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# Problems and Prospects of Tourism in Bangladesh Bandarban District Case

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# Problems and Prospects of Tourism in Bangladesh Bandarban District Case

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**Abstract** - Tourism is an emerging sector for Bangladesh. Tourism is one of the most growing industries all around the world. Bandarban is one of the district of Bangladesh that is blessed with unparalleled divine beauty. There are more than sixteen popular tourist spot at Bandarban in Bangladesh. In 2011, 1036 foreign tourist sand in 2012, 1205 foreign tourists came Bandarban to visit and enjoy its natural beauty. The aim of this paper to reveals the problems and prospects of tourism at Bandarban. The writer tried to highlight the special attractive tourist spots of Bandarban. These papers also find out some barriers of tourism at Bandarban and provide some suggestions to overcome those problems.

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## I. INTRODUCTION

Tourism is a very promising developing tool for Bangladesh. Bandarban is a very popular destination for recreation, leisure, business and learning as well as religious purpose visit. Bandarban is blessed with unique natural beauty. Bandarban district is the heaven of natural beauty with full of green trees. The spectacular scenic beauty and the nerve racking experience of travelling along the road has attracted the imagination of thousands of travelers from home and abroad. The Bandarban has opened boundless opportunities for thousands of people living in the hilly area and it is needless to mention about the enormous potentials now it is offering to our tourism sector. Bandarban, the daughter of hill has many places to travel which are becoming to the tourist all over the world. These places still not overcrowded and pollution free. The sweet sceneries of meeting of air, clouds, hills, rivers, people of different ethnic communities, their lifestyle, their rich, diverse heritage is really original and natural. Bandarban is situated from 21.11 north longitude and 92.40 east longitudes to 92.41 north longitudes. There are more over 15 tribes and Bengali people are living here in peace and harmony. International tourist arrivals grew nearly 4% in 2011 to 983 million, International tourism generated in 2011 US\$ 1,032 billion, worldwide. UNWTO forecasts a growth in international tourist arrivals of between 3% and 4% in 2012. According to the world Travel and Tourism Council, Tourism generates 12% of global gross national

product and it employs around 200 million people worldwide. Tourist arrivals are estimated to reach 1 billion by 2010 and 106 billion by 2020 worldwide. As it evolves, tourist arrival is encouraging an atmosphere of growing confidence for investment in the travel and tourism sector in Bangladesh. Forty two passed but we are in introductory level in tourism. Bangladesh has a huge opportunity to flourish its tourism sector. Few Foreigners are known about Bangladesh has natural beauty but not well recognized as a tourist destination. Only 3 lacks foreign tourist came to Bangladesh in 2010, in which more than 70% came for business and official purposes. For this reason by realizing the present opportunities in tourism sector we need to concentrate more on tourism sector if we want to earn more foreign currencies. That's why every tourist spot should be evaluated properly and every tourist spot should get same preferences. By developing infrastructural structure and building awareness among everyone in the country a revolutionary change can happen in tourism sector.

## II. REVIEW OF LITERATURE

The definition of tourism has no universal form. It is still now defined by various people by different ways based on their own justification. Tourism means going out and visiting place for religious purpose, gathering knowledge and having pleasure, fun, or for economic benefit. Tourism is travel for recreational, leisure or business purposes. (<http://en.wikipedia.org/wiki/Tourism>)

The definition of tourism is not static still now. There is no consensus available regarding the definition of tourism. According to UNWTO definition, tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

According to the International Ecotourism Society, "Responsible travel to natural areas that conserve the environment and improves the well being of local people. ([www.ecodirectory.com](http://www.ecodirectory.com))

Tourism is the movement of people to destination outside their normal places of work and residence, the activities undertaken during their study in those destinations, and the facilities created to cater to their needs. Methieson and Wall (1982)

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For the development of tourism it is so necessary to have something special for that reason people will visit that destination. Pollution free environment is necessary for tourist to get refreshed mentally, physically, culturally and spiritually. Ecotourism gives incentives to local community, entrepreneurs and government. Baj Rang Lal Meena and Nibedita Das S.M. Humayun Kabir, Bandarban (pan) 2012.

Bandarban as a part of Chittagong hill tract, it has several types of tourist destination which may be used as tool for sustainable tourism in future. Ecotourism is in introductory level in Bangladesh but has high ecotourism potentiality. SM humayunkabir and Mdmonzurmorshedbhuiya, (2004)

Basically a negative impression is very bad for developing tourism in a country. Building positive impression toward a country is must. And it is not only the duty of a Government, but also for the domestic and foreign tourist, the local communities and the respective organization that are responsible for the development of the tourism

Henderson (2011) in his research states that International visitors perceive a negative impression towards a destination with improper arrangement of infrastructure of a country. He also mentioned political instability, security and safety as an influential factor domestic and foreign tourist.

Environmental protection enhances performance if holiday packages can be differentiated. He gave environmental practices can be taken wisely than it will gain more competitive advantage than giving emphasis on ethical or green products. Forsyth, tim (1997).

Tourism asset are the most important indicator for developing tourism. An increasing number of international tourists are arriving in developing countries, improving transportation access, develop tourist attractions, facilities and services and became a desirable known tourist destination. Cernat. L. and Gourdon. J (2007)

Bangladesh is a very nice place to visit. So this research is an attempt to explore the present condition and prospect of tourism in Bandar ban and examine the problems existed in this district.

### III. OBJECTIVE OF THE STUDY

- > To get a conceptual idea about tourism.
- > To identify the different attractive tourist spots at Bandarban for explore the opportunities.
- > To find out the barriers for developing tourism in Bandarban and provide some suggestions to overcome those.

### IV. METHODOLOGY OF THE STUDY

This study is basically descriptive in nature and based on secondary information. The study analyses

published books, different published research works, newspaper, magazines, reports of various government authorities, and websites. A visit has been conducted by the authors during the period of May-November'2012 to collect the relevant information to find out the problems of tourism at Bandarban. District collectors of Bandarban, different officials of Bangladesh army, local people, domestic and foreign tourist have been interviewed to obtain the relevant data.

### V. TOURISM DESTINATION OF BANDARBAN

Bandarban district is the hub of natural resources and beauties. The nature remains unchanged here still now. There are a great number of mountains, lake, waterfalls and forests at Bandarban which has no alternative or similarities in any part of the world.

#### a) Nafakhum

Nafakhum is the largest waterfall in the country for its volume of waterfall. Sangu suddenly falls down here about 25-30 feet. Nafakhum is not still a very popular tourist destination, as it is very dangerous to reach except in winter season. And it is also located in a very remote area remakri, at Thanchi Upzilla, Bandarban. Travelers should reach Thanchithana to enjoy the beauty of nafakhum. It will take 4.5 hours journey and the distance between Bandarban to Thanchi is about 79k.m. For reaching to remakri the travelers must hire a tour guide, though it is not mandatory to hire tour guide for boat, they are bound to hire a tour guide. An experienced tour guide is selected by the tour guide committee and tour guide will accompany the travelers till the journey end to remakri, for that tour guide will charge tk 600 for the first day and tk 500 for the second day excluding his food and accommodation. Tourist need to hire engine boat from Thanchi as there is no boat available there and boat fare varied according to bargain. This journey is very risky and fearsome for all. It is dangerous to travel during the rainy season because the tides of sangu river are very heavy everywhere in the sangu, especially at the place of boropathar. Local administration have taken initiative to inform traveler not to have journey during that season. The best time to visit nafakhum is winter, because that time sangu remain calm and safe. The scenic beauty of nafakum is beyond description, it's natural beauty is easily comparable with world's rest of the waterfall.

#### b) Nilgiri

Nilgiri is the topmost resort in Bangladesh. It is one of most beautiful tourist spot not at Bandarban but also in Bangladesh. It is about 3500 feet high and a part of Thanchi Thana. It is located about 46 km south away of Bandarban on the Bandarban-Chimbuk-Thanchi road. Nilgiri resort is established and maintained by Bangladesh Army. Anyone can take visit over there, but if anyone wants to stay at any of the cottages out of five.

He or she must seek permission from Brigade HQ of Bangladesh Army in Bandarban. Tourist can enjoy the colorful life of different ethnic minor communities when they are heading off to nilgiri. If anyone stands on the top of the balcony they will feel themselves as an Empire of that place. Anyone can touch the clouds surrounded the nilgiri. At nilgiri the combination of mountain and sangu river is unparalleled. Bangladesh Army is continuously improving the infrastructural facilities of nilgiri. Every year many tourists are visiting nilgiri to enjoy the spiritual beauty of Bandarban. Visitors can go there by own managed vehicle, or they can hire jeep from Bandarban sadar. It is wise to take own Vehicle but obviously with expert driver. Before heading to Nilgiri visitor need to register their name and address to the military check post. Accommodation facilities are very good at nilgiri in comparison with other tourist spot at Bandarban. There are three well-furnished cottages ranging from tk4000-tk7000. There are also three tents having 4 beds each taka 2000 per tent. There is also restaurant, helipad etc. Electricity available from 6-9 pm and temperature near 10-25 degree Celsius. Because of its unique scenic beauty and infrastructural facilities it is now very popular tourist spot in Bangladesh. So that it is now very difficult to get reservation for nilgiri and high price of the cottages.

#### c) *Shailopropat*

Shailopropat is a naturally created waterfall where the cool water is flowing continuously. Natural beauties of this waterfall could be enjoyed in anytime of the year especially in the rainy season its murmuring sound is lucrative. It is located at milanchari, 8 k m points from Bandarban towards Ruma. Shailopropat is the most visited tourist among the other tourist spot, because it is easy to reach and a market has been built here which is the attraction for the tourist. Locally made handicraft and organic fruits are available here. The visitor can enjoy nice bathing scene of bowm children almost all the time of the year. Food and accommodation facilities are not available at shailopropat.

#### d) *Rijuk waterfall*

Rijuk waterfall is 4 km away from Ruma upazilla sadar on the river sangu. Water is continuously falling in sangu river from the pick of high hill about 300 feet which creates continuous sound in the mind of visitor and the best time visiting rijuk fall is rainy season. It is 66 km southeast from the Bandarbantown. Traveller can go rijuk fall by private vehicle from ruma bazaar to rijuk fall. No food and accommodation facilities are available there. District administration is planning to establish restaurant and rest house very soon in rijukfall to enjoy God created waterfall for the domestic and foreign tourist.

#### e) *Jadipai Waterfall*

Jadipai waterfall is one of the wildest waterfalls in Bangladesh. It is not very well known among the tourist of Bandarban. The water of jadipai waterfall is very transparent and pure. Jadipai is quite difficult to reach except the adventurous minded people. If anyone summit to the keokradong then it will take one hour walk to jadipai. Darjilingpara is located on the way to keokradong, traveler can take rest over here for an hour and the traveler will meet passing para and jadipara. The last thirty minutes of the journey are really very dangerous for the tourist to reach jadipaijharna.

#### f) *Buddha DhatoJad (Golden temple)*

Buddha DhatoJad, named as golden temple is located on the adjacent to Bandarban-Rangamati road. There is pond on this high hill is said to be the pond of God. The temple is an acceptable creation of modern architecture with the design of the buddist cultural heritage. There is a museum from which the tourist can gather knowledge about the historical background of buddist religion. The Bandarban golden temple is the largest Theravada Temple with the second largest Buddha statue in Bangladesh. Though it is considered as a holy place for the Buddha, that's why tourist are strictly prohibited to camera, take snaps beside the statue. Visitor can not wear short dresses and wearing shoes they are not entitled to enter into the temple. The Mountain View from temple is very nice; mountains are calling the visitors to summit their beauty.

#### g) *Chimbuk hill*

In Bangladesh Chimbuk is the third highest mountain. Chimbuk hill is very fascinating area for the sceneries of sunrise and sunset, blue sky, playing of clouds. Chimbuk is a nice place for the tourist. It is 26 k m away from the city. Chimbuk is about 2500 fthigh from the surface of the sea. The road of the Chimbuk is very Zigzag. To make the telecommunication facility at every upozila available a T&T base station and Tower has been established by Government. Bay of Begal can be seen easily from there. It is a very popular spot for shooting of movie, advertisement and TV serial. In this hill two Government owned rest houses are located. Bangladesh army's military camp is also located there.

#### h) *UpabonLake*

UpabonLake is an artificial lake with its natural surrounding is very touchy. It is only 120km away from Bandarban city.

#### i) *Tajingdong*

Tajingdong is the highest mountain of Bangladesh. Its height is about 4500 feet. Tajingdong is also known as Bijoy and it is located at Rumaupazila. According local tribal lang uagetajing means great and dong means hill. Tagingdong is 25 km far from sadarupazila. The area is so beautiful that is full of dance of trees, birds and animal. There are many small



and big mountains and hills on the way of Tajindong. There are various tribal communities are living with their natural, environment friendly lifestyles and attitude. Thousands of tourists visit the Tagingdong every year. The best time for visiting Tajindong is in winter to explore the beauty of nature, but the tourist need to take warm clothes with them. Rainy season is very risky and quite impossible to summit Tajindong. The journey towards Tajindong is very much laborious, so visitor must hold mental patience before climbing for Tajindong.

*j) Sangu River*

Sangu River is the only river that created in Bangladesh. It enters Bandarban from east flows west across the Bandarban and falls into the bay of Bengal at the end of a course of 270 km. From the thousands of years the river is flowing through the hills. It works as an immense route to make communication with ruma and Thanchi. It is considered as an economic interest for the inhabitants of Bandarban. For the people of remote, the river is used for the +transportation of agricultural products. During the winter season the river is supposed to be sleeping, but in rainy season its current becomes gigantic. River cruise of sangu is exclusive one to enjoy. There is a combination of hills, forest and falls with a river. Tourist can hire conventional boat or engine boats from the old sangu bridge or from Boatghat at Kyachingghata.

*k) Prantik lake*

Prantik Lake is naturally created and developed prantik lake located in a village named "Holudia" in Bandarban district of Bangladesh. As like as other tourist spot of Bandarban it is also surrounded by many kinds of plant and trees. It is 14 km away from Bandarban town. Many filmshaveshooted over Prantik Lake. Total area of Prantik Lake is about 2500 acre. Tourist can have Lake Journey in paddle boat and taking permission from authorities they can do fishing. There is no restaurant and accommodation facility in near prantik lake, that's why the tourist can stay there day long but not at night.

*l) Mirinja*

Mirinjatourist spot is located at 16 km point of Fashiakhali-lama-Alikadam road of Bandarban in Bangladesh. It is a tremendous tourist spot at Bandarban. It is about 15 feet high from the sea level. An observation tower is in the spot, from where the tourist can enjoy the view of moheskhaliland, Bay of Bengal and matamuhuri at a glance. If any tourist wants to stay there at night, they need to take permission from the concerned authority. A government owned rest house is available in that area. Mirinjatourist spot is 70 km away from lama upazila. So the visitor needs to go by private car or by hiring a car.

*m) Meghal Parjatan Complex*

Meghla tourist spot is the mostly visited tourist spot. It is located on the gateway of Bandarban, operated and looks after by the district administration. It is 4 km away the city, opposite to the zilaparishad, 17 km from keranihaat of Chittagong-Cox's bazar road. On the features a delightful artificial long lake, mini safari park, a mini zoo, paddles boat, hanging bridges, a children park are situated at Meghalparjatan Complex. It is mainly used as a picnic party and various types of people gather here for enjoying their vacations. There is no scope of having heavy meal there. Visitors can have snacks from a downstairs restaurant but too expensive, but tourist can bring lunch packet with them, if they intended to stay there for a day long.

*n) Nilachal*

Nilachal is the nearest tourist spot from Bandarban. It is located at tiger Para about 5 k.m. from the city, that's why it is called as tiger hill. But hill top nilachal is called by many people as "Darjeling of Bangla". The whole Bandarban city can be seen at a glance from nilachal. When the sky is clear the beautiful sight of Chittagong port and beach can easily be seen from there. In rainy season the visitor can work through clouds. The sun setting view from nilachal brings the feeling of heaven. The boundless beauty from the viewpoint not to be express able in a word. The meant of healing of old diseases by breathing cool calm breeze nilachal cannot be unbelievable. Nilachal is 2000 feet from the surface of the sea. The fascinating natural beauty of hills, sunset of afternoon only comparable to the beauty of heaven which could be used as very promising tourist spot for Bandarban. A round shape rest house is there. For the betterment of the spot it is improvising day by day to make it more attractive for the tourist. There is no restaurant so no food will be available there for the tourist. Traveler need to go there by riding Chandergari which rent is tk500.

*o) Keokradong*

Keokradong is the second highest peak of mountain of the country. Its height is about 4330 feet and It is 30 k.m. away from ruma upazilasadar (15 k.m. distance from bogalake). Keokradong is very near to Myanmar border and there is countless mountains and hills are welcoming the tourist from all over world at every moment. What is called natural beauty, people can learn from the top of the keokradong. Basically courageous and adventurous people used to plan to visit keokradong. So it is not wise to take old aged and children along with them. Tourist needs to start their journey by walking early in the morning from bogalake and it will take 5 to 6 hours to reach keokradong. Tourist needs to stay in tribe house and again they can start at the next morning. Tourist must remember that no one is allowed to visit Bogalake, keokradong or Tajindong after 4 p.m. The transportation system is not well furnished

and still now under construction by the supervision of Bangladesh Army. The cold weather, white clouds, hills, river and lake are waiting there for the tourist to play together that is unique, unparallel and incomparable.

*p) Boga Lake*

This is a naturally created water reserve on hilltop an unprecedented wonder of nature. The height of water of this lake never changes whether it is winter or rainy season. Many people think that there is a dragon statue in this lake. The area of Boga Lake is 15 acre and it is about 1500 feet above from sea level. The water color of Boga Lake is blue. In the winter season the tourist are more in number than any other season because of the poor transportation system during the rainy season. Beside the boga lake ethnic community like bawm, khumi built their wooden made home which denotes their environment friendly mind. Tourist can

make camp fire to make their journey memorable forever.

If a tourist want to see the beauty of boga lake he or she need to go ruma from bandarban ,before doing this ,the traveler need to enter the name, address into the security camp. There is no facility to have lunch over there and any no residing facility.

## VI. SWOT ANALYSIS OF TOURISM IN BANDARBAN

To find out the competitive advantage of Bandarban as a popular tourist destination it is necessary to find the strength, weakness, opportunity and threat. It will be helpful for policy makers to develop a planning map to establish Bandarban as a popular tourist destination.

SWOT analysis of Bandarban Tourism:

Strength	Weakness	Opportunity	Threat
<ul style="list-style-type: none"> <li>&gt;Heaven like Natural beauty (including mountain, flora and fauna, rivers and lakes etc).</li> <li>&gt;Pollution free environment.</li> <li>&gt;Cost effective transportation facility.</li> <li>&gt;Terrorism free country.</li> <li>&gt;Rich history and heritage.</li> <li>&gt;Well known as a struggle for mother tongue.</li> <li>&gt;Liberal behavior of local people towards tourist.</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Poor transportation system</li> <li>&gt;Unavailability of proper mode of communication</li> <li>&gt;Insufficient number of restaurant</li> <li>&gt;Lack of accommodation</li> <li>&gt;High price of resorts, hotel and motels</li> <li>&gt;Long time waiting for booking system</li> <li>&gt;Many attractive location of Bandarban still remain unexplored</li> <li>&gt;Lack of security</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Building awareness among tourist, policy maker and local community</li> <li>&gt;Training program to local community</li> <li>&gt;Huge campaign to create a positive attitude toward tourism, Building positive attitude toward country. Like positive Bangladesh</li> <li>&gt;To flourish handicraft and locally made organic food.</li> <li>&gt;Establishing better transportation system, including launching luxury bus, luxury boat, helipad etc.</li> <li>&gt;Making cost effective accommodation facility.</li> <li>&gt;Increasing strong security system for both inbound and outbound tourist.</li> <li>Development of a small airport at Badarban.</li> <li>&gt;Job creation</li> <li>&gt;Enriching standard of living of people</li> </ul>	<ul style="list-style-type: none"> <li>&gt;Fear of abduction</li> <li>&gt;Poor coordination among tourist, local community and policy makers.</li> <li>&gt;Fear of local communities for loss of land</li> <li>&gt;Misinterpretation or misconception about tourism in local communities.</li> <li>&gt;Conflict between ethnic minor community and migrated Bengali for co-existence in hill tract area</li> <li>&gt;Non-sustainable behavior of Bengali and tourist, and sometimes by tribal</li> <li>&gt;Destructing nature</li> </ul>

Figure : Author's own

## VII. PROBLEMS OF TOURISM AT BANDARBAN

Although Bandarban has huge potential to flourish as a very expected tourist destination, but the following problems are crucial for the development of tourism in Bandarban:

*a) Lack of financial support from government*

In a report of World travel and Tourism Council (WTTC) Economic impact 2012, predict that the

investment at tourism sector will reach TK36.52 billion in 2012 and rise by 6.7 percent over the next 10 years to taka 69.8 billion in 2022 in Bangladesh. It is a global report but in Bangladesh no reliable report, data or statistics on tourism are available. But this assumed investment how, when and where will be invested are not clear. All policy, planning and moneys are allocated for already established as tourist organization. There is no extra planning or budget allocation for the

development of Bandarban district to establish as a popular tourist spot.

*b) Low rate of literate people/Inadequate education system*

In Bandarban is a least populated District among the other districts of Bangladesh. At Bandarban the people are living in a scattered way. So it is difficult to ensure mass education for all. Poor educational facilities are the main cause of low literacy rate at Bandarban. Different language is another reason for more illiterate people. There is more over 15 ethnic minorities including Bengali. So they belong to different culture, norms and languages, which is a problem for introducing universal education system for all.

*c) Lack of transportation system*

Sound transportation system is a very crucial element for the development of any country. Tourist friendly transportation is very necessary for smooth and free movements for the tourist. In Bandarban there is a poor transportation service that is not up to the mark. There are some jeeps for visiting tourist spot, locally called as "chandergari" and some public bus services which are not at a domestic standard, international level left behind. It needs to develop it in international standard if Bangladesh wants to collect foreign currency. No electricity across the roads which makes the journey risky at night.

*d) Absence of training institution related to tourism*

Lack of effective and efficient training institution is another problem against fostering tourism at Bandarban. Sometimes Bangladesh Parjatan Corporation and other training institution organize some training program and seminar program in Dhaka. District wise training program are very limited in number.

*e) Lack of other infrastructural facility*

Bandarban is a very remote area. As a least populated district, people used to live in a great distance. So lack of medical services, telecommunication facilities, hygiene sanitary services, lack of internet connections are disturbing both domestic and foreign tourist.

*f) Lack of market information*

There is a lack of information about the potential tourist of Bandarban. Because there are few tourist come to visit Bandarban compared to Cox'sbazar, (another popular tourist spot in Bangladesh). So without information it is difficult to evaluate the prospective number of tourists and their demand. And this information is so necessary to develop infrastructural facility.

*g) Safety and security*

Safety and security is one of most necessary element for tourism development. If any tourist feel insecure in a tourist spot, if there is fear of abduction or

fear of losing precious possession, then how attractive the tourist spot is, people will not feel urgency to see the spot. In Bandarban Bangladesh army and district administration and Bangladesh police engaged to ensure the security of the tourist. But it is not enough to protect tourists from abduction. Local people should be encouraged to ensure the security of tourists.

*h) Lack of contact with the market*

Most of the hotels in Bandarban are not using any promotional campaign with the customer. People used to come Bandarban and then start to find their accommodation. Only few resort like Nilgiri and others use booking system which too hard to get. Foreigners are not well-known about the tourist spot of Bandarban.

*i) Lack of appropriate tourism policy*

The national tourism policy was declared in 1992 describing various objectives. A strategic master plan for tourism development was prepared by UNDP/WTO in 1990 which is updated by WTO. Bangladesh Parjatan Corporation, since its inception in 1972 has worked harder to establish Bangladesh as tourism oriented country by hotels, motels, and restaurant. But it is not enough for the development of tourism. The corporation should formulate sustainable tourism policy by maintain conservation, respecting cultures of tribe, finding current tourist trend, market identification.

*j) Conservation*

If tourism develops at Bandarban the local community should be careful and attentive to preserve its natural beauty because this natural beauty can ensure their better life by providing jobs to them. Bandarban's tourist potentiality as a tourist destination depends on nature. So we should keep in mind the need to preserve and protect the natural beauty of Bangladesh by educating all including tourist, tour operator and local community.

## VIII. RECOMMENDATIONS

- Local community should be properly educated to preserve their natural resources.
- Local administration should devote and utilize their fund to maintain the natural beauty.
- Government should take initiatives by organizing several types of training program for both local male and female workers to make busy themselves. And also awareness should be introduced among them.
- In fractural development should be international level but that should not destroy the natural living the main attraction of tourist.
- Tourist spots should be calm, untouched but as well as it should have fun, exciting, relaxing, educative, informative and accurate information of tourist spot should be delivered to the tourist.

- There are many types of tribal are living in Bandarban as they posses different types of culture norms, languages tourist should be properly educated to respect their cultural differences to avoid unexpected complexity.
- Effectiveand participative working network should be introduced between public and private sector is a must. Local people should be involved with them.
- The tourist spot of Bandarban should be easily accessible through introducing furnished transportation system. It is very necessary to make easy communication to reach Bandarban by building roads, helipad for helicopter.
- Tourist information center can be introduced across the Bandarban for the tourist they can get information about their expected destination, transportation and residing place and other necessary information.
- Government should introduce campaign visit Bandarban: "Explore the natural beauty".
- Tribal Shopping center should be established at every tourist spots to make handicraft available to both domestic and foreigner tourist.
- Tourist guide book should be available everywhere in Bangladesh.
- Bangladesh parjatan corporation should open a branch at Bandarban to provide information for further research in tourism
- Establishing more informative sign boards on roads for tourist.
- Medical Centre should be established by government every tourist spot as it is very remote area. So medical service should be available at every tourist spot.
- Local mobile tourist guide must be introduced in Bandarban
- In foreign mission we can send our tourist bulletin, brochures and tourism related magazines to encourage foreign officials to visit Bandarban.

## IX. CONCLUSION

The objective of the study is to explore the beautiful location of Bandarban to establish as a popular tourist destination. This research also tries to identify the relative factors that satisfy tourist interest. Lack of proper planning, lack of coordination among administration, lack of transportationand lack of accommodation facilities are the major problems of tourism at Bandarban.To overcome these problems Government should take initiatives by establishing a good transportation system,training institution, establishing tourist zone, announcingWi-Fi zone in the tourist destination. Government can introduce mountain tourism, culture tourism, rural tourism and pro-poor tourism at Bandarban. On 17.11.2012 Prime Minister Sheikh Hasina has announced Bandarban will be known

as a Tourist Zone in near future. So that are no so far that Bandarban is the next prospective tourist spot from where Bangladesh can earn huge foreign currency.

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## ANNEXURE

No	Name of Upzilla	Area(square per kilometer)	Away from Bandarban
1	Bandarbansadar	504.9	-
2	Rwanchari	448.9	27
3	Lama	677.8	95
4	alokadam	885.8	112
5	Nikhangchari	468.5	120
6	Ruma	620.6	49
7	Thanchi	896.5	95

*Figure 1* : Distance of union of Bandarban District