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A COMPARISON OF BANGLADESH AND FINNISH TOURISM

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ABSTRACT

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<p>The thesis aimed to analyze Cox's Bazar and Lapland, the popular tourist destinations in Bangladesh and Finland. Respectively, this thesis assessed the state of tourism in Cox's Bazar and Lapland in Bangladesh and Finland. The focus was on identifying the main differences between the named destinations and building an understanding of the expectations of tourists in Finland and Bangladesh.</p> <p>This research employed data collection based on secondary data. For instance, literature and research reports, journals, publications and websites were used as sources. The data was gathered from sources available in Finland and Bangladesh. The analysis covered all tourism sectors. Strengths, weaknesses as well as opportunities and challenges were discussed.</p> <p>The main results of the study provide recommendations and suggestions for improving the promotion of the tourism industry in these countries. To address the obstacles, the government should enforce certain policies and procedures to make tourism and travel within the country more efficient.</p>		
Key words tourism guides, tourism plan, tourism strategy		

ABSTRACT
CONCEPT DEFINITIONS
CONTENTS

1 INTRODUCTION.....	1
2 TOURISM ATTRACTIONS AND TYPES.....	4
2.1 Main tourism attractions in Bangladesh and Finland	4
2.2 Different types of tourism.....	6
2.2.1 Vacation tourism.....	7
2.2.2 Culture tourism.....	7
2.2.3 Religious tourism	8
2.2.4 Athletic tourism	9
2.2.5 Business and professional tourism	10
2.2.6 Business and management tourism.....	12
2.3 The economics of Finland and Bangladesh's tourism sector	13
3 TOURISM IN BANGLADESH.....	16
3.1 Cultural tourism in Bangladesh.....	16
3.2 Archaeological Attractions of Bangladesh.....	17
3.3 Cultural attractions of Bangladesh.....	19
3.4 Tribal tourism.....	21
3.5 Fair and festival attractions of tourism.....	21
4 TOURISM IN FINLAND.....	24
4.1 Tourism attractions in Finland	24
4.2 Helsinki.....	26
4.3 Åland Islands	27
4.4 Lapland	28
4.5 Turku.....	30
5 CHALLENGES FACING TOURISM.....	32
5.1. Challenging problems while choosing Bangladesh	32

5.2 Challenging problems while choosing Finland	33
5.3 Research conclusions.....	33
6 CONCLUSIONS AND DISCUSSION	37
REFERENCES.....	39

1 INTRODUCTION

The term tourism is referred as an activity for people who go to another place for the sake of their enjoyment (Abdullah, Awang & Abdullah 2020, 196-215.). Tourism is a brilliant and enjoyable activity task for those who want to explore the world to have recreation, enjoyment, and satisfaction. In the old era, tourism was just a way of exploring the world but in this modern era, tourism now become a dynamic and competitive industry for the development of the world. Since the satisfaction, safety, and enjoyment of the consumer are particularly important to tourist enterprises but it is necessary to be able to adapt to the changing demands and desires of customers.

Tourism plays a vital role in the economic growth of the country (Khan, Bibi, Lyu, Babar & Lorenzo 2020, 16-18.). Furthermore, the factors of economic growth include economical support for hotels, retail businesses, transportation services, and points of entertainment and attractions for the people. In addition, the economic condition is better for investment in the tourism industry and further increases promotion of tourism (Khan et al. 2020, 12.). Furthermore, tourism is the main source of development for many countries and existing focused on the tourism aspects in Bangladesh and Finland. Bangladesh includes one of the most visited destinations for tourism in entire the world. Tourists in Bangladesh are more likely to visit beautiful and historical places including archaeological sites, ancient mosques, natural beaches and many more. The finance of Bangladesh greatly depends on international donors including both natural and cultural resources (Eskander & Steele 2023, 1-9.). Other than that, the key factors which affect the tourism sector in Bangladesh include lack in facilities of infrastructure, modern and appropriate facilities, complete planning from the government, and marketing and updating facilities for tourism in Bangladesh. Unlike Finland, the research has also found that Bangladesh has a lack of tourism policy in their Bangladeshi policy manual with the current policy dating back to 2010. Subsequently language of tourism policy documents is English, but most Bangladesh people speak Bengali (Rifat 2019).

The main aim of this research study is to do a comparative analysis between Bangladesh and Finland using analysis, their best features and encounter the problematic areas for boosting the tourism sector of Bangladesh. Following points are the main objectives which are associated with the core aim of this thesis:

- To identify the differences that exist between the two tourist destinations and understand the expectations of visitors to tourist destinations.
- To explore the tourist attractions in Bangladesh and Finland.
- To recognize the challenges faced by tourism of Bangladesh and Finland.

The main research target is to analyse the factors and opportunities of tourism which can affect the growth of the tourism industry. Therefore, the study analyses the situation of tourism in both countries. Based on the data gathered for Bangladesh's improvement, which can show that Bangladesh can learn from Finland's success in the tourism industry. In addition, the analysis of information can be done and collected by different articles both in Finland and Bangladesh. The study is conducted as a comparative analysis of tourism in Finland and Bangladesh.

The research is focused on tourism in Lapland in Finland and Cox's Bazar in Bangladesh. The research develops comparative analysis of tourism for the selected places of both countries. The strategy of identifying these is SWOT-analysis, covering strengths, weaknesses, opportunities and threats the tourism sector faces in Bangladesh and Finland. Therefore, the findings of the study will not only increase the prior literature but will also bring knowledgeable information which can be used for the enhancement process in the countries.

In this thesis, all information is collected by using secondary qualitative methods. The secondary data is collected by gathering information on tourism websites of Lapland in Finland and Cox's Bazar in Bangladesh. The different international reports, articles, government tourist websites, and existing literature are used to collect the secondary data.

This thesis is written by two authors. Therefore, the research is divided between both authors. Chapter one and chapter two are written by both authors whereas the third chapter is written by Afsana sun and the fourth chapter is made by Rajib Tarafdar. Chapter five is divided between the two authors, based on two countries. Thus, the last chapter, conclusions and discussion are written by both authors based on the findings of the research.

2 TOURISM ATTRACTIONS AND TYPES

Bangladesh is a South Asian nation well-known for its lively culture, stunning scenery, and historical landmarks. Bangladesh's tourist sector is still growing. Finland is a nation in Northern Europe renowned for its avoid repetition, recreational sports, and distinctive culture. For those who enjoy nature and winter activities, Finland is a popular vacation location.

2.1 Main tourism attractions in Bangladesh and Finland

There are numerous tourist attractions in Finland and Bangladesh and the uses of the resources are different for both countries. Finland is a very well-known country in Europe, and Bangladesh is a small country in South Asia. Due to their disparate climates, the two nations are not the same. Bangladesh has some locations that are quite popular and nearly always packed with tourists, but Finland, such as Lapland, only has this problem during the winter (Rifat 2019). There are differences in areas like technology and expense of living, which heavily influences the financial resources of tourists visiting a nation, culture and people. Sightseers are pulled into specific traveler goals in both Bangladesh and Finland for a series of reasons. Such areas may be come to by residential or worldwide travel. Residential tourism alludes to travel that as it were takes put in their nation, though remote tourism alludes to travel that moves exterior the goal of their nation. (Gupta 2019, 411-419).

Bangladesh's domestic tourism is expanding quickly as more people begin to discover their own nation. The world's longest natural sea beach, Cox's Bazar, the world's biggest mangrove forest, the Sundarbans, and Srimangal, also known as Bangladesh's tea capital, are some of the most well-liked domestic tourism spots in Bangladesh. In recent years, Bangladesh has begun to draw tourists from abroad, primarily from its immediate neighbors like India, Nepal, Bhutan, and Myanmar. The nation is renowned for its vibrant cultural heritage, breathtaking scenery, and friendly popular places. Because Finns enjoy domestic travel, especially in the summer, it is a vital component of the country's tourism economy. Lapland, which is well-known for its winter sports, is one of Finland's most well-liked domestic tourist destinations. With millions of visitors

each year, international tourism is a crucial component of the Finnish economy. Finland is renowned for its unspoiled landscape, pristine ecology, and warm population. The capital city of Helsinki and Lapland in the north with its Northern Lights and Santa Claus Village are well known destinations. Also, the Finnish Lakeland is one of Finland's well-known international tourism destinations. (Adinolfi, M.C, Harilal and Giddy, J.K 2021, 302-317.)

From the aspects of tourism in Bangladesh, the capital Dhakka has so numerous and attractive spots available to entertain the tourist in many ways (Dewan, Kiselev, Botje, Mahmud, Bhuian and Hassan 2021). These landmarks and spots are named Ahsan Mansil, Lalbagh Fort, Memorial Museum, National Museum, Botanical Garden, Bangabandhu National Soo, Sonargaon, Jamuna Bridge, Nawab Palace, Vasani Novo Theater, Tungipara, Parliament House, National Martyrs Memorial, and Trisal, etc. These places are the most recognizable and attractive places in Bangladesh that attracts many national as well as international tourists so far (Dewan et al 2021). Moreover, the most commercial place in Bangladesh is Chittagong, which is full of natural beauty. There are also a lot of places that show the beauty of Chittagong in Port Area, Marine Academy, Bandarban, Fay's Lake, Patenga, Parki Beach, Mrtins Island, Sitakundu, Cox's Basar Himchori, Hill tracks Rangamati, Moheshkhali Island, Sonadia Island, Nijhum Island, Teknaf, Cheera Island, St. Ramu (Buddhist village), Laboni beach, Inani Beach, Mainamati, and Shrine of Bayasid Bostami, etc (Dewan et al 2021).

Apart from Chittagong, there are a lot of archaeological sites a tourist can find in Bangladesh that are rich in history and antiquity (Paul, Nath, Noon, Islam, Lechner 2020). These beautiful places are mostly situated in Rajshahi which is basically known for its historical landmarks throughout the world. Some of the most remarkable places are named as Kantajee's Temple, Paharpur Buddhist Monastery, Ramshagor Dighi, Shopnopuri, Mahasthangarh, Shilaidaha Kutibari, etc. In addition, after Chittagong and Rajshahi, Khulna is another city that is popular for its tourist spots (Paul et al., 2020). These places are mostly invested in a huge seaport and are famous for their business point of view. Businessmen all around the world come here for their business meetings and business trips (Paul et al 2020). This is due to the scenic and picturesque view of these places. Mangrove Forest Sundarban and Shat Gambuj Monque are one of the most famous and prominent business spots for tourists. Other than that, Kuakata is known as Sugar

Kanya which means Daughter of the Sea. It is situated in the southernmost area of Bangladesh that shows very rare beauty and scenes. This is the main source of enjoyment for business tourists and other ordinary tourists too (Paul et al 2020).

Tourism is a significant and attractive industry in Finland for existing tourists from all over the world. There are four regions and distinct seasons that offer endless scenes and beauty to the whole world. These regions have unique characteristics that shine in different seasons and make the experience more beautiful. Lapland is situated in the northernmost region of Finland (Arellano 2020). Lapland is known for its incredible and amazing destinations that are famous for year-round light phenomena, vast arctic nature, and Santa Claus. Moreover, the most prominent beauty can be seen in seasons like summer, the sun never sets. However, in winter, spring, and autumn, the incredible aurora borealis lights can be seen up in the sky during the nighttime. In addition, Lake District which occupies most of East Central Finland is another famous place which recharges and connects the tourist with nature. The district is beautifully called Lakeland. It offers a lot of opportunities for tourists to enjoy and explore the beauty of paddle boarding, skating, and ice swimming. Tourists can also enjoy their leisure time in the beautiful cottages (Arellano 2020). Moreover, Lakeland is also known as the largest lake district in Europe. Apart from these regions, the Coast and Archipelago and Helsinki are also very popular and famous for their beauty and tourist attractions (Arellano 2020).

2.2 Different types of tourism

The practice of traveling for pleasure or recreation is referred to as vacation tourism. It entails taking time off from work or other regular responsibilities to travel somewhere new or partake in pleasurable activities. Travel-related tourism can include a wide range of activities, including sightseeing, beach trips, adventure travel, cultural travel, eco-travel, and many more. Individuals go to various locations to experience various cultures, discover new places, and partake in activities that are not possible in their own country. (Goeldner & Brent Ritchie 2009, 20-21.) Vacation-related tourism is a sizable sector of the worldwide economy. It boosts economic expansion, produces jobs, and brings in money for nearby towns. The tourist industry is a

significant source of income for many nations. Vacation travelers are those who travel to popular destinations to unwind and take a break from their regular vacation. Such tourists choose remote locations away from populated areas. Hill resorts, island resorts, and beach resorts are given significant priority by leisure tourists (Więckowski & Timothy 2021, 100-647).

2.2.1 Vacation tourism

Bangladesh's domestic tourism is expanding quickly as more people begin to discover their own nation. The world's longest natural sea beach, Cox's Bazar, the world's biggest mangrove forest, the Sundarbans, and Srimangal, also known as Bangladesh's tea capital, are some of the most well-liked domestic tourism spots in Bangladesh. In recent years, Bangladesh has begun to draw tourists from abroad, primarily from its immediate neighbors like India, Nepal, Bhutan, and Myanmar. The nation is renowned for its vibrant cultural heritage, breathtaking scenery, and friendly popular places. Because Finns enjoy domestic travel, especially in the summer, it is a vital component of the country's tourism economy. Lapland, which is well-known for its winter sports, is one of Finland's most well-liked domestic tourist destinations. With millions of visitors each year, international tourism is a crucial component of the Finnish economy. Finland is renowned for its unspoiled landscape, pristine ecology, and warm population. The capital city of Helsinki and Lapland in the north with its Northern Lights and Santa Claus Village are well known destinations. Also, the Finnish Lakeland is one of Finland's well-known international tourism destinations. (Adinolfi, M.C and Giddy, J.K 2021, 302-317.)

2.2.2 Culture tourism

Culture is the main factor in attracting tourists to different destinations. Culture can provide information about their way of life through their clothing, jewellery, music, dancing, building techniques, traditions and rituals, and holiday celebrations (Horaira and Devi 2021, 1-22,).

Cultural tourism is considered essential tourism almost all over the world including Finland and Bangladesh. Cultural tourism includes cultural activities and festivals that make the tourist to come on their desired destination for attending their cultural activities all over the world (Quan-Baffour 2020, 1-16).

2.2.3 Religious tourism

Religious tourism is an important factor in tourism in any country (Tohirovich and Mamarasulovna 2020). It is also called social tourism usually related to the believers and followers of certain faiths and groups of religion who are going to visit the locations that are considered holy sites. The religious places are not only visited by the pilgrims but also by non-religious people who want to enjoy the cultures, rituals, and significance of their faiths. Moreover, religious tourism is described as an interchangeable cultural heritage. In addition, the concept of religious tourism is very difficult to convey due to the diversity and sensitivity of this matter (Huang and Pearce 2019, 100-371).

From the aspects of the religious diversity of Bangladesh, there are four main religions that are found in the country. These religions include Islam, Hinduism, Christianity, and Buddhism. People from all around the world come to Bangladesh for the revival of their religious faiths. Religious tourism is kind of different from pilgrimage tourism (Hasan, Biswas, Roy, Akter, & Kuri 2020, 1019-1026). Religious tourism is more like travel where one or more than one person is involved to visit places to offer certain religious practices. Whereas pilgrimage tourism is something where a group of people is responsible for mass gatherings at sacred places (Mittal and Sinha 2022, 322-339). It is believed that Catholics, Hindus, Muslims, and Buddhists are mainly involved in this religious tourism where they travel from their home places to different cities or countries for their religious practices. Due to this tourism, these people fulfill their religious duties and completion of their faiths. From the perspective of Bangladesh's religious tourism, there are several sacred places where people wish and love to go. These places are known as Puthia Temple Complex, Star Mosque, Kantajew Temple, Chhoto Sona Mosque, Buddha Dhatu Jadi, and Fakir Lalon Shah's Masaar.

The other hand, Finland is a Christian majority country that has around 66% of Christians living there (Lattu 2022, 10-27). The religious group in Finland is called the Evangelical Lutheran church where it has been 60% of Finns belongs. Moreover, there are more than 100 religious groups in Finland that practice their faith openly and publicly. Finland allows people and gives

freedom to practice their religion independently (Thompson and Modood 2022, 1-22). Since Finland is a Christian-dominant country, it has a lot of popular and famous churches that show the beauty of the religion. Some of the most famous churches in Helsinki, the capital city of Finland, are Kallio in Helsinki, St. John's Church, Uspenski Cathedral and Rock in Helsinki, apart from the religious majority, people from minor groups have also prominent landmarks located in Finland. Other than that, there are other places that are known as the religious landmarks of Finland, these places are named Turku Cathedral, Cathedral of Porvoo, Johannes in Helsinki and Tampere Cathedral and Karuna church in Sauvė.

2.2.4 Athletic tourism

Tourism and sports are one of the most rapidly growing sectors of tourism (Jiménez-García, Ruiz-Chico, Peña-Sánchez & López 2020, 28-40). In addition, many tourists are interested in sports activities during their trips. Various kinds of sports events can grab the attention of many people all around the world. Many tourists find it very interesting to visit the country where sports are taking place. Moreover, mega sports events such as the Olympics and World cups can be used as a catalyst for the management of tourism.

Sports tourism has an effective influence over the entire image of a country. From the perspective of social, environmental, and economical aspects, the host country earns a fortune after the completion of any sports event. In addition, sports tourism can be outlined as a mixture of sports activities and traveling at the same time (Gelbman 2019, 163-189).

Whenever there is a sports event that takes place in any country it is bound to grab millions of tourists' attention as well as income generation in the country. Tourism can contribute to the sustainable development of any country and the achievement of the 17 goals of Sustainable Development Goals (SDGs) (Rahman 2021, 195-211). Sports tourism can support the entire country from the perspective of the economy, social, as well as politics of the country. Moreover, it can play an important role in achieving various SDGs if it is developed with consideration. In addition, the mega event provides benefits to the host country in the form of attracting visitors and fans who came from various countries to enjoy the sports. Therefore, these short-term

benefits make a huge difference in the long-term visitor's attention and tourism (Nguyen and Nguyen 2022, 992-1008). Sports tourism could be a great source for the socio-economic aspect of any country. This impact can be appreciated by the local civilians, societies, and government. If any country manages the best sports event in their country, it will become a great influence not only on the country but also show the effect on the local civilians of the country.

In Bangladesh there are various kinds of sports events. These sports mainly belong to Cricket, a ball game that gathers a strong flux of tourists in the duration of any international cricket match or football match in the country. There are hundreds of thousands of people from all around the world come to Bangladesh in order to enjoy the cricket match full of enjoyment and enthusiasm. Bangladesh is now planning to organize the South Asian Games in the future (Amin, Mansur, Kamal & Groh 2022, 21-52). In addition, there is great potential in Bangladesh for sports events in the country. This could happen, due to its incredible infrastructure and amazing venues.

Finland is very famous for its snowing game throughout the world. As Finland is one of the snowiest countries in the world, its winters are extremely cold. Therefore, it has sports such as trail running, cross-country skiing, swimming, and cycling. Moreover, Finland has also multiple facilities that are used by Finnish locals such as motorsport, ice hockey, football, rugby, etc (Hairong 2019).

2.2.5 Business and professional tourism

The term business tourism can be explained as a broad concept of activities that are related to business and professions (Hannonen 2020, 335-353). Moreover, this term is also associated with the tourism of businesses such as holding meetings, seminars, and conferences where people from different companies and organizations sat together for the purpose of promoting their products, business, and offers. Some companies hold meetings and seminars in other countries just for the expansion of their business in different regions of the world. Furthermore, this range of meetings and expansion could benefit the companies positively (Sokhanvar 2019, 86-96).

While this phenomenon has significant effects on the host country as well. In addition, business tourism can also be defined as the combination of different organizations and companies where the stakeholders interact with each other in order to meet and fulfill the requirements of the country. This kind of tourism that is related to business here it somehow helps the country as well as the company in many aspects possible. In addition, the World Travel Organization define business tourism as an activity and event that is mostly related to the business interest of a person or professional (Jaelani, Handayani & Karjoko 2020, 1227-1234).

The International Congress and Convention Association defines this term as a provision of resources and customer services to a million representatives who are responsible for the annual meetings (Crouch, Chiappa & Perdue 2019, 530-542). The attendance at meetings, conferences, traveling, exhibitions, and corporate hospitality of these companies proves the extraordinary effort of these companies for expansion of the company. Moreover, business tourism refers to those business officials such as executives and businesses who have specially flown from their country to another country to attend any sort of meetings, conferences, and seminars are the main persons in the regards of business tourism. These officials sometimes visit other places such as restaurants, hotels, and auditoriums for meetings (Sokhanvar 2019, 86-96). Due to this behavior, those places have experienced an economic flux that ultimately helps the country in the aspect of the economy and environmentally. Moreover, from the perspective of its importance, there is such an important and prominent relation between business tourism with the economy of the country. It is a matter of fact that business travelers are not very cost-effective and are able to spend a lump of money on small things. They are very devoted to their business and are less attentive toward the cost and expenditure. Moreover, these tourists spend four times double the money of other ordinary tourists. Therefore, these provide a significant economic contribution to the national as well as international economic aspects. Business tourism also promotes the developmental advancements of infrastructure and transportation systems that can be very beneficial for the local population (Hahn, Munir, Behzadan 2019, 181-196).

From the perspective of the hospitality of a country, business tourism promotes hospitality tourism in a positive way. This is happening due to the booking of hotels and restaurants which helps the hospitality of the country (Tuan, Rajendran, Rowley & Khai 2019, 197-149.).

Moreover, this form of tourism also supports leisure tourists and refers to them as a business tourist who tends to enjoy their vacation as well as attend business meetings together. In some places these business tourists are also called leisure tourists and, in a lame term, they would be called “Bleisure Tourists” which is basically a combination of Leisure and Business (Chung, Choi, Yoo & Kim 2020, 300-310). In addition, some business travelers go to different countries for the perspective of attending exhibitions. There are different exhibitors who offer opportunities for these tourists to come and connect to different business holders and the global industry of businesses. This exhibition business tourism is divided into two types of attention givers including one who wants to sell their products and the other one who attends to make a purchase for their business. Apparently, both of them could have benefitted from each other in terms of selling as well as purchasing items.

2.2.6 Business and management tourism

Business tourism refers to a wide range of trips taken by professionals for work-related reasons (Hannonen 2020, 335–353). Additionally, this phrase is linked to the tourism of businesses, such as the staging of meetings, seminars, and conferences where representatives from various firms and organizations sat together to promote their goods and services. It is not uncommon for businesses to travel abroad to host conferences and seminars aimed only at establishing a foothold in new markets. Moreover, the companies stand to gain from such a broad spectrum of encounters and expansion (Sokhanvar 2019, 86-96). However, this phenomena also has far-reaching consequences for the host nation. In addition, business travel can be thought of as a network of enterprises and groups whose members engage with one another to provide for a country's needs. Business tourism is a form of travel that can be beneficial for both the host country and the enterprise in many ways. In addition, the World Tourism Organization (Jaelani et al. 2020, 1227–1234) defines business tourism as "activity and event that is primarily related to the business interest of a person or professional."

The phrase is defined by the International Congress and Convention Association as "the provision of resources and customer services to a million representatives who are responsible for annual meetings" (Crouch et al., 2019, p. The fact that these businesses put in extra time and

money to attend meetings, conferences, travel, exhibits, and corporate hospitality is evidence of their dedication to growing their operations. And when we talk about business tourists, we're primarily thinking of executives and other high-ranking company representatives who have gone all the way from their own nation to another for a variety of meetings, conferences, and seminars. Meetings between these authorities don't always take place in the official government buildings (Sokhanvar 2019, 86-96.). This action has caused an economic shift in certain areas, which is good for the economy and the environment as a whole. More importantly, corporate tourism has such a significant and noticeable connection to the national economy. It is a well-known fact that business travelers have a high disposable income and can waste it on frivolous purchases. They give their full attention to the company and pay little mind to the money they spend. In addition, the amount of money these travelers spend is quadruple that of the typical visitor. As a result, these make a considerable impact on the economies of both the United States and other countries. Infrastructure and transportation systems benefit greatly from the improvements that business tourism encourages (Hahn et al. 2019, 181-196).

To put it another way, corporate travel is great for a country's hospitality industry. This is happening because reservations at hotels and eateries are boosting the hospitality industry (Tuan et al., 2019, 137–149). And it's not just business travelers; business and pleasure travelers often travel together, so this category includes both types of travelers. These travelers are sometimes referred to as "leisure tourists," "business tourists," or even the silly moniker "Bleisure tourists" (Chung et al. 2020, 300–310). Some business people also travel internationally with the express purpose of visiting trade shows. These visitors can network with business owners and professionals from around the world thanks to the many exhibitors who are setting up shop at the convention. Exhibitor business travel attracts two distinct sorts of attendees: those looking to offer goods and services, and those looking to buy goods and services for their own companies. They may have helped one another out financially by buying and selling goods.

2.3 The economics of Finland and Bangladesh's tourism sector

Tourism in Finland is managed by national tourism Organizations and public authorities. The ministry of employment and economy has the responsibility of leading the tourism sector given

by the government (Renfors 2021, 510-528). They are also responsible for helping the tourism sector and to create tourism plans and policies. The ministry of employment and economy also creates regulations to maintain international relations. Moreover, the inter-ministerial group on tourism, which works under the ministry of employment and economy is responsible to provide data at the ministry level. The group is also responsible for the proper control and implementation of tourism strategies and plans. The role of the Finnish Tourism Board was to enhance the development and growth of foreign direct investment (Renfors 2021, 510-528).

The government of Finland promotes the importance of tourism growth rate for the economy of Finland. According to the documented policy, nature tourism predominantly affects the growth rate of the tourism industry. In addition, many methods were carried out to implement the policy plans in 2015 (Di Marino, Tiitu, Lapintie, Viinikka and Kopperoinen 2019, 643-656). The ministry of employment and the economy funded projects from the year of 2015 to 2018. The plan was to change Finland. The main objective to motivate tourists to travel all across Finland. In relation to this, another main goal of this plan is to enhance the marketing and digitalization of Finland's tourism throughout the world. Another plan of the project policy shows to initiate sustainable water-based tourism and create usage of bio-economy and clean technology (Di Marino et al 2019,643-656).

The plan was divided into separate parts and each part has authorized tourism programs. Moreover, some of these plans contain the air transport strategy of 2030. The strategy has the plan to make Helsinki airport an international center for air routes in Asia. The plan mainly focuses on escalating travelers to 23 million in the year 2030. There was an initiation of a tourism-based theme, which specifically focuses on supporting the summer season activities and cultural performances that takes place in the country. In relation to this theme, the first food tourism strategy was targeted, and the primary vision of this strategy was to promote the hungry Finland competition to enhance the promotion of food products in Finland. There is an obvious impact of tourism on Bangladesh's economy and its citizens. Tourism is an important factor in the economy of any country. Additionally, tourism is essential for the social well-being of the economy. It has been found that tourism impacts are categorised into 3 sectors which are direct, indirect, and induced. The contribution of tourism has an outcome of a great Gross Domestic Product and initiation of employment. From the year 2011, according to the report of the World

Travel and Tourism Council, Tourism is supposed to create 1,509,000 opportunities directly. It has been analysed that tourism is expected to generate 1.9% of the total employment in the year 2011 (Maingi 2019).

By the year 2021, Tourism has been expected to create an account for 1,951,000 employment opportunities with an addition of approximately 442,000 jobs over the passage of 10 years. Travel and tourism for employment are supposed to create 3,326,000 opportunities by the year 2011, which is equivalent to an increase of 4.2% in the total rate of job opportunities in Bangladesh (Patwary, Roy, Hoque & Khandakar 2019, 1-10). The key source of direct contribution to tourism is the visitor's exports. It has been reported that there is an increase of 443,000 overnight tourists in the year 2011. There is a direct contribution to initiating demand for transportation and accommodation of tourism (Patwary et al 2019, 1-10). Moreover, it also attributes to entertainment for citizens of Bangladesh. Government collaborative investments and procurements of products and supplies also account for indirect impact. The direct and indirect collaboration of workers in the tourism sector is the outcome of the induced impact. Bangladesh provides poverty alleviation and keeps the ecological balance. It also works on the potential of the employment generation, which plays an essential key role in the economic growth of Bangladesh (Patwary et al 2019, 1-13).

3 TOURISM IN BANGLADESH

Bangladesh is a small South Asian nation with a vibrant culture, extensive natural beauty, and a rich history. Even though it is still developing, it has a lot to offer travelers from around the world. Bangladesh has a lot to discover, from thriving cities to serene countryside, from exotic beaches to the biggest delta in the world.

Dhaka, the capital of Bangladesh, is one of the country's most popular tourist sites. Dhaka, often known as the "city of mosques," is a bustling, chaotic metropolis with a long history and a fusion of traditional and modern cultures. The old town of Dhaka is a well-liked tourist destination because of its congested bazaars, historic structures, and winding lanes. Additionally, there are the National Museum, Ahsan Manzil Palace, and Lalbagh Fort.

3.1 Cultural tourism in Bangladesh

Cultural tourism is a tool that brings people together from various cultures and traditions. Moreover, the interaction between life and gigantic opportunities advanced tolerance, respect, and mutual understanding to a great extent. In addition, cultural tourism brings cooperation and peace between the locals and different people from different cultures. It is a matter of fact that there are 60 tourism ministers from middle east countries such as Azerbaijan, Baku, and other countries are called the world leaders of cultural diversion due to its diversity and cultural heritage by the secretary general of UNWTO acronym of United Nations World Tourism Organisation (Chaziza 2020, 20-30).

In addition, tourism sectors are also responsible for strengthening tourism that links to the promotion of cross-cultural understanding. It is also using the power to build a new empire of tourism that shows the global gestures of the understanding of different cultures and traditions. Furthermore, Bangladesh is a multi-rule country which includes Sultans, Kings, Nababs, and British, that rules in different aspects of the country over a certain period of time. Moreover, the diversification of the existing culture of the country mainly suggested the idea of these ruling

sand their after-effects. Due to this, the culture of the country is fully enriched by the ancient roots and animists of different regions. In addition, the country is full of different kinds and types of clothing that also show the variety of colors of the culture. From an artistic point of view, Bangladesh has a diverse form of art such as pottery, weaving, terracotta, sculpture, and so on (Tang and Liao 2021, 102-141). It could be called the earliest form of artistic expression. In addition, during the harvest season, it is a tradition to perform folk drama and village fair that ultimately promotes the folk culture of Bangladesh.

Moreover, cultural tourism provides identity to the destination that helps fosters a sense of pride in the community. In addition, this pride is very influential in the case of the economy of the country. It also preserved and enhanced the pride and spirit of the nation and locals of Bangladesh. In addition, due to this interaction awareness has risen about the local issues and their needs in order to resolve them and provide a better understanding, these interactions could be used by the government authority. Benefits due to increased cultural interest from tourists for the economy of the country by promoting the brands, products, and souvenirs of the country as a tourist take them as a gift for their folks (Ferreira and Sousa 2020, 567-577). Moreover, Finland also becomes a landmark of a country that promotes the identity of people at the national as well as international levels. Cultural celebrations, heritage, and other characteristics can help in order to build a positive image for the country (Santa and Tiatco 2019, 301-309). Moreover, due to this positive approach, the preservation of cultural and historical heritage can be encouraged by tourists that revive the traditions and restore the sites and monuments. They also revive the cultural arts, indigenous cultures, and crafts that lead Bangladesh to become widely known for its beauty as well as its cultural aspects.

3.2 Archaeological Attractions of Bangladesh

Bangladesh is a country that is ancient and full of history and known for its heritage. The tourists attract the cultural attractions of the country and ultimately link with the cultural meaning and emotions of the country and the locals (Santa and Tiatco 2019, 301-309). Moreover, as this country has a strong history of Mughals and rulers, this makes the tourists more interested and

fascinated with the landmarks of the country. From the aspects of history, Bangladesh has already been famous for the history of rulers, Mughals, Sultans, and Kings that made this country more powerful in terms of culture (Sajid, Watto & Awais 2022, 1283-1289). They shape this country magnificently by spreading their residuals all over the country which is still kept alive by the locals. These kings and sultans left their marked and monument throughout the country which later on become a huge impact on tourism of the country. Moreover, archaeological sites, historical places, and monuments of Bangladesh give an image of the tradition and civilization to tourists (Sajid et al 2022, 1283-1289). Sonargaon, Lalbagh Fort, the National Memorial, Bahadur Shah Park, Central Shahid Minar, the World War II Cemetery with its 700 graves of World War II martyrs, the Gandhi Monastery at Joyag in Chatkhil, erected in honor of Mahatma Gandhi's visit, Suhrawardy Uddyan, and Mulib Nagar in Meherpur are just a few of the notable historical places.

During the period of the rule of the Pava and Deva Kings, there were several monasteries that bloomed throughout the country (Devi 2020). Moreover, the important ones include the relics of Buddhists named Mahasthangarh, Mainamati, and Paharpur. Somapura Mahavihara is an archaeological place built by the second Pala king Dharmapala, it is a pre-Islamic building that is now under the surveillance of UNESCO (Das, Mandal & Chakrabarty 2022, 55-64). It is very known for the Buddhist Viharas in the Indian subcontinent and can be called the most important archaeological site of Bangladesh. For Buddhists, Jains, and Hindus, it is a very special yet intellectual place.

The capital city of Bangladesh, Dhaka was the city of the Mughals predominantly (Das et al 2022, 55-64). Over hundreds of years, the Mughals lived a very vigorous and luxurious life with successful governors and victorious princes who ruled the sub-continent for a long period of time. Therefore, these Mughals were adored by the natives and locals. Furthermore, these Mughals made a lot of monuments, mosques, and tombs for their people which became eye-sighting places for tourists. The materials and bricks that were used in the building and the making of these landmarks have become a source of interest for many archaeologists. These landmarks are surrounded by many beautiful gardens and pavilions which show a glimpse of manmade beauty at that time along with the natural aspects of beauty. The period Mughals, the

very first specimen of that period is the Aurangabad Fort, which represents the unfulfilled dream of a Mughal Prince named “Mughal Subahdar Muhammad Asam Shah”. This place is also known as Lalbagh Fort. This place has its own significant beauty that spreads the colorful rainbow of nature. Moreover, this Ahsan Manzil has become the first resting place for the family of Dhaka Nawabs. From its constructional side, it is constructed in the region of the Indo-Saracenic Revival. In order to preserve the cultural and historical aspects of this area, this Palace has become the Bangladesh National Museum of the Government in September 1992 (Sharmin and Halim 2019, 1-41).

In addition, there are archaeological sites and monuments that are made for religious significance including very known names such as the Seven-domed Mosque at Dhaka, Husaini Dalan at Dhaka, Dhakeshwari Temple at Dhaka, Shrine of Bayesid Bostami (R) at Chittagong, Star Mosque and Husaini Dalan at Dhaka, Buddhist Temple at Ramu, Shrine of Hazrat Shahjalal (R) at Sylhet, Adinath temple at Moheshkhali, and Shrine of Hasrat Sha Paran (R) at Sylhet are the most famous ones. Furthermore, the earliest kingpin of Islam named Jahan Ali Khan, who laid the south area of the continent with his leadership abilities and conquered the region of Sultan Nasiruddin Muhammad Shah has also fostered the tombs, mosques, tanks, roads, and other public buildings with very spectacular ruins that focused on the imposing and largest multi-domed Mosques in Bangladesh that was later called as Shait-Gumbad Mosque (Imran and Masud 2021). In addition, the temple of Kantanagar which is located in the town of Dinajpur is known as a late medieval temple of Bangladesh. This temple has a metaphorical importance during that time. Sonargaon is considered one of the eldest cities of Bangladesh which has been observed during the Deva Dynasty. This period ended with the advent of the Mughals which made the Sonargaon a subsidiary capital of the Sultanate of Bengal. During this period, the Tomb of Sultan Ghiasuddin (1399-1409 AD), a beautiful mosque in Goaldi village, and the shrines of Panjpirs and Shah Abdul Alla were one of those ancient monuments that were left intact and preserved (Hussain 2021, 33-58).

3.3 Cultural attractions of Bangladesh

Bangladesh is one of the richest countries in terms of legacy, culture, and traditions. In addition, the locals of Bangladesh are very concerned and costumed on their traditional, and religious values and beliefs. To be more precise, traveling in Bangladesh is called a journey that passes from ancient cultures, splendid traditions, and modern society (Minhus and Huie 2021). The culture of Bangladesh is filled with dances, arts, and music that features both traditional Bengalis and tribal artists. There is a variety of music which includes classical, traditional, and folk music (Jannat, Islam, Alamgir, Rafi & Ahmed 2021, 399-415). In addition, there are several dances are also available such as tribal, classical, and middle eastern traits are the prominent ones. However, short and long films are also included in the culture of Bangladesh, these films, dramas, dances, and music have become a regular part of Bengali people.

However, there are multiple traditional programs that are held on multiple occasions such as gas gan, koban, pala, Gambhira, jatra gan, ganjarigan, and alap gan are the most famous ones. Apart from the traditional programs, Bengali people have also treasured their folk songs that include marfati, baul, bhatiali, and murshid songs (Shew, Morat, Putman, Nalley & Ghosh 2019, 46-57). There are also narrative plays which include Laila-Majnu, Radha-Krishna, and Yusuf-Sulekha are the most famous ones. In addition, in Bangladesh, there are also minority groups who have their own ethnic cultures and traditions such as Marmas, Tripuras, Murangs, and Chakma are included. There are three hill districts Khagrachari, Bandarban, and Rangamati are the places where these cultures are celebrated and enjoyed. Moreover, in Sylhet region the most important part of the celebration Tripuras, Manipuris, Khasis, and Mandis (Garos).

Despite the cultural values and beliefs of the locals of Bangladesh, religious values are the second most important part of the Bengali culture. It is a matter of fact that after Indonesia, Bangladesh has become the second-largest Muslim country in the World. Out of 100%, there are around 86.6% of Muslims live in Bangladesh, whereas 12.1% are Hindus, and 0.6% are religions. However, it is the Government that allows people to freely practice their religion and culture and also people who welcome and never judge on the basis of their religious values and beliefs. Therefore, this quality makes Bangladesh a country having the power of generosity and hospitality (Rubel 2022, 367-382). These smooth and delicate relationships among the locals have proven the pleasant atmosphere of Bangladesh which can be attracted many people from all

around the world. Religious tourism can be helpful in attracting many Muslims throughout the world as there are a lot of religious occasions that take place in Islam including Eid-al-Fitr, Eid-Miladunnabi, Sha-e-Barat, Muharram, and Shab-e-Qadr are the most important ones. Apart from Muslim cultures, there a variety of Hindu cultures also take place in Bangladesh such as Durga Puja, Kali Puja, Sarashati Puja, and Holi, etc are the most celebrated ones (Patoari 2019, 1211).

3.4 Tribal tourism

The array of colorful lives of the tribal community is an exceptional source of cultural tourism that offers a great variety of cultural showcases to tourists. In Bangladesh, there are tribal people who have their own lifestyle and distinctive nature of living. They have their own way to live in the bushes, forests, and jungles. Moreover, they are isolated from the modern civilization of Bangladesh as they live in bamboo huts made up of treetops which cultivate on the slope of the high hills, chickens, cattle, and rear pigs. Therefore, they only follow their own made religion, cultures, traditions, and customs.

They have developed a high degree of independence and the characteristics of their way of life tend toward the basic and simple. The distinctive cultural entities of these tribal people are accountable for the one percent ratio of the total population. This uniqueness of the tribal community indicates the ancient traditions and the culture of the heritage. Moreover, for the pleasure of the tourists, this tribal tradition, costumes, and cultural heritage has become an important and fascinating part. There are multiple primitive races are present in Bangladesh such as Kols, the Pulindars, the Hadi, the Sabaras, the Chandala, the Dom, and others. However, there are other tribes presently named as ProtoAutroloid, the Mongoloids, and the Dravidians. In addition, the Aryans and Aborigines of Bengals had left their identity marks on the traditional aspects of the people which now represent the distinctive racial features of the country (Roy, Chowdhury, Wahab & Saad 2022, 208-226)

3.5 Fair and festival attractions of tourism

Bangladesh is full of fairs and festivals that have become an essential part of their life (Horaira and Devi 2021, 1-22). The culture of Bangladesh has become the most crucial part of their own life as well as for the tourists. Moreover, these occasions have become the meaning of joy, pleasure, companionship, and greetings. These occasions make people enjoy interacting and exchanging greetings with each other (Horaira and Devi 2021, 1-22). The attractions and landmarks named Pahela Baishakh, Bashanto Boron, Independence Day, Victory Day, International Mother Language and Martyrs' Day, Durga Pussa, Sharashwati Pussa, Christmas Day, Buddha Purnima, Biswa Istim, Eid-ulAsha, Eid-ul-Fitr, Shab-e-Kadre, Shab-e-Barat, Eid-e-Miladunnabi, and etc. Moreover, festival tourism could be called a Unique selling proposition (USP) that has been particularly used by inbound tourists (Williams-Oerberg 2020, 227).

There are two kinds of traditions that are celebrated by the locals on multiple occasions. Moreover, the very first day of spring is celebrated as the Bashanto Baron in Bangladesh. This day is celebrated as the coming of spring and on this day people both male and female students wear colourful dresses and sarees (Islam and Chowdhury 2022, 327-358). In addition, the whole country is decorated in Basanti colour, which is basically a combination of pink, purple, orange, yellow, and red. In addition, Pahela Baishakh is an occasion that is celebrated on the first day of the Bangla New Year. People tend to celebrate this occasion along with their family and friends in a festive manner. Moreover, this occasion connects many ethnic Bengalis in one place without the religious barrier between them and the whole country celebrates this moment as a whole. On this day, all the shops and businesses close the old dues and start a new Halkhata which is basically a ledger that is initiated at the beginning of the weather (Islam and Chowdhury 2022, 327-358).

People of different ages are also involved to wear different kinds of clothing in different bright colours. This occasion is widely celebrated all around the country in different regions and in different ways. Furthermore, the 21st day of February is officially called the Shaheed Dibash which is celebrated in remembrance of Martyr's Day in Bangladesh. This event is also known as the first victory of the Bengalis against the cultural rebellions of the Pakistani ruling cliques (Islam and Chowdhury 2022, 327-358). This day is also celebrated as International Mother Language Day which is recognized by the UNESCO acronyms of United Nations Educational,

Scientific and Cultural Organisation. This Martyr Day is celebrated with great earnestness that starts at midnight people went climbing the steps of the Central Shaheed Minar and lay flowers and wreaths by chanting the immortal songs entitled “Ekushey Amar bhaiyer raktey rangano Ekushey February” and “Ami ki bhulitey pari”. The exact meaning of this song is “How Can I Forget The 21st of February Which is Daubed with My Brother’s Blood”. On the premises of Bangla Academy, a month-long book fair is held on this occasion. Therefore, due to this occasion, the people of Bangladesh have proved their cultural acceptance and their spirit to fight against any enemy who is against their culture and tradition. Moreover, Independence Day is celebrated on 26 March which is followed by the separation from West Pakistan which is currently called Pakistan. Bangladesh won its independence by taking down the Army of Pakistan on 25th march 1971, on that day Bangladesh has become an independent country. This day is finally called Independence Day during which National Flag is risen and hoisted atop the buildings by the locals and Government officials (Islam and Chowdhury 2022, 327-358).

4 TOURISM IN FINLAND

Finland is a Nordic nation in Northern Europe known as the "land of a thousand lakes." It has gained popularity as a tourist destination due to its huge forests, pure lakes, and magnificent vistas. Finland's tourism industry, including its history, top destinations, and promising future. Europeans started traveling to Finland as well, drawn by the nation's unspoiled environment, fresh air, and relaxed way of life. Finland's tourist sector grew steadily throughout the 20th century and is now among the most significant in the nation.

4.1 Tourism attractions in Finland

Northern European nation of Finland is renowned for its singular natural beauty and cultural attractions. With a population of more than 5.5 million, Finland welcomes tourists from all over the world with a variety of tourist attractions. We will look at a few of Finland's best tourist destinations in this post. The Northern Lights are one of Finland's most popular attractions. A natural light show in the sky known as the Northern Lights, or Aurora Borealis, is brought on by charged solar particles slamming into the Earth's atmosphere. In the winter when the skies are clear, Finland is one of the best spots in the world to see the Northern Lights. Finland's natural beauty is one of its primary tourists draws. Numerous lakes throughout the nation offer opportunities for boating, fishing, and swimming. Several national parks, including the well-known Lapland national park, which is situated in the Arctic Circle, are also found in Finland. Lapland is one of the best sites in the world to watch the Northern Lights during the winter. Finnish culture is another draw to the country. The nation is renowned for its distinctive Finnish saunas, which are a timeless activity for unwinding and mingling. Due to the origins of prominent brands like Marimekko and Iittala, Finnish design is also well-known worldwide. Finland's tourism sector also includes a sizable portion of winter travel. The nation is home to top-notch ski areas including Levi and Ylläs, which provide a variety of winter sports activities. Tourists also enjoy dog sledding, snowmobiling, and trips in reindeer sleighs (Nieminen 2012).

Future prospects for Finland's tourism sector are positive. The nation continues to draw tourists from around the world due to its distinctive natural beauty and culture. However, the industry faces a number of difficulties, including the need to draw more tourists outside of the typical summer season and growing competition from other locations. The Oulanka National Park and the Koli National Park are just two of the many national parks in Finland. Visitors get the chance to discover Finland's breathtaking natural landscape, which includes woods, lakes, and rivers, in these parks. In these parks, visitors can go hiking, camping, canoeing, or kayaking. Helsinki is a must-visit location for everyone interested in Finnish culture. Finland's capital city, Helsinki, is renowned for its stunning buildings, museums, and art galleries. The National Museum of Finland, the Temppeliaukio Church, and the Helsinki Cathedral are a few of Helsinki's main tourist destinations. The Finnish government has started a number of programs to promote tourism in the nation in order to address these issues. The "Finland for Foodies" campaign, which supports regional food producers and Finnish cuisine, is one of these projects. The "Visit Arctic Europe" campaign is another program that tries to increase tourism in the Arctic areas of Finland, Sweden, and Norway. The tourist sector in Finland has a long history and a bright future. The nation is a well-liked travel destination for travelers from all around the world because of its natural beauty, distinctive culture, and winter activities. Despite the difficulties the industry faces, initiatives taken by the Finnish government and key players in the sector are working to resolve them and ensure Finland's tourism industry has a sustainable future (Renfors 2021, 510-528.).

In this study, the researcher has objectified the fact of the development hindrance that a country can face from the perspective of tourism. Moreover, there are policies and procedures made for tourism that aims to solve the issues which hinder the developmental issues in terms of the social and economic perspective of a country (Pramanik and Rakib 2020, 87-108). These developmental achievements can benefit the country in present as well as in the future. Therefore, the tourism sectors are responsible to control the barriers in order to provide a sustainable and smooth stream of tourism for everyone. From the perspective of Bangladesh, the performance of the tourism sector in Bangladesh mainly depends on the policy and procedures that are formulated by the key stakeholders of the country (Pramanik and Rakib 2020, 87-108). Although Bangladesh has such great potential in terms of tourism, it also experiences barriers

that hinder the development of tourism in the country. The very first barrier that could harm the tourism sector is an improper touring guide to certain places that were left unattended and could not be explored by the tourists. In addition, Bangladesh is experiencing a low level of investment in order to preserve and maintain the cultural and historical places that could be helpful in terms of economy and revenue generation (Pramanik and Rakib 2020,87-108). Another fact that the tourism sector of this country is facing is the overall structure of infrastructure due to the low level of investment. Another barrier that Bangladesh is facing is the poor quality of services that different government agencies give to tourists. Moreover, weak tourism packages, inadequate private initiatives, political instability, language barrier, and absence of proper tourism policy and packages for local as well as international tourists can become the barriers that affect the tourism development of Bangladesh. Moreover, the collision between the Bengalis and Tribals has also affected sustainable tourism in Bangladesh (Pramanik and Rakib 2020, 87-108).

From the aspect of tourism in Finland, there are some issues and barriers that Finland is also facing in regard to the tourism sector. Although Finland is located in Europe, In Finland, people are not very accustomed to speaking with the English language which might cause a huge misunderstanding among the tourists and the locals, and especially it affects the social aspect of the country (Damm Köberl, Stegmaier, Alonso, E.J. and Harjanne, 2020). Another barrier that could be an impactful fact for the tourism industry in Finland is the weather. Finland has such beautiful and incredible tourist spots that could be a great source of income and revenue for the country. However, the weather in Finland is the most difficult thing that a person can cope with. Finland is extremely cold, especially in winter. The snowy days with no exposure to sunlight have become the most difficult aspect of tourism and traveling in Finland (Damm et al., 2020).

4.2 Helsinki

Finland's capital city, Helsinki, is a thriving tourist destination. The city has a variety of attractions, including spectacular architecture and design, lovely natural environment, a bustling arts scene, and top-notch dining options. Finland's capital and largest city, Helsinki, is situated on its southern coast alongside the Gulf of Finland. Helsinki, the capital of Finland, is home to

about 650,000 people and serves as the nation's administrative, financial, cultural, and educational hub. In this thesis some of Helsinki's distinctive features are discussed, such as its past, present, and future. King Gustav Vasa of Sweden created Helsinki in the sixteenth century, beginning a long and illustrious history for the city. Helsinki has been impacted by several cultures over the years, including Swedish, Russian, and Finnish, creating a distinctive fusion of architecture, traditions, and customs. Suomenlinna, a sea fortification, a UNESCO World Heritage Site, is a must-see destination in Helsinki. It was constructed in the 18th century and provides breathtaking views of both the city and the sea. Helsinki Cathedral is a neoclassical church, it is one of Helsinki's most recognizable structures, dominates the city's skyline. For expansive views of the city, visitors can go to the dome's summit. Helsinki has also gained recognition for its contemporary advancements, particularly in the fields of technology and sustainability. Due to its dedication to lowering carbon emissions and supporting eco-friendly activities, the city has a reputation for being among the most sustainable in the entire globe. Helsinki has been dubbed the "Silicon Valley of the North" due to its strong IT industry, which is also home to many technological firms. The Kalasatama Smart City neighborhood serves as a model for sustainable urban living and incorporates cutting-edge technological solutions for energy efficiency and waste reduction, is one of the most famous representations of Helsinki's dedication to sustainability and technology (Patwary et al 2019, 1-13).

The Market Square is a bustling area by the harbor where guests may sample Finnish food, browse souvenir shops, and take in views of the water. The bright copper dome of the unusual Temppeliaukio Church, which is cut out of solid rock, makes it stand out. Because to its superior acoustics, it is a well-liked location for concerts. Helsinki is renowned for its design scene, and the Design District is the finest location to learn more about it. The neighborhood offers a mix of stores, galleries, and eateries that highlight the best in Finnish design. The National Museum of Finland is a museum that displays Finland's history and culture from ancient times to the present. It has displays that use multimedia, interactive exhibits, and artifacts (Arellano 2020,20-24).

4.3 Åland Islands

An independent area of Finland, the Land Islands are a collection of islands between Sweden and Finland. More than 6,500 islands and skerries make up the archipelago, of which 60 are inhabited. The islands, which are renowned for their natural beauty and maritime history, provide a distinctive fusion of Scandinavian and Finnish culture. In the Land Islands, tourism is a sizable industry. Tourists are drawn to the islands by its untamed natural beauty, variety of species, and rich cultural past. Along with visiting the numerous historical sites and museums on the islands, cycling, hiking, fishing, sailing, and kayaking are popular tourist activities (Rahman 2014).

The Maritime Museum, the Land Maritime Quarter, Kastelholm Castle, the Bomarsund Fortress, and the Land Art Museum are a few of the prominent tourist destinations in the Land Islands. The islands are renowned for its traditional crafts like weaving and ceramics, and tourists may find locally manufactured trinkets and presents in the numerous stores and markets. Visitors to the Land Islands have access to a variety of lodging alternatives, including hotels, guesthouses, campgrounds, and vacation cottages. Sweden and Finland can both reach the islands by ferry, and there is also a small airport with flights to and from Helsinki (Arellano 2020, 20-24).

4.4 Lapland

The northernmost part of Finland, Sweden, Norway, and Russia is known as Lapland. The Northern Lights, reindeer, and traditional Sami culture are among its many famed natural attractions. Lapland has gained popularity as a tourist destination recently, drawing travellers from all over the world. The collision of electrically charged solar particles with atmospheric particles results in the natural phenomenon known as the Northern Lights. Since Lapland is situated in the Aurora Zone, which offers the optimum viewing circumstances, it is one of the best sites to watch the Northern Lights. The northernmost region of Finland is called Lapland, and it's renowned for its spectacular natural beauty, distinct culture, and outdoor adventures. Tourists are flocking to Lapland in record numbers these days to see the unspoiled nature, the Northern Lights, and the world-famous Santa Claus Village in Rovaniemi. The Aurora Borealis, often known as the Northern Lights, is a common natural occurrence in Lapland throughout the

winter. Many visitors travel there specially to witness this breathtaking light show. (Patwary et al 2019, 1-13).

The traditional Sami culture is a further draw to Lapland. Native to the area, the Sami people have a lengthy history and distinctive culture. Sámi culture can be experienced by visitors to Lapland through events like reindeer sleigh rides, traditional Sami feasts, and excursions to Sami settlements. Their deep connection to nature is one of the characteristics that distinguishes Sámi culture. The Sámi have historically been nomads, travelling the wide landscape of Lapland with their herds of reindeer. For hundreds of years, the Sámi have relied mostly on reindeer for food, clothing, and transportation. The Sámi have a high regard for nature, which is reflected in their way of life in the past (Rahman 2014).

The language of the Sami is a significant component of their culture. Around 20,000 individuals speak the Sámi language, which is unique to that population. The language, which has a variety of regional dialects, has been a crucial tool for maintaining Sámi culture and identity. In Sámi culture, storytelling and music are also very important. Joiks, or traditional Sámi songs, are frequently used to convey feelings and narrate stories. Joiks are often sung a cappella and have a distinctive tone that captures the Sámi people's affinity for the natural world. A significant part of Sámi culture is storytelling, and there are numerous tales that have been passed down through the years that describe how the world and the Sámi people came to be. Duodji and other Sámi handicrafts are significant components of their culture (Nieminen 2012).

Just outside the Finnish city of Rovaniemi, in the Arctic Circle, is Santa Claus Village, a well-known tourist attraction. It is a theme park devoted to the holiday season and everything that it entails. Although the town is open all year round, the winter season is when most people go there to see the snowy paradise and see Santa Claus. The wooden structures and cosily decorated interiors of the village are meant to resemble a traditional Finnish village. Santa's workshop is open for tours, and guests may observe the elves at work creating toys and gift-wrapping. They can also write a letter to Santa Claus through Santa's Post Office, which will be postmarked with an exclusive Arctic Circle postmark. Santa Claus' Office, where visitors can have a personal encounter with him, is one of the village's most well-liked attractions (Rahman 2014).

In his customary red and white attire, Santa Claus welcomes guests and sits down to talk with them about their hopes and goals. Additionally, visitors can get their picture taken with Santa Claus and get a certificate to remember their trip. The Santa Claus Office is located in Rovaniemi's Santa Claus Village, a theme park where guests can cross the Arctic Circle and see Santa Claus.

Lapland's wilderness may be experienced on a sledge drawn by huskies or reindeer, making for a one-of-a-kind and unforgettable experience. Snowboarding and skiing are both Numerous ski resorts in Lapland provide a variety of winter sports, including cross-country and downhill skiing. Visitors visiting Lapland can partake in an actual sauna experience in a traditional Finnish sauna, which is an integral element of the nation's culture. For travellers interested in learning more about the region's natural beauty, culture, and outdoor adventures, Lapland tourism offers a distinctive and fascinating experience (Nieminen 2012).

4.5 Turku

On Finland's southwest coast is the lovely city of Turku. Turku, which has a population of over 200,000, is the oldest city in Finland and draws tourists from all over the world due to its rich cultural and historical heritage. I will go into more detail about the numerous factors that contribute to Turku's allure in this piece. First of all, Turku was established as a commercial town in the 13th century, which is when its history began. The city is therefore home to several historical landmarks and structures that represent its rich history. The Turku Castle, a mediaeval fortress constructed in the 1280s, is among the most important landmarks in Turku. Up until the 17th century, the castle housed the Finnish kings; today, it houses a museum dedicated to the history of Turku and Finland (Nieminen 2012).

The Turku church, a stunning mediaeval church constructed in the 13th century, is another important historical site in Turku. The cathedral, which is the most notable place of worship in Finland, is a superb illustration of Gothic design. The Old Town of Turku, a maze of cobblestone

alleyways and lovely wooden homes dating to the 18th century, is another attraction open to visitors. Turku is renowned for its cultural offers in addition to its historical landmarks. The greatest of Finnish art and culture may be seen in the city's many museums, galleries, and theatres. Aboa Vetus Ars Nova, a museum which blends both modern art and Turku's history, is one of the most well-known museums in Turku. Turku is renowned for its thriving food culture as well. Numerous restaurants in the city serve both international cuisine and traditional Finnish fare. You can experience regional specialties from Finland, such as smoked salmon, reindeer meat, and Karelian pastries, in the Turku Market Square. Additionally, Turku is surrounded by stunning natural scenery that offers visitors many chances to experience the great outdoors. The Turku Archipelago, a lovely line of islands that gives tourists the chance to take in the breathtaking landscape and learn about Finnish sauna culture, is one of the most well-liked outdoor sites in Turku. Turku is a lovely city with attractions for everyone. Turku is one of Finland's must-see cities because of its fascinating history, thriving cultural scene, mouthwatering cuisine, and breathtaking natural surroundings. Turku is a city that won't let you down whether you want to learn about historical sites or get a taste of Finnish culture (Williams-Oerberg 2020, 228).

5 CHALLENGES FACING TOURISM

Numerous issues, both immediate and long-term, can hinder the growth and sustainability of the tourism industry. The travel and tourism sector has been severely hit by pandemics like COVID-19. The drop in travel demand brought on by travel restrictions, lockdowns, and infection concern has resulted in numerous businesses closing their doors. In addition, issues with public health, the requirement to preserve social distance, and other safety measures have increased the difficulties facing the tourism industry. For the tourism industry, climate change poses a serious problem. Extreme weather, natural disasters, and rising sea levels can all lessen a destination's appeal, which will reduce demand for travel. Additionally, the production of greenhouse gas emissions by the tourism industry, which may have a negative effect on the environment, contributes to climate change.

5.1. Challenging problems while choosing Bangladesh

Although English is widely spoken in Bangladesh, Bengali is the official language. Without language skills, it can be difficult to get around the nation. Natural catastrophes like cyclones, floods, and earthquakes are common in Bangladesh. In addition, illnesses including typhoid, malaria, and dengue fever are very common in the nation. Visitors must use the appropriate caution and adhere to any local advice. Periods of political instability have occurred in Bangladesh; these events may cause unrest, strikes, and protests. It's crucial to stay informed about current events and stay away from places where there is political unrest. Bangladesh's infrastructure is not as advanced as that of other nations. Roads can be in bad condition and traffic can be hectic. In some places, the supply of water and electricity is not consistent. Visitors may face culture shock because of Bangladesh's distinctive culture. For instance, Bangladeshis are renowned for their kindness and hospitality, but visitors may need to adapt to the local cuisine, clothing, and social mores (Pramanik and Rakib 2020, 87-108.).

5.2 Challenging problems while choosing Finland

Most people in Finland speak Finnish, which is the country's official language. If you don't speak Finnish, it could be difficult for you to interact with locals or use some services. However, Finnish people barely speak English, so you can get by with it in most circumstances.

In comparison to many other nations, Finland is noted for having a high cost of living, particularly when it comes to housing and transportation. If you have a limited budget, this can be difficult. Finland experiences long, bitter winters and brief summers due to its subarctic environment. It could be difficult for you to get adjusted to the harsh temperatures if you are not used to this kind of weather. The culture of Finland is distinct and might not be like yours. If you are used to a more extroverted and gregarious lifestyle, it could be difficult for you to adjust to the cultural differences. Finland has several advantages, including a high level of living, first-rate medical treatment, and a secure and tranquil community. It is a well-liked vacation spot for those who love the outdoors because of its breathtaking natural beauty and abundance of outdoor activities (Maingi 2019, 532-551.).

5.3 Research conclusions

It has been concluded from the main findings of this study that there are different kinds of tourism present in Finland as well as Bangladesh. Based on the findings, it can be concluded that vacation tourism and classes of tourism are those aspects where the whole tourism industry lies. From the aspects of classes of tourism, there are several categories that present the idea of the diversity of this industry. In this study, the main findings show the famous tourist spots of Bangladesh and Finland and their status in the tourism industry. Moreover, these spots have a significant role in increasing the hospitality of the country. There are so many spots in Bangladesh and Finland that are discussed including places like Dhakka which has a huge stream of landmarks that entertain the tourist in many ways possible. Apart from Dhaka, Chittagong is another place in Bangladesh that has a huge variety of landmarks and tourist spots such as Rajshahi, which is the most known place in Chittagong. In addition, there are other landmarks that are also present in Bangladesh that have archaeological importance because of their

historical and ancient buildings. Other than that Finland has also famous tourist spots that have an important impact on the country. In addition, there are four regions that are called as landmarks of Finland tourism. These regions include Lapland, Lakeland Coast and Archipelago, and Helsinki which are the most visited and enjoyed places in Finland. Therefore, many tourists have visited these places to enjoy their leisure time. Due to these beautiful aspects of Bangladesh and Finland, tourists have visited these places to enjoy their vacations and leisure time.

In this study, it has been found that there is a huge contribution of tourists to the tourism industry. Moreover, the findings show the contribution of the authorities and government agents by making and implementing the strategies and policies for the smooth running of this industry. In addition, the ministry of employment and economy has also played a huge role in making and implementing these strategies. Through these strategy implementations, Finland wants to increase the overall revenue and income of the country through tourism in the country. In addition, there are different kinds of methods and techniques that were used in order to promote the country at the international level.

From the perspective of Bangladesh, this study explains the obvious impact of tourism on the economical aspect of the country. In addition, the employment aspect of Bangladesh is also increased by the tourism industry. Therefore, it is concluded in this study that implementing various strategies and methods supports the tourism industry and shows a great increment in the overall revenue and income of the country. on the other hand, the employment ratio is also affected by this tourism industry. It is due to the direct contribution of the tourists in exports of the country.

The study concludes that there are several Barriers that hinder tourism in Bangladesh as well as Finland. These barriers and obstacles made a huge impact on tourism in both countries. Therefore, in these studies there are barriers have been found that have a huge role in terms of tourism in the country. One of the main barriers is the language, as Bangladesh and Finland have their respective language. Therefore, many tourists found it difficult to get comfortable there. Moreover, an improper tourism guide is another factor that caused a huge impact on tourists. It has been found in the study that there are certain times when the tourist has faced difficulty due

to improper guiding the place. Another barrier is nonattendance and unexplored places by the tourist. It has been seen in this study that there are a lot of times when tourists do not explore places and landmarks made those places left unexplored.

From the aspects of Bangladesh tourism, it has been seen as Bangladesh does not invest much money in ancient places and landmarks because they do not have enough money to invest in these landmarks. Other than that, the infrastructure of the country has also hindered the development of the tourism industry. In Bangladesh, the maintenance and buildings of the infrastructure do not cater to by the Government which makes a huge hindrance to the tourism industry. Lastly, in Bangladesh, a barrier of poor facilities and tourism qualities also creates a huge impact on the minds of tourists. Moreover, these poor facilities include weak and improper tourism packages, inadequate private initiatives, political instability, language barrier, and the absence of proper tourism policy packages. Due to these hindrances and barriers, the development of an adequate tourism industry is impeded.

On the other hand, Finland has also shown few barriers that affect the tourism industry negatively. The most prominent barrier in Finland is the weather which hinders the outcome of tourism. In addition, the cold weather of Finland initiates some difficulty during the tour. In this study, it has been concluded that in Finland language is another issue that a lot of tourists have faced during their visit to the country.

In this study, the main findings conclude some recommendations and suggestions that these countries should be used in order to promote the tourism industry more smoothly. In order to overcome the barriers government agencies should implement certain policies and procedures in order to smoothen tourism and traveling inside the country. First of all, in Bangladesh, it is important to introduce international airports that could make. Moreover, it is important to introduce well-equipped transportations for tourists in Bangladesh that make them more comfortable throughout their tour. In this study, the researcher found out that Bangladesh is facing a financial crisis for a very long period of time which has caused a lot of issues regarding tourism and traveling. For this purpose, Bangladesh should maintain its image by promoting its culture and tourist spots. Another suggestion is the promotion by the locals of Bangladesh that

are living outside the country. they could promote their country by making a positive image in front of other foreigners that will eventually benefit the country. On the other hand, for Finland, there are also a few suggestions that should be implemented to promote the country in a promising way. In addition, Finland must take initiatives for the Muslim community in order to promote Muslim-friendly tourism they should introduce foods and beverages, especially for these communities.

6 CONCLUSIONS AND DISCUSSION

The research shows that there are a number of problems that make it hard for tourists to visit Bangladesh and Finland. The primary purpose of this thesis is to compare and contrast two popular tourist destinations: Cox's Bazar in Bangladesh and Lapland in Finland. This study's principal objective was met with the help of the secondary research methodology. The investigation was successful in achieving all of the study's aims. The tourism industries of both countries were severely impacted by these limitations and difficulties. This research has uncovered a number of factors that have a negative impact on the country's tourism industry. Since people in Bangladesh and Finland speak different languages, communication can be difficult.

The country's infrastructure has been a drag on the country's tourism industry. Bangladesh's tourism industry suffers greatly from the government's lack of investment in infrastructure maintenance and expansion. Last but not least, tourists have a very unfavourable impression of Bangladesh because of its subpar infrastructure and limited attractions. Inadequate private initiatives, political uncertainty, language hurdles, and inadequate and incorrect tourism policy packages all contribute to these substandard amenities. These limitations and restrictions slow down the development of a successful tourism industry. In contrast, Finland has shown that it imposes few limitations that are detrimental to the tourism industry.

The climate is the primary challenge to Finland's tourism industry. In addition, the harsh winter weather in Finland presents substantial obstacles. According to the report, many foreigners also find the language barrier to be an obstacle while visiting Finland.

The study's main findings provide some recommendations and ideas that these countries might use to promote tourism more effectively. In order to remove the barriers to domestic travel and tourism, government organisations should establish clear norms and processes.

The construction of international airports in Bangladesh should be the first priority. In addition, travellers visiting Bangladesh need reliable modes of transport to get throughout the country in ease. Bangladesh has been during a serious financial crisis for a very long period, making it difficult for tourists to visit the country. This is why it's important for Bangladesh to advertise its rich cultural offerings to tourists.

Bangladeshis living abroad are another potential resource for promoting the country. Potentially beneficial to their country in many ways, they can assist promote a positive image abroad. On the other hand, some suggestions for Finland should be implemented so that the country is portrayed favourably. Finland may also do more to encourage tourism from Muslims by introducing dishes and beverages that are more inclusive of their culture.

Many visitors struggled to find a sense of belonging there as a result. A poor tourist guide is another factor that has had a major effect on visitors. The poll found that some visitors had a hard time finding their way around due to inadequate directions. Another barrier is the lack of visitors who don't bother to look into particular places. Based on the results of this research, it is clear that many tourist destinations go uncovered since visitors don't take the time to thoroughly explore them. It is clear from Bangladesh's tourism attractions that the country does not have the resources to invest much in its ancient sites.

The researchers have learnt from this process, that there are multiple popular tourist destinations in Bangladesh and Finland. The research did not know the significance of tourist destinations before working on this topic. The researchers would suggest future researchers to use the mono method to conduct their research as it allows them to gain better insights about this topic. The research has presented our research on quantitative methods, and we have faced multiple issues due to a lack of knowledge. We would recommend future researchers to use qualitative data. We think what we're putting on paper is quite decent, but there's always room for improvement.

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