

The sixty Dome Mosque is another type of attraction for the foreign visitors who would love the architecture of the historical Mosque. It is popularly called the Shat Gambuj Mosque and it is a UNESCO World Heritage Site also. This mosque was built by Saint named as General Khan Jahan Ali. From the Sultanate period, this is considered as the largest mosque. A mediaeval mosque in the southern Bangladeshi district of Bagerhat, the Sixty Dome Mosque is also known as the Shait Gumbad Mosque. It was constructed in the 15th century by order of the Bengal Sultanate's monarch, Sultan Nasiruddin Mahmud Shah. The mosque is one of the largest on the Indian subcontinent and is widely regarded as a masterpiece of Sultanate design. The mosque's unusual design—sixty domes resting on seventy-seven pillars of stone—is the inspiration for its name. The walls of the mosque are composed of baked bricks laid in a herringbone pattern, and they are elaborately decorated with geometric patterns, calligraphy, and floral motifs that are rendered in terracotta (Saarinen 2018).

The UNESCO World Heritage Site of the Sixty-Domed Mosque in Bangladesh is a significant cultural and architectural landmark in the country. There is a big central prayer hall and various smaller rooms and chambers inside the mosque, and visitors can also explore the tomb, madrasa, and large pond that make up the rest of the site. Tourists from all over the world visit the mosque to take in a piece of Bangladesh's rich cultural and architectural history (Rahman 2014).

2.3.3 Sreemongol

Another major attraction of Bangladesh is the Sreemongol in Sylhet, which is considered the most attractive place that has attracted large numbers of tourists because of its beauty. The lush and beautiful green tea gardens that stretch from the hilly areas. The pineapple and lemon garden besides these are also appreciated because it adds beauty to the area. Located in the Moulvibazar district in north-eastern Bangladesh lies the sub-district of Sreemangal. Its natural attractions, including its rich tea gardens, woodlands, and wildlife, make it a popular vacation spot. Visitors can take guided tours of the tea plantations and processing factories to learn about the intricate process of making some of the world's finest tea. In addition to the Hoolock gibbon and the Phayre's leaf monkey, Sreemangal is also home to the Lawachara National Park, a protected forest reserve that is home to numerous rare and endangered species of flora and animals. Hiking the park's many paths and experiencing the park's fauna and scenery up close are two of the most popular things to do for visitors (Renfors 2021, 510-528).

The Madhabpur Lake and the picturesque Baikka Beel Wetland Sanctuary are two more well-liked destinations in Sreemangal. Together, they host over two hundred different bird species. Visitors can learn about the area's history by experiencing its various traditional handicrafts and sampling its cuisine, which makes use of a wide range of locally grown fruits, vegetables, and spices (Saarinen 2018).

2.3.4 Bandarbaan

Bandarbaan is the most least populated district of Bangladesh. It means “dam of monkeys”. It has one of the popular tourist’s attractions. It is located in the Chittagong hills. The natural beauty of this area is unmatched since it has many beautiful places. Even one of the largest Buddhist temples called as Buddha Dhatu Jadi is also located here. Bandarban is a district in the Chittagong Hill Tracts in south-eastern Bangladesh. Its verdant hills, waterfalls, rivers, and woods are some of its most recognisable features. Many different minority groups call Bandarban their home, including the Marma, Tripura, Chakma, and Tanchangya. Weaving, basketry, and woodcarving are just a few of the traditional arts that visitors can learn about in this area. Bandarban is home to many well-known sights, including the Chimbuk Hill, Nilgiri

Hill, Boga Lake, and Shaila Propat waterfall. The region's cuisine is particularly highly regarded for its flavorful preparations of fish, veggies, and spices (Renfors 2021, 510-528).

2.4 Beach Tourism in Bangladesh

Bangladesh is also popular for their beautiful beaches. The coastal area and the beach around it are becoming one of the biggest tourist attractions. Some popular names of these beaches are Cox's Bazar beach, Saint Martin's beach, Kuakata beach and Coral Island and they are in the heart of Bangladesh. The tourists can easily enjoy the beautiful and breath-taking sunset views, sunrise, availability of delicious seafood and golden sand with surfable waves. The local communities living around and the stakeholders of the tourism industry have largely benefited from these beaches. The local people are also benefited because with more visitors and tourists coming every year, the urban developments also take place with upgraded infrastructure (Hasan et al 2019).

Bangladesh's beaches have become increasingly popular destinations for tourists in recent years. There are many beaches along the country's lengthy coastline on the Bay of Bengal, which draw visitors from all over the world. The Chittagong Division of Bangladesh is home to Cox's Bazar, the longest natural sea beach in the world. Famous for its expansive sandy beach and picturesque sunset and dawn vistas, as well as a variety of water sports, including surfing, jet skiing, and parasailing, Cox's Bazar is a popular tourist destination in Bangladesh. Kuakata, in the Patuakhali area of the Barisal Division, is another well-liked beach. Its distinctive configuration allows for sea views from both ends of the beach, making it famous for its panoramic sea, sunset, and sunrise vistas. St. Martin's Island in the Bay of Bengal is another well-liked beach vacation spot. Its beautiful beaches and crystal-clear waters attract many visitors who come to enjoy water sports like snorkelling and scuba diving. In addition to Laboni Beach, Himchori Beach, and Inani Beach are also fantastic options for beachgoers in Bangladesh. The tranquilly and natural splendour of these beaches make them a popular destination (Rahman 2014).

2.5 COVID-19 and Tourism of Bangladesh

Before COVID-19, the rate of tourism was increasing and there were potential chances that it might attract more foreign tourists in coming years. However, COVID-19 was the most challenging period for Bangladesh because like other countries, it also impacted the GDP, revenue and the tourism industry. Not only this, but the tourism industries of other South Asian countries such as Nepal, Maldives, and Bhutan were also affected. The tourism industry of Bangladesh mainly Sylhet region contributes in National economic growth and cannot be neglected (Sufian & Hoque 2022, 1-13). The World Bank predicted a loss of almost US\$2.03 billion and loss of 420,000 jobs in the formal sector (World Bank, 2020). This was the adverse impact of COVID-19 on people. Bangladesh was affected by COVID-19 in several ways but the tourism industry had to suffered largely. The pandemic restrictions and the embargo of activities of airline industry also gave a blow to the tourism industry.

3 TOURISM OF FINLAND

Northern European nation of Finland is renowned for its breath-taking natural beauty, distinct culture, and outdoor activities. The number of tourists visiting Finland has been rising significantly in recent years, and they come to see everything from the Midnight Sun to the Northern Lights.

3.1 Growth of Tourism in Finland

Tourism is considered an important sector for the Finnish economy. In 2021 only, the tourism sector of Finland contributed to 2.7% of GDP and it reached almost EUR 11.2 billion. The tourism exports have also increased and the service exports are 18%. In Finland, the tourism industries employed 128,700 people (OECD 2021).

The number of international visitors has also increased because of the vast advancements and the number of tourist destinations for people to visit. The major part is played by the tourism policy makers and the stakeholders because they are responsible for shaping different tourist policies that attract to millions of people every year. Digitalization, cleanliness, security and many potential tourist markets are the major reasons behind why people choose to visit Finland. However, it was also found that despite the growth of the tourism industry, there are many challenges also that are faced by the industry. These include connectivity issues, seasonal business issue, labour costs, higher taxes and competitive prices. (Mikkonen & Saarinen 2017).

3.2 Major attractions and activities in Finland

In Finland, there are numerous attractions that appeal to a variety of interests. Helsinki, the nation's capital, is a contemporary metropolis with striking architecture, galleries, eateries, and cafes. While the sauna is a vital component of Finnish culture and a must-try experience, the northern lights are a natural beauty that may be seen in the country's most northern territory. There are 40 national parks in Finland, which provide opportunity for outdoor pursuits like hiking, camping, fishing, and wildlife observation. Families with children like visiting the Santa Claus Village in Lapland, especially during the holiday season. With more than 180,000 lakes, Finland's Lakeland region is a refuge for those who enjoy the outdoors and water activities (Touropia 2021.)

3.2.1 Lapland

For any nature lover who wants to explore and visit beautiful natural places, Finland is the country to go. Outdoor activities and enthusiasts can visit Lapland which is a full of fun place to visit. It is popular for its skiing and snowboarding. People can enjoy themselves there by doing some unusual activities for fun that includes reindeer safaris, ice fishing and outdoor sauna experience. The major attraction of this place is its night life that is enjoyed by people. The lounges, cafés and bars are highly popular for people to enjoy the chilly night life. In the very north of Europe, Lapland is an area of unmatched natural beauty and cultural diversity. Lapland is a place that is truly unlike any other due to its breath-taking landscapes, rich cultural heritage, and distinctive experiences. Lapland's vast, unspoiled wildness is one of its most outstanding characteristics. Lapland is a sanctuary for outdoor enthusiasts with its endless woods, tundra, and snow-covered vistas. There are several ways for tourists to take in the splendour of Lapland, including skiing, snowmobiling, dog sledding, ice fishing, and snowshoeing. Summertime activities for tourists include trekking the area's paths, fishing in its pristine lakes, and taking in the majesty of the midnight sun (Renfors 2021, 510-528)

Lapland, however, is a region with a rich cultural legacy in addition to its natural beauty. With thousands of years of continuous habitation in Lapland, the indigenous Sami people have created a distinctive way of life that is closely entwined with the natural world. Sami traditions and

customs, including reindeer herding, traditional crafts, and storytelling, are available for tourists to Lapland to learn about. Additionally, they can savour Sami food, which features items like smoked reindeer meat and customary bread made from dried fish. Santa Claus Village, which is situated in Rovaniemi, Finland, is one of Lapland's most well-known tourist destinations.

Visitors can even cross the Arctic Circle while here, where they can also see Santa Claus and observe his elves at work. The town, with its snow-covered homes, sparkling lights, and festive ambiance, is a magnificent spot that perfectly depicts the spirit of Lapland. Lapland is an area that offers a distinctive fusion of scenic beauty and cultural diversity. Lapland is a place that will leave you with lifelong memories, whether you're looking for outdoor adventure or want to learn more about the rich cultural legacy of the Sami people. Lapland is certainly a destination unlike any other, offering breath-taking scenery, uncommon experiences, and kind people (Rahman 2014.)

3.2.2 Turku

The city of Turku is situated along the Aura River's banks on Finland's southwest coast. Turku is a place that has something to offer to everyone because of its fascinating history, beautiful architecture, and active cultural scene. Turku Castle, which was built in the 13th century, is among Turku's most renowned structures. Over the years, this massive fortress has been used as a prison, a royal home, and a military stronghold. Today, guests can stroll through the castle's courtyards, towers, and ramparts while learning about its interesting past. Alongside the coastal area of Southern Finland is Turku which was also once the capital of the country in the 19th century. It is one of the oldest nationalities and people love to visit this place because of its beauty and heritage. The cultural landmarks and the historical places of this country are matchless and one of the prime reasons behind why people love visiting it (Touropia, 2021.)

The oldest and most significant ecclesiastical structure in Finland, the Turku Cathedral, is another must-see site in Turku. The cathedral is a magnificent example of Gothic architecture that was built in the 13th century. Its stunning stained-glass windows, elaborate altarpieces, and fine sculptures can all be admired by guests. Turku is renowned for having a vibrant cultural

scene, with many festivals and events held all year round. The Turku Music Festival, one of the most well-liked occasions, draws musicians and music fans from all over the world. The Turku Food and Wine Festival, the Turku Animated Film Festival, and the Mediaeval Market are further noteworthy occasions. Turku has lots of outdoor recreation activities for nature lovers. Islands and archipelagos surround the city, and there are a tonne of beaches, parks, and nature preserves to explore. Visitors can enjoy a picnic in one of the city's many parks, take a boat tour across the archipelago, or go trekking in the adjacent forests. A distinctive fusion of history, culture, and scenic beauty can be found in Turku. Turku is a place that is guaranteed to leave you with priceless memories, whether you want to explore its mediaeval cathedrals and castles, go to a festival or event, or just relax in nature (Rahman 2014.)

3.2.3 Suomenlinna Fortress

Suomenlinna Fortress popular fortress can be traced back to the 18th century and is considered as one of the largest sea fortresses in the world. This place is also popular and is a UNESCO World Heritage site. It is popular because visitors find this place easy to access the Market Square of Helsinki. The fort's history can be accessed by the people who visit as it provides audio and visual information displayed everywhere. The castle is well known for its amazing network of defences, defensive walls, and tunnels that were built to withstand a naval assault. The fortress is particularly renowned for its magnificent architecture, which combines influences from Sweden and Russia. Suomenlinna is now a well-liked tourist destination and an important cultural centre for Helsinki. Numerous museums, notably the Suomenlinna Museum and the Military Museum of Finland, as well as eateries, cafes, and stores can be found inside the stronghold. Visitors to Suomenlinna have the option of taking guided tours to learn more about the fortress's history and architecture, as well as exploring it on foot or by bicycle. Although several of the museums and attractions have seasonal hours, the fortress is open all year (Rahman 2014.)

3.2.4 Helsinki Cathedral

Helsinki Cathedral is one of the popular sites for the people and is a beautifully designed planner with four main buildings. These places include: University of Helsinki, the Church or Cathedral Helsinki, National library of Finland and Government palace. The cathedral was created by German architect Carl Ludvig Engel, who was hired by the Russian Czar in the early 19th century to create a number of significant structures in Helsinki. Since its completion in 1852, the cathedral has grown to be a significant location for Finnish culture and religion. The cathedral's stunning white exterior, soaring green domes, and imposing face are well known. The cathedral's interior is as spectacular, featuring elaborate marble flooring, towering columns, and a lovely altarpiece. Helsinki Cathedral is a well-known attraction for tourists who travel to Helsinki to take in the city's stunning architecture and discover more about the cathedral's significance to the Finnish people (Touropia 2021).

4 CASE- EXTREME TOURISM

Extreme tourism is a style of travel where travelers engage in physically taxing and high-risk activities in search of adventure and excitement. Due to their disparate geographies and natural resources, Bangladesh and Finland each have unique options for extreme tourism.

4.1 Extreme Tourism of Bangladesh

Due to the close connections of weather and climate, tourism industry is specifically vulnerable to the climate change (Wolf, Filho, Singh, Scherle, Reiser, Telesford & Kovaleva 2021, 4223.). The associated impacts of the climate change like the extreme weather events and rise in sea level present the implications range for the development of tourism, from the redistribution of coastal areas erosion and natural resources to the increased risk in terms of natural disaster. The disasters like floods, tropical cyclones and heat waves might affect the industry of tourism through the disrupted transportation, destroyed infrastructure of tourism and risk perceptions of tourism (Rosselló, Becken & Santana-Gallego 2020, 79). To make certain of the tourism industry's sustainable development, it is essential to prepare for the climate-based disasters at local levels through the risk management's systematic strategies. To further provide useful information regarding the risk management of tourism in Bangladesh industries, some of the studies have investigated the climate change impact on the tourism according to Islam et al. (2020), although, some studies have also neglected the tourists' role based on analysing the impacts. Understanding the responses of tourists in terms of climate change impacts is important for the prediction of change in particular markets of tourism and for sharing the significant strategies for the destination of tourism to cope up with potential consequences of the change in climate. However, despite the increasing attention towards the relation among climate change and tourism, the knowledge in present studies about the behavior of tourists in response to the climate is still limited and for that reason other countries like Finland is taking advantage due to its effective nature-based tourism strategies to attract nationals as well as international tourists into their beautiful places (Steiger et al. 2022, 1-34.).

In the recent years, the range of research studies has focused mainly on the assessment of climate change impact on the tourism industry (Guo, Jiang, & Li 2019, 3187). While some of the studies have focused on the spatial distribution change in terms of tourism demand. As an example, Rew et al. (2020) have found that the climate change is moving the flow of international tourism towards the higher latitudes and altitudes. In addition, current research has also focused on the climate change impact on the demand of tourism as well as the change in behavior of tourism under the conditions of climate change. It was further argued by Balsalobre-Lorente et al. (2020) that the climate change influence on the climate change demand is shaped by tourists' resources. The tourists have several adaptations-based strategies in response to severe climate change, as they do have flexibility of decision making in terms of switching the destination, activities and travel timing of the tourism in which they are engaged. But it is important to get the responses of tourists in terms of climate change for the prediction of temporal and spatial shifts in the demand of tourism (Sottini, Barbierato, Bernetti & Capecchi 2021, 74-89.). Hence, it is important for the understanding of extreme tourism to know the importance of climate for effective tourists decision-making and the changing impacts on the behavior of tourism.

4.2 Extreme Tourism in Finland

The weather and climate conditions play a significant role in nature-based tourism especially when the tourism activities are based on the snow in winter (Bausch, Humpe & Gössling 2019, 4233). Previously, winter tourism and climate change have focused mainly on activities based on ski related as well as their capability for adaptation while the future of various other snow activities like snowmobiling, cross-country skiing, and dog sledding has received little analysis. Although, these activities make nature-based tourism in winter mandatory in Finland they are often combined with the skiing or many other snow-based activities as the part of tourism experience. In addition, the study has focused on the preparedness and attitudes for climate change for the entrepreneurs that mainly handle nature-based tourism in Finland. Also, it is predicted that climate change causes harmful and intense effects on the tourism in winter as many research studies have analysed and discussed the weather events and climatic conditions that limit or affect the viability of snow-based

activities in tourism that include major difference among skiing and several other activities based on snow (Landauer, Rasmus & Forbes 2021, 32.).

In western and southern Finland, warming winters are found to be endangering tourism related to snow activities while the northern areas of the countryside in the short run gained competitive and greater benefits over the expense of central Europe and southern Finland. Moreover, climate change's influence on both winter and summer tourism relies mainly on the adaptive capacity of the tourism sector (Steiger, Knowles, Poll & Ruttu 2022, 1-34.). This applies especially to the structure of nature-based tourism which can be described as the most climate-sensitive and vulnerable tourism activity internationally. Nature-based tourism has greater importance for Finland whose image as a tourism destination is connected closely with the nature, particularly in Northern Finland where the effect of employment based on nature-based tourism is greater than any regional industry (López-Sanz, Penelas-Leguía, Gutiérrez-Rodríguez, & Cuesta-Valiño 2021, 985.). It has been found that nearly one-third of the revenue based on tourism comes from nature-based tourism and other related activities in Finland which means that the radical changes in weather and climate might have a significant impact.

Angeria, Hirvaskari & Kähkönen (2022) discuss the impressions of the entrepreneurs based on climate change's effect on nature-based tourism in Finland are considerably similar to anticipated effects from others. Also, the scepticism towards such impacts affects their self-enterprise which might relate to climate variability which has been greatly influenced by most of the operations of entrepreneurs throughout their existence. However, operations in various conditions have enhanced the confidence in getting through the climate changes and since the techniques utilised to prevent this climate used variability causes trouble that are most identical with the technique utilised for the adoption of climate change. So, the improved methods are ongoing for the adoption and cross-country skiing as well as ice fishing appears to be the organic products of tourism in this case. Hence the conditions based on climate, tourism groups and tourism forms in northern and southern regions of the Finland differ in terms of tourism activities considerably (Prokkola 2019, 1587-1606.)

4.3 Quality experience with tourism

In terms of the importance of travel and tourism industry in the global economy, the pandemic has done great damage to the sector and hence it is considered as the significant contributor for the decline in tourism and the same damage has been done in the tourism sectors of Bangladesh (Khan, Hassan, Fahad & Naushad 2020). Since the past years, the tourism sector of Bangladesh has expanded gradually with the potential domestic sectors of tourism. As per the ongoing challenges with the upgraded waves or viruses, the risk of tourist health is still a considerable factor and probability of suffering from the health complexities or diseases because of the exposure to travelling experience. Health risk in tourism is an inseparable factor of travelling that has endangered impact on the security and safety of tourist that has enhanced the hesitation level among the tourists (Hirvonen 2021). In addition, the perception of risk about health has become a significant consideration for the tourists because of the emerging trends of developing safety senses among the tourists that gets facilitated by enhanced availability of information as well as the perceptions of risk would have the severe impact on the hesitation of travelling towards the tourists' decisions. The government of both countries have taken initiatives to promote tourism, with Finland having a more established and well-funded approach. However, Bangladesh has made progress in recent years, including developing new tourist destinations, improving infrastructure, and introducing policies and regulations to ensure the safety of tourists (Rahman 2014)

In addition to that, in terms of both countries' tourism plans they focus mainly on the nature and attract international audience the most to overcome economic challenges. But in the comparison to Finland, Bangladesh has fewer risks due to many places and destinations. In terms of climate change impacts on the demand of tourism in both countries, the research added that the demand relies mainly on the tourists' behavior. The climate change impact on the tourism is caused by the extreme weather events like the floods and other. According to Arabadzhyan, Figini, García, González, Lam-González & León (2021, 2233-2268.) there is extreme event occurrence due to weather and climate change that is considerably critical threat to the tourism especially in developing coastal regions. The damage to the destination infrastructure as well as ecosystems has a devastating impact on the demand for tourism and might also influence the longer-term tourism

sustainability based on the destinations. In terms of extreme weather influence on the tourism and tourist behavior majority of the already existing studies have focused on the perceived risks of tourists. Moreover, a perceived influence of the traveling risk results from the change in climate that varies from the tourists with various sociodemographic variables. Researchers observed that people's views on the severity of weather concerns while traveling varied greatly depending on whether or not they were traveling with children (Oscilowicz, Honey-Rosés, Anguelovski, Triguero-Mas & Cole 2020, 765-786.).

Based on the policies and procedures that have been turned into tourism plans, it can be seen that for Finland implied policy and management change involves three types of elements: increased role of tourism, tourism justified increasingly with the outcomes of regional development, and legitimated socioeconomic goal with dimensions as well as sustainability need in the governance of national parks (Rahman 2014) Hence the switch between the knowledge regarding beyond natural science reflects many changes in the power relations towards the communities locally, tourism operators and regional developers in the planning and management of national parks. Initially, the plans of park tourism state the goals that are mainly relevant to the development of tourism as some of the national parks were completely prepared for tourism growth even before the growth was stated explicitly as the planning goal for parks (Costa 2020, 198-202) Another significant advantage for Finland is its focus on sustainability and eco-tourism, which has contributed to its success in attracting tourists who value environmentally friendly travel. The government of Finland has taken several measures to promote sustainable tourism, including investing in renewable energy, reducing waste, and promoting responsible tourism practices. (Thommandru, A, Espinoza-Maguiña, M, Ramirez-Asis, Ray, Naved & Guzman-Avalos 2021)

In addition to that the tourism role has tremendously enhanced in the national parks of Finland yet the concerning factors are still the utilisation of natural environment and protection from the climate change (Fälton 2021, 1-24). Although risk management plans are being deployment by the government still there is a requirement of appropriate management and planning practices in the areas of protection. With greater emphasis on the tourism business goals, the national parks idea of an economic role as well as a closer relationship with the society surrounding has risen up and the parks are now integrating the deeper tourisms aspects based on the regional and economical

company. For the management of park, the considerable issues in the national parks that rise due to the services provisions insufficient is funding as well as the operations of tourism in parks. Various kinds of user fees or indirect payment schemes might come up in serious discussion in Finland especially if the count of parks continues to enhance as per the plan, but the budget of government might decrease or remains the same. As per the planning for future, the number of parks will continue to increase, and the budget restriction issue of the government will not affect much as the destination might already be used by the independent visitors especially the business of tourism as financial collaborators for national parks might use the park for the operational purposes. (Renfors 2021, 510-520)

This kind of touristic and commercialization packaging can smoothly create the income for park management through their effective licensing along the management expenses as well as conflicts with the independent tourists, local communities as well as recreations. Hence the tourism role based on nature-based parks as well as government parks along with the questions such as unacceptable/acceptable activities, utilisation as well as the acceptance decision making based on what will eventually raise the discussion of policies, further research requirements and disruptive struggles in future. The governments of both countries have taken initiatives to promote tourism, with Finland having a more established and well-funded approach. However, Bangladesh has made progress in recent years, including developing new tourist destinations, improving infrastructure, and introducing policies and regulations to ensure the safety of tourists. (Aarikka-Stenroos, Jaakkola & Lehtimäki 2017, 20-30).

5 MANY CHALLENGES IN TOURISM

An important sector of the economy that has a major impact on the world is tourism. It does, however, confront a few difficulties that could limit its expansion and viability, just like any other industry. Some of the difficulties facing the tourism industry and how they might affect it. The necessity to ensure sustainable tourism is one of the main issues facing the tourism sector. This entails managing tourism to reduce its detrimental effects on the natural environment, regional cultures, and economic systems. A significant concern for the tourism sector is ensuring the safety and security of visitors. This includes safeguarding visitors against criminal activity, terrorism, and natural calamities.

5.1 Current state of tourism business

Tourism has now become an integral element of the lifestyle and also an essential part of economic development around the world even though the pandemic causes some challenges. With that, tourism offers improved quality of life, the satisfaction of the public, enhanced cultural pride, and nature conservation (Costa 2020,198-200).

Similarly, this sector has become the most useful tool for the reduction of poverty, environmental and cultural protection, and the generation of employment that has been discussed the global growth in tourism exports has surpassed the merchandise growth as export in the year 2018 which dispenses a huge potential for economies and the tourism sector (Rahman 2014).

Moreover, emerging economies also contribute to that it has become more desirable now due to the competitiveness in tourism. Hence the competitiveness of tourism has turned majorly into a robust economic driver of growth. Despite the challenges faced by both countries, their governments have taken initiatives to promote tourism and improve their industries. Bangladesh has made progress in recent years, while Finland has a more established and well-funded approach. (Hossain, Rahman & Islam 2020, 483-499.)

By addressing the challenges and capitalizing on their opportunities, both countries can further develop their tourism industries, contributing to their economic growth and cultural exchange.

There is always good-fellowship among the attributes, expectations, and competitiveness among the tourists. Thus, analyzing the appropriate tourism plan of a country has become essential to get insights into how the industry and country are dealing with growing opportunities and challenges with the emergence in terms of management and services. The successful identification of aspects that are embedded into the sector of tourism is complex to manage tourism effectively and improve its competitiveness (Errichiello & Micera 2021, 29.) The competitiveness of a country depends highly upon the climate, openness, and infrastructure, and naturalness, cultural and historical attractiveness. The roads and highways, telecommunication technology, and transportation facilities influence the selection of destination (Rahman 2021, 64-78.). Moreover, tourists perceive several socio-demographic aspects before selecting a destination. Consequently, developing underdeveloped countries generally have attracted a larger number of environmentalists. The expectations of tourists are deeply rooted in the available services, competitiveness, and amenities of tourists. Presently, the industries of tourism face tremendous challenges in sustaining and providing satisfaction in tourism (Fang, Zhang & Li 2020, 80).

The country Bangladesh is categorised into several destinations like hill tracts, archaeological sites, sandy beaches, and mangroves (Horaira & Devi 2021, 1-21). Thus, the wonderful attractiveness of Bangladesh could fascinate tourists internationally. In the same way, the people from Bangladesh are known for their hospitality which is still considered historical. Also, Bangladesh has vast potential to attract more tourists internationally and has ample cultural and natural resources for the heightening of the tourism industry (Islam & Akteruzzaman 2021). Despite such attractions in the country, Bangladesh has gained a lower number of inbound tourists than its neighbors in comparison with other countries like Finland (Korol & Krul 2020, 34.). In terms of overall economic development, the tourism industry in Bangladesh could not keep up at an equal pace. In addition, to the potential ground for international and domestic tourism, the country of Bangladesh also necessitates effective and proper policies for its tourism plan.

During past decades, tourism based on nature has become a significant instrument for regional developments in the country Finland, specifically the areas of northern peripheral (Ianioglo &

Rissanen 2020, 520-529.). In addition, the increasing role of industry is the outcome of general trending growth in the consumption of tourism, favoring instruments of the European Union like the “travel and tourism cluster” into peripheral parts of the country and clearing the decline of previous sectors of the regional economy like the agriculture and forestry. With that, tourism’s general growth including the visitor numbers has significantly increased in the national parks. For the latter part of 1990, the government of Finland has highlighted the requirement for the development of nature-based tourism in the country and also utilised the networks of national parks in the procedures of tourism plans (Saarinen 2021, 6599.). However, traditionally conservation has greatly been regarded as a significant function rather than outdoor tourism, recreation, scientific research, and environmental education in the parks. Hence, the national parks and other visiting places have greatly been rated internationally based on being well managed and also with minor expectations of acquiring the aim of conserving biodiversity (Järv, Ward, Raet, & Sepp 2021, 1257).

Other than that, domestic tourism and nature conservation were linked with the formation of the national identity as patriotism were the central motive in national park creation in Finland and various other countries for the attraction of tourists internationally. It has also been found that the national parks of Finland have gained an increased number of visitors and tourists. The growth in visitor numbers is not distributed equally among the parks but the nature-based tourism development has mainly focused on those areas which are located near the majority of the larger cities and tourist resorts (Järv et al. 2021, 1257). Hence the diverse tourism services supply is present near the parks around Finland.

In Finland, nature-based tourism has become an increasing demand that has followed major trends of tourism consumption internationally, as nature-based attractions have become the source of pleasure universally (Panzer, de Graaff & de Groot 2021, 101-122.). Meanwhile, tourism nature has partly changed as the natural areas have been offering traditional opportunities for the recreation of activities such as hiking, skiing, and backpacking. But since 1990 there was the addition of new activities like snowmobile, climbing, and dog and horse sled safaris and many have become visible forms of fresh activities based on nature-based tourism.

5.2 Challenging problems while choosing Bangladesh

Bangladesh is a South Asian emerging nation with rich culture, history, and scenic surroundings. To be sure, it has its share of difficulties and issues that travelers should be aware of before choosing it as a travel destination, just like any other nation. Political instability in Bangladesh is one of the biggest problems. Political unrest, demonstrations, and strikes have a history in the nation; as a result, travel plans may be affected, and the environment may be unpredictable. Before making travel plans to Bangladesh, tourists should follow the news and look for travel warnings (Rahman 2021).

Bangladesh is a developing nation with less developed infrastructure compared to other nations. There may be few options for public transit and shoddy roads. Travelers may need to make meticulous plans, allow more time, and be ready for potentially difficult circumstances. In Bangladesh, sanitation and hygiene issues can sometimes be difficult to solve. High levels of pollution plague the nation, and some regions may not have easy access to clean water for drinking. Visitors should take the required safety measures to protect themselves from waterborne infections and other health risks. Bangladesh is a nation with a diversified population and a rich cultural history. However, Bengali is the official language, and it is possible that many people do not speak English well. It may be difficult for visitors to communicate and get around the nation due to a language barrier.

5.3 Challenging problems when travelling in Finland

Finland might be a wonderful destination to live in or visit, but there are still some difficult issues you might run across. Most of the year is spent in a cold, dark environment in Finland, with lengthy winters and brief summers. For those accustomed to warmer, sunnier climates, this may be difficult. It can be challenging for non-native speakers to learn Finnish, which is

Finland's national language. It is possible to get by without learning Finnish, nevertheless, as many Finns are English speakers. Finland has a high cost of living, particularly in Helsinki, the country's capital. People on a limited budget may find this difficult (Storsjö 2020, 3246.)

Particularly for non-Finnish speakers, finding employment in Finland might be difficult. Opportunities do exist, though, in sectors like technology and healthcare. Making friends and establishing social relationships might be difficult for newcomers to Finland because of the culture's emphasis on personal space and privacy. However, once you build relationships, Finns are renowned for being hospitable and friendly. A sizable portion of greenhouse gas emissions are brought on by the tourism industry. The carbon footprint of the sector is influenced by tourist transportation, lodging, and activities. As a result of its unique Arctic and sub-Arctic ecosystems and breath-taking natural beauty, Finland's tourism business is particularly susceptible to the effects of climate change. Climate change can have an impact on the nation's biodiversity, local inhabitants, and tourist-dependent landscapes. The promotion of sustainable tourism is one way to solve the climate issue in the tourism sector in Finland. Tourism must be managed to minimise its negative effects on the environment and local populations while maximising its positive effects. (Renfors 2021, 510-520)

This is known as sustainable tourism. Reducing greenhouse gas emissions, protecting natural resources, and promoting cultural heritage and social advantages are some examples of sustainable tourism practices (Costa 2020,198-202). The Finnish government has made a number of efforts to advance ecotourism there. For instance, it created the Sustainable Travel Finland programme, which tries to encourage locations and tourism businesses to adopt sustainable tourism practises. This programme comprises a certification process that honours establishments and locations that adhere to strict sustainability standards. Another alternative is to lessen the carbon impact of tourism-related activities in addition to encouraging sustainable tourism. By using environmentally friendly practises in travel, lodging, and activities, this can be accomplished. For instance, hotels can implement energy-efficient practises like employing renewable energy sources and lowering water usage, and guests should be urged to use public transit or electric vehicles. Additionally, tour companies can promote low-carbon pursuits like biking, hiking, and other forms of ecotourism (Walton 2023).

6 CONCLUSIONS AND DISCUSSION

Bangladesh and Finland both have both advantages and disadvantages when it comes to tourism, as shown by a comparison of the two. While there is great potential for tourist growth in Bangladesh, the country also confronts a few obstacles. These include political instability, poor infrastructure, a lack of promotional efforts, and security concerns. However, Finland's tourism business is well-established, with an emphasis on ecotourism and preservation. The governments of both countries have taken various steps to boost tourism, including the creation of new tourist locations, upgrades existing ones, and the implementation of new legislation and regulations to protect visitors. Finland, on the other hand, has an enormous edge over Bangladesh in terms of tourism because of its superior infrastructure, environmentally friendly tourism policies, and emphasis on outdoor recreation.

Although both countries face unique challenges and opportunities, Finland has a significant advantage over Bangladesh in attracting tourists due to its focus on sustainability, well-developed infrastructure, and nature-based tourism. Data for this study was collected using a secondary qualitative research approach, with researcher consulting scholarly journals and official country websites. With the appropriate policies and investments, Bangladesh has the potential to become a major participant in the tourism industry. Bangladesh and Finland both have both advantages and disadvantages when it comes to tourism, as shown by a comparison of the two. Although Bangladesh's tourist industry has great potential, it is hampered by a number of factors. Political unpredictability, poor infrastructure, an absence of marketing efforts, and security issues all rank among these difficulties (Saarinen 2018). However, Finland's tourism business is well-established, with an emphasis on ecotourism and preservation. The country has a leg up over Bangladesh in the tourism industry thanks to its superior infrastructure, sustainable tourism practises, and emphasis on nature-based tourism.

In addition, the lakes, woods, and northern lights that make Finland so special are a huge draw for visitors. The country's tourism business has expanded thanks in part to the creation of landmarks like Santa Claus Village and Finnish Lapland. However, these pursuits make winter

nature tourism in Finland obligatory, and they are frequently coupled with skiing and other snow-based pursuits. In addition, the study has zeroed in on the mindsets and preparations of Finnish business owners who specialise in ecotourism.

Finland also has an edge in attracting eco-conscious travellers because of its dedication to sustainable practises and the promotion of eco-tourism. Investing in renewable energy, cutting down on trash, and encouraging responsible tourism are just a few of the steps the Finnish government has taken to boost sustainable tourism. Both countries' governments have made efforts to attract tourists, but Finland's programmes are longer running and more resourced. However, Bangladesh has made strides in recent years, expanding its offerings to tourists by creating new sites and enhancing its infrastructure while also enacting legislation and regulations to protect visitors.

This study has taught me that both Bangladesh and Finland have many intriguing tourism opportunities to choose from. I had no idea the significance of tourist spots until I started looking into the topic. To have a deeper understanding of their subject, future researchers should use the mono method. In presenting the results of my own quantitative research, I've encountered a few obstacles. Therefore, I propose using qualitative information in future research. I'm proud of what I've accomplished so far as a writer, but I know I can do better.

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