



Government of the People's Republic of Bangladesh  
Ministry of Chittagong Hill Tracts Affairs  
Bangladesh Secretariat, Dhaka

# To Explore Potential Tourism Attractions and Developing Branding Strategies for Sustainable Tourism in Bandarban



Dr. Santus Kumar Deb  
Dr. Md. Shariful Alam Khandakar  
Shohel Md. Nafi  
Bapon Chandra Kuri



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Strategies for Sustainable Tourism in Bandarban**



**Submitted by**  
**Dr. Santus Kumar Deb**  
**Dr. Md. Shariful Alam Khandakar**  
**Shohel Md. Nafi**  
**Bapon Chandra Kuri**

**June 09, 2022**



*A Draft Report on*  
**To Explore Potential Tourism Attractions and Developing Tourism  
Destinations: A Study on Bandarban, Bangladesh**

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*Submitted to:*

**Ministry of Chittagong Hill Tracts Affairs  
Bangladesh Secretariat, Dhaka**

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*Principal Investigator*

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**Dr. Santus Kumar Deb**, Chairman, Department of Tourism and Hospitality Management,  
University of Dhaka, E-mail: santus@du.ac.bd

*Associate Investigators*

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**Dr. Md. Shariful Alam Khandakar**, Associate Professor, Department of Tourism and  
Hospitality Management, University of Dhaka, Email: sharif017@gmail.com

**Shohel Md. Nafi**, Chairman, Department of Tourism and Hospitality Management,  
Noakhali Science and Technology University, Noakhali, E-mail: smnafi.thm@nstu.edu.bd

**Bapon Chandra Kuri**, Chairman, Department of Tourism and Hospitality Management  
Bangabandhu Sheikh Mujibur Rahman Science and Technology University, Gopalganj



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## Abbreviations

<b>BGB</b>	Border Guard of Bangladesh
<b>BHDC</b>	Bandarban Hill District Council
<b>BPC</b>	Bangladesh Parjatan Corporation (NTO)
<b>BTB</b>	Bangladesh Tourism Board
<b>CBT</b>	Community Based Tourism
<b>CHTDB</b>	Chittagong Hill Tracts Development Board
<b>CHTDF</b>	Chittagong Hill Tracts Development Facility (UNDP)
<b>CHTRC</b>	Chittagong Hill Tracts Regional Council
<b>GoB</b>	Government of Bangladesh
<b>ICIMOD</b>	International Centre for Integrated Mountain Development
<b>MoCAT</b>	Ministry of Civil Aviation and Tourism
<b>MoCHTA</b>	Ministry of Chittagong Hill Tracts Affair
<b>SEO</b>	Search Engine Optimization
<b>STP</b>	Segmentation, Targeting and Positioning
<b>SWOT</b>	Strengths, Weaknesses, Opportunities, and Threats
<b>TALC</b>	Tourist Area Life Cycle
<b>TOAB</b>	Tour Operators' Association of Bangladesh



# Chapter 1: Introduction

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## Background

Hill tracking when compared to other forms of tourism, tourism is one of the key money sources for any region or country. Mountain destinations draw visitors for a variety of reasons, including the climate, clean air, unique landscapes and fauna, visual beauty, local culture, history, and heritage, and the chance to experience snow and participate in snow-based or nature-related activities and sports. Australia, India, Canada, Switzerland, Mexico, Brazil, Asia and China have the numerous opportunity to explore the actual authenticity in hill track tourism through exploring manmade and nature based attractions.

The major sources of the revenue come from hill track tourism especially in hilly area. The local community people change their fate through engaging themes. The Himalayan region offers some of nature's most uncommon 'tourist' products, with a wide ecological range and diversity. In the setting of the hill regions sitting in the lap of the lower Himalayas, the religious and socio-cultural components of the tourist resource assume prominence in addition to the many-faceted natural attractions and aesthetic beauty (Saraswati & Ram (2017)). India offers a plethora of hill stations scattered around the country, making for a calm and attractive tourist destination. Kashmir is home to some of India's most stunning hill stations. Tourists in Himachal Pradesh have a plethora of options, including Shimla, Manali, and Dalhousie. Bandarban is a place of immense natural beauty and sceneries. Bandarban is a hill district, and it is the least populated district in Bangladesh. Trekking through forests on various hills and small mountains, an opportunity to meet more than 10 different tribes and also a chance to live with them for a night, eat their food and be a part of a uniquely natural lifestyle.

There is a legend about naming Bandarban district. There are numerous monkeys living in the area at one time. And these monkeys used to come to the mountains at the entrance of the city to eat salt. At one time, due to incessant rains, the water level of the river increased and the group of monkeys could not cross the river and go to the mountains. The people of this town see this scene of the monkey crossing the river. From this time on, the place became known as



"Maokchi Rhyme". In Marma language, maak means monkey and chi means dam. In the course of time, the name of this area became known as Bandarban in the common pronunciation of Bengali speakers. At present the name of this district as Bandarban has become permanent in the official documents. However, in the Marma language, the name of Bandarban is "Rod Kyochi Mro". Bandarban Hill District is the remotest and least populated district in Bangladesh. The lure of the tallest peaks of Bangladesh, treks through virgin forests and chance to meet more than 11 tribes of the region up close is growing both among Bangladeshis and tourists from other countries. Bandarban, a 4,479 km<sup>2</sup> wide area with a population of 292,900 (2003 est.) inside Bangladesh is bordered by Cox's Bazaar, Chittagong, Rangamati and Khagrachari. On the other side of the 129-kilometer international border lies Myanmar provinces of Chin and Arakan. Bandarban has only one town that approaches anything near a city – the Bandarban town. The rest of the area is divided into 7 upazilas, which are in turn divided into varying numbers of unions. Each union is a cluster of paras and villages.

**Table 1.1: Overview of Bandarban**

<b>Area</b>	<b>Number of parliamentary constituencies</b>	<b>Total population</b>	<b>Total number of voters</b>	<b>Education rate</b>
4479.03 square km	01 Seat No. 300, Bandarban Hill District	4,04,093, Males 2,11,626, 1,92,475 females	1,84,359, Males 92,418, 61,942 females	43.00%
<b>Number of Upazilas</b>	<b>Number of police stations</b>	<b>Number of municipalities</b>	<b>Number of unions</b>	<b>Number of villages / Para</b>
07	07	02	33	1482
<b>Number of mouzas</b>	<b>Number of colleges</b>	<b>Number of high schools</b>	<b>Number of madrasas</b>	<b>Number of government primary schools</b>
96	10	27	08	343
<b>Number of private primary</b>	<b>Number of</b>	<b>Textile Vocational Training</b>	<b>Private University</b>	<b>College of Nursing</b>

<b>schools</b>	<b>technical education institutions</b>	<b>Institute</b>		
150	02	01	01	01
<b>Sheikh Russell Digital Lab</b>	<b>Union Digital Center</b>	<b>Municipal Digital Center</b>	<b>PTI</b>	<b>Number of mosques</b>
13	33	02	01	297
<b>Number of Hindu temples</b>	<b>Number of Buddhist temples</b>	<b>The number of churches</b>	<b>Total amount of cultivable land</b>	<b>Cash crops</b>
34	117	113	101193.50 Acre	Ginger, Turmeric, Sesame, Cotton, Pineapple, Almond, Orange, Banana, Jackfruit, Lemon, Tobacco, Sugar
<b>Number of industrial establishments</b>	<b>Population density</b>	<b>District Jail</b>	<b>Children's Academy</b>	<b>Rivers</b>
03	67 (per square km)	01	01	03(Sangu, Mathamuhuri, Bakhali)

The following table shows the different upazila in Bandarban district.

**Table 1.2: List of Upazilas of Bandarban District.**

<b>Serial No</b>	<b>Upazila</b>	<b>Web address</b>
<b>01</b>	Bandarban Sadar	<a href="http://sadar.bandarban.gov.bd/">http://sadar.bandarban.gov.bd/</a>
<b>02</b>	Lama	<a href="http://lama.bandarban.gov.bd/">http://lama.bandarban.gov.bd/</a>
<b>03</b>	Alikodom	<a href="http://alikadam.bandarban.gov.bd/">http://alikadam.bandarban.gov.bd/</a>
<b>04</b>	Naikhongchhari	<a href="http://naikhongchhari.bandarban.gov.bd/">http://naikhongchhari.bandarban.gov.bd/</a>
<b>05</b>	Ruma	<a href="http://ruma.bandarban.gov.bd/">http://ruma.bandarban.gov.bd/</a>

06	RowangChhari	<a href="http://rowangchhari.bandarban.gov.bd/">http://rowangchhari.bandarban.gov.bd/</a>
07	Thanci	<a href="http://thanchi.bandarban.gov.bd/">http://thanchi.bandarban.gov.bd/</a>

## Naikhongchaari

When the Marmaras first started settling in Naikhyangchhari Upazila Sadar, they set up their religious shrine on a hill. A small canal flows under it. Which is still there today. The hill they called the "canal of the gods" was the mountain of the gods. In their language, "nana" means god or ghost tong means mountain and in one sense nana means god or ghost thong means canal. Nanatong means hill of gods or mountain of ghosts. Nanatong means canal of gods or canal of ghosts. This is the origin of the name Naikhyangchhari. In most of the hilly areas, the naming can be seen by adding the name "Khal Chhara" to most of the places. Naikhyangchhari Thana was established in 1923 and was established as an upazila in 1982. It is bordered by Lama and Alikadam upazilas to the north, Myanmar to the southeast and Ramu and Ukhia upazilas of Cox's Bazar district to the west.

**Table 1.3: Niakhhongchori**

Total Area 469.00 square km

Number of Unions	05 (Naikkongchori Sadar, Baishari, Ghumdhum, Dochori)
Number of mouzas	17
Number of Paras	218
Number of villages	227
Number of small ethnic groups	<p>Marma - 4526 people</p> <p>Murang - 18 people</p> <p>Tripura - 316 people</p> <p>Tangchangya - 1513 people</p> <p>Chakma - 1296 people</p> <p>Chak - 2361 people</p> <p>Others - 138 people</p>
Some of the present places of interest in Naikhyangchhari	(A) Naikhyangchhari Upaban Tourism Center (Upaban Lake)



Upazila	(B) Jaruliachhari Lake (C) Bangladesh Animal Resources Research Institute (D) Ghumdhum crocodile breeding center (E) Chakdhala Jharna (F) Jaruliachhari spring (G) Reju fountain (H) Crocodile view point (I) Dochhari Chagalkhaiya view point (J) Sonaichhari view point
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### **Bandarban Sadar**

It is bordered by Rajsthali upazila of Rangamati district in north and Rangunia upazila under Chittagong district. To the south is Lama Upazila under Bandarban Hill District. To the east Ruma and Roangchhari upazilas under Bandarban Hill District. To the west are Chandnaish, Satkania and Lohagara upazilas of Chittagong district.

**Table 1.4: Bandarban Sadar**

Total Area	495.35 square km
Number of Unions	05 (Bandarban Sadar, Rajvila, Kuhalong, Sualok, Tankabati)
Number of small ethnic groups	11. Marma, Chakma, Murang, Tripura, Lusai, Khumi, Bom, Kheyang, Chak, Pankho and Tongchangya
Some of the present places of interest in Bandarban Sadar.	Kanapara pahar, Nilachol, Pratik Lake, Bomang raj bari, Meghla, Suvronila, soilopropat, sangu

### **Thanchi**

The name Thanchi is derived from the Marma word 'Thain Chai' or 'place of rest'. It is bounded on the north by Ruma and Bilaichhari upazilas, on the east and southeast by Arakan State and



Akaib district of Myanmar, on the east by Ruma and Roangchhari upazilas, on the west by Lama and Alikadam upazilas. This upazila is inhabited by 11 ethnic groups. Saka Hafong, Nafakhum, Tajing Dong, Bara Pathar, Raja Pathar etc. are known as tourist attractions.

**Table 1.5: Thanci Upazila**

Total Area 1020.82 square km

Number of Unions	04 (Remacri, tindu, Thanci Sadar, Bolipara)
Number of small ethnic groups	The number of ethnographic populations is 08. They are Marma, Chakma, Kheyang, Tripura, Khumi, Khio, Mro and Bam
Some of the present places of interest in Thanci Upazila	Blue Horizon Tourist Center, Jeevan Nagar Hills, Sangu River, Kumari Jharna, Bara Pathar (Tindu), Nafakhum Jharna, Amiyakhum, Velakhum, Satvaighum, Andar Manik, Badur Cave, Baklai Jharna, Tajingdong (Victory), Dim Pahar , Saka Huffong Mountain etc.

### Lama

Lama is one of the upazilas of Bandarban Hill District. About half of the total population of the district lives in this upazila. The greenery around the high mountains and the conference of various small ethnic groups have endowed this upazila with unique features. Not much is known about the history of the Lama. Indo-Mongolian human race is thought to have settled permanently in the seventeenth and eighteenth centuries, entering the hill country from our neighboring Arkan or Rakhine Prey (now a province of Myanmar) and the state of Tripura (now a province of India). Nature worshipers are all farmers accustomed to farming on the slopes of hills. This farming method is called zoom farming. There are many benefits. In the cultivation of hill slopes, several crops are cultivated simultaneously. Such as: rice, cotton, ghasya, marfa (a type of cucumber), ginger, turmeric and some other vegetables. People of this profession are called Jumiya.

**Table 1.6: Lama Upazila**

Total Area 671.84 square km

Number of Unions	06 (Lama, Aziznagar, Fashiakhali, Gozalia,
------------------	--





Number of small ethnic groups

Rupasipara, Soroi)

There are settlements of 11 ethnic groups in total. These are Marma, Chakma, Murang, Tripura, Lusai, Khumi, Bom, Kheyang, Chak, Pankho and Tongchangya

Some of the present places of interest in Lama Upazila

Old Bilchori Buddhist temple, Mirinda, Quantum child garden

## Alikadam

Alikadam Thana was formed in 1986 with some areas of Lama and Naikhyangchhari upazilas. It was turned into an upazila in 1983. It is bordered Lama Upazila to the north, Arakan State of Myanmar to the south, Thanchi Upazila to the east, Lama and Naikhyangchhari Upazila to the west. The upazila is situated in a plain area near the hilly region of Bandarban.

**Table 1.7: Alikadam Upazila**

Total Area

8885.78 square km

Number of Unions

04

Alikadam Sadar Union

Chaikshyang Union

Nayapara Union

Kurukpata Un

Number of small ethnic groups

11. Marma, Chakma, Murang, Tripura, Lusai, Khumi, Bom, Kheyang, Chak, Pankho and Tongchangya

Some of the present places of interest in Alikadam Upazila

Ali Surongo, Dim pahar, Rupmuhuri Falls, Taiyn khal, chokkong khal, Matha Muhuri



## Rowangchhari

The Rakhine Rhyme, where the Taracha Canal merged, formed a settlement of the Marma tribes at the mouth of the Rakhine Rhythm long ago. As the town is built on the banks of the Rakhine Rhyme, according to the custom of the Marma tribes, the locals call the town Rakhring Wah. "Rakhing wah" means the mouth of the Rakhine rhyme. Over time, Bengalis came here from the neighboring Chittagong district for trade and commerce. The market developed here on a small scale. Notably, the word "Rakhine or Rakhine" refers to the Arakan Province or Arakanese in the state of Burma or Myanmar. Arakan is called "Roang" in the regional language of Chittagong. That is why the local Bengalis called "Rakhing Wah" as "Roangchhari" and it became popular over time.

**Table 1.8: Rowangchori Upazila**

Total Area	1020.82 square km
Number of Unions	04 (Rowangchhari Sadar, Allekhang, Noapotong, Tracha)
Number of small ethnic groups	11 small ethnic groups including Bengalis live in this upazila. Each of them has a different culture and language.
Some of the present places of interest in Rowangchori Upazila	Ramjadi temple, Debotakhum, Tinap Saiter, Kochhaptoli shilbandha falls, Sippi hill, Ronnin para, Trach khal.

## Ruma

In 1918, Rangamati district and Bandarban subdivision under the present Ruma Upazila Thana. As a result of administrative decentralization in 1973, Ruma Upazila was transformed. Communication is common in the country due to inaccessibility and limited housing facilities, it is still difficult for the people to roam around Ruma. Tajingdong, the highest mountain in Bangladesh, and Keokradong, the highest mountain range, are located at an altitude of 3,500 feet above sea level. There are 11 small ethnic groups in this upazila. The education rate of the people of this upazila is very low. The general population is still largely dependent on zoom



farming. However, there is immense potential in Ruma for the development of the tourism industry.

**Table 1.9: Ruma Upazila**

Total Area	492.10 square km
Number of Unions	04 (Ruma, Galengga, Pyndu, Remakree Pranksha)
Number of small ethnic groups	11. Marma, Chakma, Murang, Tripura, Lusai, Khumi, Bom, Kheyang, Chak, Pankho and Tongchangya
Some of the present places of interest in Ruma Upazila	Tajigdong, Bogalake, Crewkradong, Rijuk and so on.

### **Justification of this Study**

Hasan and Begum (2019) stated that Bandarban is regarded as one of the most attractive travel destinations in Bangladesh. However, except from a few random and scattered initiatives, no serious efforts have been made to investigate and utilize this potential sector in Bandarban. Mountain areas face numerous challenges due to the harsh climate conditions, natural disasters, and accessibility, which directly affect the local economy, infrastructure development and industrial production (Muresan, 2021). In this context, tourism may represent a viable alternative for stimulating growth in mountain areas and increase the life standards of local communities (UNWTO, 2018). Mountain destinations are increasingly attractive worldwide due to the wide range of tourism development assets, such as snow, diversity of traditions and cultures, mineral and hot springs, and diversity of fauna and flora (Debarbieux, 2014). This research project will mainly develop to put emphasis on the development of potential areas in Bandarban as a tourist spot. Proper development plan is important for three reasons such as, (1) economic reasons: income from local production diversified local economy and self-reliance; (2) socio-cultural and leadership reasons: people-centered development, social justice, satisfying quality of life and active community organizations; (3) environmental reasons: natural resource management rights, environmental responsibility and natural resource conservation (Ferguson, 2007). Honeck (2012) argues that tourism is well thought-out as one of the best green options for poverty alleviation,



employment generation, and economic diversification in developing countries. However, economic potential of tourism, particularly within developing countries, has been identified as an important contributing factor to global tourism growth (Mowforth & Munt 1998). Hilly regions are one of the most protruding global tourist destinations for its amusing cultural, historical, linguistic and ecological diversity (Price, 1992). In many developing countries, mountain tourism is achieving popularity mainly because of the opportunities for exploring natural environments and rich cultural heritages, the availability of cheap labor, and liberal policies for tourism investments (Zurick, 1992). As the mountain environments are prone to degradation from resource use and development due to the fragility and vulnerability of mountain ecosystems, sustainable tourism is particularly important, thus requiring an appropriate management (Berkes & Gardner, 1997; Kent, 2005).

Most of the time, ethnic community people live the mountain area and they have unique culture and tradition but unplanned tourism development in that area sometimes creates a negative on their lifestyle that's why planned tourism development is essential for sustainable tourism. Thus, Bandarban is the major mountain tourism area in Bangladesh. Now a day, tourists are going to the popular tourist destination in Bandarban which are very limited in number. However, Bandarban has lots of unknown tourist spots which need to explore. At the same time, it essential to develop proper strategy to identify the new tourism destination in Bandarban along with to ensure sustainable tourism through cultural/archeological heritage management and effective branding and promotional strategy which will create a positive impact on income, employment, standard of living of the local community. Thus, this project will be helpful for the sustainable tourism development in Bandarban.

## **Research Gap**

The prior studies only highlighted about the existing tourism resources of Bandarban. Moreover, many research work on Chittagong hill tracks, holistically, represented the explored tourism resources of Rangamati, Khagrachori and Bandarban. They focused the minor perspective on marketing strategy for Chittagong hill tracks. Their study skipped the most crucial part of marketing plan that was destination branding. In this study, we figure out the unexplored tourism



resources of Bandarban district and how digital branding and marketing strategy can increase the influx of domestic and foreign tourist in Bandarban. Moreover, we conducted in-depth interview to gain the utmost outcome of our study that can contribute in future research work and guide the tourism industry of Bangladesh.

## **Objectives of the Study**

The Broad objective of the project is to identify the potential tourism destinations and branding and marketing strategies for sustainable tourism in Bandarban. The specific objectives of this project are given below:

- i. To identify the unexplored tourism destinations in Bandarban.
- ii. To examine the current tourism attractions and facilities of Bandarban.
- iii. To identify and propose the potential tourism products for Bandarban.
- iv. To propose the Branding Strategies for Sustainable Tourism development in Bandarban.



## Chapter 2: Literature Review

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Bangladesh is a country of diverse natural, cultural, historical and archeological resources. The entire country shows a great potentiality for tourism development. Bandarban is one of the most beautiful and natural destinations in Bangladesh. Bandarban is the ultimate prize for deserving travellers, offering not only unsurpassed natural beauty, but also the chance to meet the distinctive culture of some of the world's most colorful ethnic groups (Hasan and Islam, 2015). As many authors describe Bandarban as the hidden beauty of Bangladesh (Hasan and Islam, 2015; Akhter, 2017; Hossain & Saika, 2020). To uphold the beauty of Bangladesh, destination branding and identification of new destinations will be helpful for Bandarban.

### **Destination Branding**

The concept of destination branding achieved its first visibility in the late 90's (Oppermann, 2000) which was first presented in the Annual Conference of Travel and Tourism Research Association (Ritchie & Ritchie, 1998). However, the early definition of destination branding provided by Ritchie & Ritchie (1998, p.18) stated that "branding as a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination: furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination: it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience."

The management of destination branding has been a prominent trend in modern tourism in recent years (Tsaur et al., 2016; Rather & Hollebeek, 2020). Destination branding is very critical for a tourism destination to be distinguished, recognized and identified from its competitors in the target market (Kumar & Kaushik, 2017; Najjar, 2018; Rather et al., 2020). Destinations benefit from successful branding because they may separate themselves from other destinations with comparable services, improve emotional ties with guests, and generate revenue for tourism businesses. Travellers gain from easier decision-making due to decreased information search, lower risk, and potentially increased bragging value (Miličević et al., 2017). However, successful brands work as a connecting factor with the tourists, business providers, destination management organization, local community and other stakeholders.



Despite the immense benefits that marketers obtain from branding products and services, the tourism industry's branding notion is still in its infancy (Tsaur et al., 2016; Berrozpe et al., 2019; Rather et al., 2020). Destination branding aids in the development of a distinguishing destination image and strong destination brand by placing destination favorably and powerfully in the international market (Kumar & Kaushik, 2017). However, to obtain a competitive edge, several nations, towns, or cities have implemented a variety of branding and marketing techniques and campaigns in order to build a distinct, powerful, and favorable destination brand. At the same time, powerful brand message should be consistent throughout the campaign. Miličević et al (2017) stated that “a unique and successful destination brand is an asset of a particular country that can increase the destination value amongst the tourists, which in turn affects destination revenues, sales, and competitiveness.”

## **Brand Identity**

A set of tools or features used by an organization or entity to establish a brand image is known as a brand identity. A customer's opinion of a brand is made up of numerous connections with it as well as recollections of engaging with it. Brand identity, according to Upshaw (1995, p. 12), is "a design that forms customers' overall view of a brand." A company's mission, brand value proposition, long-term goals, competitive market position, and relevance to the values and interests of the target audience all contribute to the brand identity and its aspects. A brand identity, on the other hand, specifies how these fundamental aspects of brand are communicated. The following are the most frequently agreed upon characteristics of a brand identity (Ertörün and Suma, 2010):

- A brand name
- A tagline or a slogan
- A logo and a wordmark and their variations
- A voice and a tone
- A style and a typeface



## **Sustainable Tourism**

Tourism has largely contributed to the economic, social and environmental aspects of a society therefore these three are the main concept of sustainable tourism. Because the global economy, social, and environmental development processes are still developing, tourism requires the examination of new and special forms that are present in business in order to achieve sustainable development (Streimikiene et al., 2021). This concept has been defined by the UNWTO as ‘Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities’ (UNEP, 2005; p. 12).

The significance of sustainable tourism is gaining importance in many aspects. To meet the economic, sociocultural, and environmental components of sustainable development, tourism requires good governance, which includes suitable institutions, decision-making procedures, and policy assessment and monitoring practices (Bramwell & lane, 2011). Consequently, Butler (1999), Waligo et al (2013) and Pjerotic et al (2017) mentioned that environmental issues of tourism need special attention when addressed the sustainable tourism.

Sustainable tourism development may be accomplished if the degree of resource usage does not exceed the resources' potential to regenerate. Amerta (2017) stated that the principles of sustainable tourism development are i) conserving the environment quality; ii) delivering benefits to tourists and local communities; iii) maintaining the relations among tourism, environment and local people; iv) produce dynamic circumstances that are appropriate for carrying capacity and v) To achieve sustainable development, all stakeholders must work collectively on the same purpose. Thus sustainable tourism needs to maintain the balance between all the relevant stakeholders. A balance must be maintained between destination sustainability and tourism development (Cristobal-Fransi et al., 200). The tourism destination's long-term viability has become a major point of difference in order to boost its competitiveness.

However, many areas have been impoverished as a result of the uncontrolled increase of tourist movements and the failure to control or regulate their access; tourism business and destination managers in their tourism chains have continued to function inefficiently, and the quality of life of local inhabitants has inevitably deteriorated (Dodds and Butler, 2019; Cruz and Zaragoza,





2019). These types of situations created discomfort among the tourists and crates tensions in the mind of local people. In this regard, the practice of sustainable marketing practice is essential for the sustainable tourism development.

## **Tourism Promotion and Marketing**

Tourism is a complex industry as it comprises various services sectors like accommodation, transportation, food & beverage, recreation and others. As a result, tourism businesses and destinations must incorporate marketing ideas and become more market-oriented on the management side (Tsiotsou, 2010). Seetanah & Sannassee (2015) stated that “tourism marketing and promotion efforts in terms of attendance in road shows, marketing, publicity, and brand name among others focus on sharing information about a destination and its attractions.” Tourism marketing and promotion is very competitive in the global environment and evolve of digital marketing and social media make all the efforts more complex. Policies and strategic guidelines for tourism promotion are very crucial for the overall development (OECD, 2017). A marketing strategy is a collection of precise concepts and activities that outline and guide an organization's decisions on how to manage its marketing mix most effectively and maintain competitive advantage (Varadarajan, 2010). Eccles (1995) mentioned that tourism marketing should be considered after the initial planning of destination planning.

## **Hill Tourism**

In comparison to other kinds of tourism, hill tourism is one of the major types of tourism that generate revenue for any area or country. Mountain locations draw visitors for a variety of reasons, including the climate, clean air, distinctive landscapes and fauna, visual beauty, local culture, history, and heritage, and the chance to experience snow and participate in snow-based or nature-related activities and sports (Saraswati & Ram, 2017). To protect the fragile ecosystem of hill locations, a sustainable strategy to tourist growth is required (Badar & Bahadure, 2020).

Hill areas provide several opportunities for tourism development. Saraswati & Ram (2017) mentioned that tourists are drawn to these mountainous destinations for a variety of reasons, including i) environmental factors such as climate, clean air, unique landscapes and wildlife, and scenic beauty; ii) social factors such as local culture, history, and heritage; iii) entertainment



factors such as the opportunity to experience snow and participate in snow-based or nature-related activities and sports; and iv) local hospitality. Along with the great benefits of hill towns, there are a number of issues that must be addressed. However, some sort of restrictions imposed by in many countries makes hill tourism difficult to flourish. Badar & Bahadure (2020) emphasized on the distinctive sociocultural values and customs of the hills that must be protected against the foreign influences brought by visitors. Thus, careful planning for the development of hill tourism critical for achieving the sustainable tourism goal.

## **Tourism in Bangladesh**

Bangladesh is one of the fastest growing countries and aiming to accelerate economic growth, and reduce poverty. As World Bank (2022) reported that Bangladesh is on the right track to graduate from the UN's Least Developed Countries (LDC) list in 2026. Besides the traditional economic sectors in Bangladesh, tourism industry has gaining attention from the policy makers. The growth of tourism is gradually increasing and contribute to the economy of Bangladesh. Tourism generated 25.00 million dollars in 1995, or roughly 0.066 percent of the country's gross domestic product. This equated to around 156,000 visitors at the time, or about 160 dollars per person. The country's reliance on tourism has risen marginally during the last 25 years. The revenue in the most recent year of the study is 217.90 million USD. In 2019 almost 323 million tourists visit Bangladesh and generate USD 391 million (World data, 2020).

At the same time domestic tourism market in Bangladesh is significantly growing day by day. Several reasons are supposed to have contributed to Bangladesh's thriving tourist industry (Akhter, 2017). To begin with, the rise of the middle class has improved the tourist industry's prospects. Second, in the mid-eighties, success in the real estate and textiles industries was one of the factors that contributed to the emergence of an affluent class in Bangladesh, with customers willing to spend their money on domestic tours and vacations. Third, as individuals become busier, they become more reliant on short or lengthy excursions to get away from their hectic activities. Bangladesh, with its diverse natural features such as mountainous hills, sea beaches, mangrove forests, and numerous historical sites, has enormous tourist potential (Islam, 2006). However, the fundamental infrastructure necessary to attract both local and international tourists has yet to be constructed. While neighboring nations such as India, Sri Lanka, the



Maldives, and Nepal draw large numbers of visitors each year, generating large amounts of foreign currency.

### **Impact of potential tourism attractions**

In comparison to other forms of tourism, hill tourism is one of the key cash generators for any region or country. The tourism industry has long been a key component of the service sector, which now accounts for over half of the Gross State Domestic Product. Given the factor endowments, the tourism sector has enormous growth potential, considering demand from both domestic and international markets in terms of content and facility and utility standards. Hill track tourism, cultural tourism, nature tourism, adventure tourism, wildlife tourism, eco-tourism, and amusement and leisure tourism are all popular in Bandarban. The strategy for tourist development in Bandarban must be founded on the state's assets. Because this area is enriched with hidden natural beauty in deep of the forest. In Ruma, Alikadam, Thanci have numerous natural and ethnic culture, once this destination open and invite the tourist the whole area will be changed thus will bring welfare for the community people, tourist will gain new and unique experiences and government will generate more revenue (Abdulkadir, C. M. I. 2018).



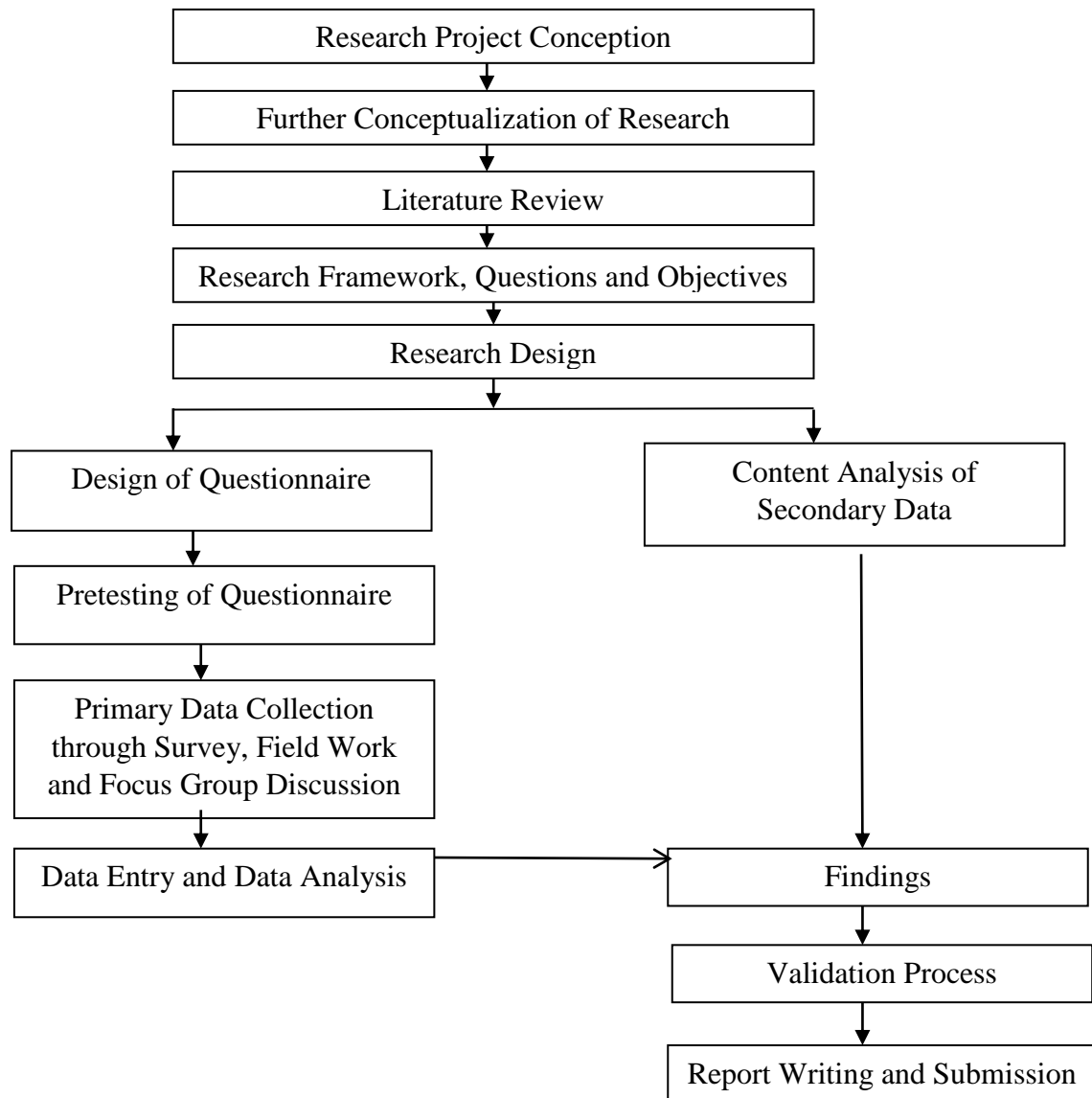
# Chapter 3: Methodology

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## Introduction

The study will use a mixed approach, involving desk research and survey. This study collects data from on tourists and local community, and tourism stakeholders (e.g. government officials, local people, business operators) by using techniques like interviews, focus group discussions (FGD), observation and consultations. The entire task will be performed by using proper statistical and scientific methods, techniques and process. Thus, it will provide us an understanding how this project should be performed to get the expected outcome. Figure 3.1 illustrated the idea of preparing the assignment of the project.

**Figure 3.1: Project Process Activities and Techniques Flowchart**



### **Data Collection Methods**

For collecting Data, the Research Team will follow holistic approach, as mention before, after defining what kind of data and volume of data needed. However, there are two methods (primary and secondary data collection) will be applied. Secondary data will be collected from different sources like journals, magazines, websites and books, and primary data was collected through Focus Group discussion and conducting survey through questionnaire.



## **Target Population**

According to the objectives, this study was conducted to determine the potential tourist attractions and developing branding strategies for sustainable tourism in Bandarban. Thus, in-depth knowledge is required for this study. To get the idea about tourism in Bandarban, this study communicates all the stakeholders related to the tourism industry in Bandarban.

## **Primary Data collection**

Primary data, which is acquired directly from respondents, is one of the most important data gathering strategies for obtaining valuable insights on any certain topic. The data will be collected through a site visits, and Focus Group discussion by the Research Team. For data collection purpose the research team visits Bandarban from 19 may 2022 to 27 May 15, 2022.

## **Fieldwork: Survey**

Survey methods can be defined as the collection of information from individuals through their response to questions (Check and Shcutt, 2012). Firsthand data was collected from respondents through a Focus Group discussion to analyze the existing state and prospective tourism attractions in Bandarban and to estimate future actions about branding to improve tourism. The research team gets idea about potential tourism destinations in Bandarban from the local tour guides, tourist police, Bangladesh Army and community people. A focus group is a mediated discussion with a small group of people who have knowledge and expertise in a certain issue. It's a good data gathering strategy that gives you a lot of information and ideas for a bigger study (Krueger, 2014). Group size is an important factor in the formation of a focus group where the optimum size could be the six to eight participants not including researchers (Stewart and Shamdasani, 1990). Focus groups have long been used to collect data in qualitative, mixed method, and quantitative approaches (Rothwell et al., 2016). However, focus group is the timely and cost-effective mechanism to understand the respondents' attitude and collect data (Kress and Shoffner, 2007).

In this project, the group of participants was 10 people who were guided by two moderators who introduce topics for discussion and help the group to participate in a lively and natural discussion amongst them. 5 focus group sessions was conducted in Bandarban. The moderator



was conducted a planned semi-structured interview in a particular time frame (1.30 minutes) to produce replies and identify the maximum specific results. 50 respondents were participated in focus group discussion in this study.

This study also collects information about tourist behavior and travel pattern at Bandarban. Thus, a well-structured questionnaire was designed to collect data from the tourist. This questionnaire basically emphasize on the tourist travel structure, spending nature, and other choices. Thus, 150 sample data were collected from the tourists through face to face interview.

### **Secondary Data collection: Document Study**

The content analysis approach was used to examine secondary data about the present state of tourism development using. It was also examine secondary data on existing relevant policy paper, strategy, research paper, and development initiatives in the tourist sector in Bandarban.

### **Questionnaire Design**

A semi structured questionnaire was prepared to conduct the focus group study, and a structured questionnaire was prepared for tourists.

### **Respondents Profiles**

Respondents (community people, tour guide, hotel industry personnel, transportation personnel, academicians, and tourist police) gave us a complete picture of Bandarban tourism destinations that helped us to bring the perfection of this study.

**Table 3.1: Respondents Profile Analysis**

<b>Stakeholders</b>	<b>Number of Respondents</b>
<b>Tourist</b>	22
<b>Community people</b>	15
<b>Academician</b>	03
<b>Tour guide</b>	10
<b>Hotel/Resort/Motel</b>	12
<b>Transportation</b>	15
<b>Tourist police</b>	12



## **Study Area**

The study area was conducted into four geographical zones:

Zone 1: Bandarban Sadar/Town (District headquarters)

Zone 2: Ruma (A sub-district of Bandarban district)

Zone 3: Boglake (Popular tourist spot)

Zone 4: Thanchi

## **Data Analysis Techniques**

This study adopted thematic analysis to find out the appropriate result (Braun and Clarke, 2006) relevant to the qualitative research study (Nowell, et al., 2017). To analyze, textual data were extracted through NVivo software (version 11). The research team performed various field observation visits and participation in tourism activities in Bandarban. Personal and group interviews with a diverse range of public, corporate, and community stakeholders were conducted to learn about their needs and expectations. To analyze the quantitative data this study use SPSS 24.0 software. This study follows other development work reports conducted in different countries to know about the tourism marketing and branding.





## Chapter 4: Destination Brand Analysis

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People are travelling from one destination to another destination for spending their holiday/leisure time. These destinations can be a country or a city or a territory or region. Because cultural, economic, political, commercial, and social organizations now operate on a unified marketplace, all destinations must compete for a piece of those shares (Anholt, 2009). In this regard, destination branding is a crucial aspect for the attractiveness of any destination which contribute to the overall marketing efforts of a country. Blain et al (2005) stated that destination branding as a group of activities which are divided into four major groups:

- “Supporting formation of a name, logo, symbol or word mark for the purpose of identifying and distinguishing a destination.”
- Expressing expectations based on visitor experiences and unique destination relationships
- Within appropriate servings, consolidating and sustaining the bond between the place and tourists.
- Focusing on lowering travelers perceived danger and search expenses.”

### **Conceptual Model: Strategic Brand Analysis in Destination Identity Context**

Go and Konecnik (2008) identified some reasons of analysis the destination brand. These are given below:

- Due to the various components of identity structure and several intricate theories, brand identity creation might be a difficult question, but managers can easily follow this systematic approach as guidance.
- This comprehensive model encompasses managers' strategic and visionary duties, so the study is not restricted to decision makers' tactical and reactive activities.
- The concept focuses on strategic brand control by addressing all relevant aspects (stakeholders, customers, and the organization) for successful brand identity creation.
- Decision makers and their influence on designing and executing plans are addressed



- The ability of the destination is taken into account while developing a strategy for destination brand identification.

## **Destination Banding in the digital Age**

Digital transformation has changed all the marketing activities in the modern era. In the tourist sector, the internet, websites, and social media have all become commonplace (Digital Tourism Think Tank, 2013). Hunjet et al (2019) stated that use of social media platform, such as Facebook, YouTube and Twitter, is increasing tremendously and gaining popularity among tourist. Travellers use ICTs to share photos and videos from previous vacations, discuss ideas for future vacations, and seek opinions and reviews on destinations, hotels, attractions, and a variety of other travel-related activities (Buhalis & Matloka, 2013). For that reason, destination management need to adopt digital services and tools for branding. Many destination neglect the effectiveness of digital marketing and branding. DMOs, on the other hand, are aware of the importance and benefits of using social media (together with websites and blogs) to market their assets, distinct competencies, and address difficulties that lead to strategic performance targets being met.

### ***Social Media***

Bangladesh's total population was 167.1 million in January 2022. Data show that Bangladesh's population increased by 1.6 million (+1.0 percent) between 2021 and 2022. 49.5 percent of Bangladesh's population is female, while 50.5 percent of the population is male. At the start of 2022, 39.7 percent of Bangladesh's population lived in urban centers, while 60.3 percent lived in rural areas. The Digital 2022 April BTRC Report found that there are 4.65 billion social media users on the planet. That's 58.7% of the global population, many of whom are using social media as a primary source of information. Bangladesh- the growing superpower in South Asia has seen steady growth in internet users for the last few years. According to BTRC, the Internet Subscribers reached 112.715 million at the end of February 2021. According to Data Report, there were 45.00 million social media users in Bangladesh in January 2021. The number of social media users in Bangladesh increased by 9.0 million (+25%) between 2020 and 2021.



**Table 4.1: Social media platform user rate in Bangladesh**

<b>Social Media Platform</b>	<b>Users percentage</b>
Facebook	<b>64.04%</b>
Twitter	<b>31.45%</b>
YouTube	<b>2.63%</b>
Pinterest	<b>0.93%</b>
LinkedIn	<b>0.71%</b>
Instagram	<b>0.15%</b>

*Source: BTRC Report (2021)*

There were 52.58 million internet users in Bangladesh in January 2022. Bangladesh's internet penetration rate stood at 31.5 percent of the total population at the start of 2022. In Bangladesh, there were 49.55 million active users of social media in January 2022. At the beginning of 2022, Bangladesh had 29.7% of the country's population using social media, however it's vital to keep in mind that these users may not all be distinct people. The social media users in Bangladesh increased by 4.6 million (+10.1 percent) between 2021 and 2022.

**Table 4.2: Social media platform user (million) in Bangladesh**

<b>Social Media Platform In Bangladesh</b>	<b>Users (In million)</b>
<b>Facebook</b>	44.70 million
<b>YouTube</b>	34.50 million
<b>Instagram</b>	4.45 million
<b>Facebook Messenger</b>	21.45 million
<b>LinkedIn</b>	4.60 million
<b>Twitter</b>	756.6 thousand users



***The world's biggest social media platforms:***

Websites and programs that emphasize collaboration, sharing of content, engagement, and community-based feedback are collectively referred to as social media. Social media is used by people to connect and communicate with their friends, family, and other communities.

**Table 4.3: Social media platform user rate in the world perspective.**

<b>Social Media Platform (World)</b>	<b>Users (In million) Monthly active users in January, 2022</b>
<b>Facebook</b>	2.912 billion
<b>YouTube</b>	2.562 billion
<b>WhatsApp</b>	at least 2 billion
<b>Instagram's</b>	1.452 billion
<b>WeChat</b>	1.268 billion
<b>TikTok</b>	1 billion
<b>Facebook Messenger</b>	Below 1 billion
<b>Douyin</b>	613 million daily active users
<b>Twitter</b>	465 million
<b>Snapchat's</b>	589 million
<b>Kuaishou</b>	578 million
<b>Sina Weibo</b>	573 million
<b>QQ</b>	552 million monthly
<b>Telegram</b>	550 million
<b>Twitter's</b>	465 million
<b>Pinterest</b>	431 million
<b>Reddit</b>	430 million
<b>Quora</b>	300 million monthly

The creation and exchange of information, ideas, interests, and other kinds of expression through online communities and networks is made possible by social media, which are interactive digital



channels. The range of standalone and integrated social media services currently offered raises questions about what really constitutes social media, yet there are several characteristics that are universal.

**Table 4.4: Reasons for using social media**

<b>Basic Reasons of using Social Media</b>	<b>User percentage</b>
<b>Keeping in touch with friends and family</b>	47.5%
<b>Filling spare time</b>	36.06%
<b>Reading news stories</b>	34.8%
<b>Finding content (video, article)</b>	31%
<b>Seeing what being talked about</b>	29.2%
<b>Finding inspiration for things to do and buy</b>	27.6%
<b>Finding products to purchase</b>	26.6%
<b>Making new contacts</b>	23.7%
<b>Sharing and discussing opinions with others</b>	23.7%
<b>Watching live streams</b>	23.7%
<b>Seeing contents from your favorite brands</b>	22.8%
<b>Work related networking or research</b>	22.5%
<b>Finding like minded communities and interest group</b>	22.1%
<b>Watching or following sports</b>	21.9%
<b>Following celebrities of influencers</b>	21.4%
<b>Posting about your life</b>	21.3%

Users of social media can find all the information they require without ever leaving their preferred platform, from news (and misinformation) to lifestyle advice, decision-making, and vacation research. So, from the above-mentioned information, we decided to promote our new tourism resources of Bandarban in social media platform.



- 1) **Facebook:** There are still ways to increase engagement without spending money on advertisements despite the News Feed's growing suppression of business content. Facebook advertisements are a terrific method to achieve it, though, if you truly want to get your audience to take action. Facebook was the social media network that marketers worldwide used the most frequently as of January 2021. A global survey found that 93 percent of responding social media marketers used the platform to market their company. Because of its huge popularity, we will highlights our new tourism resources through sharing our findings, photos and comments from the tourist and community people.
- 2) **Youtube:** YouTube marketing is the activity of promoting brands and goods on the YouTube platform through the use of YouTube adverts or the uploading of informative videos to a brand's channel. Here, we will create a youtube channel “GO BANDARBAN” where we will upload our new contents and videos to attract the potential tourist to visit the unexplored tourism resources.
- 3) **What's app:** The audience is captivated by the immense advantage of whats app. Furthermore, sending messages via WhatsApp is free, unlike SMS. A form of messenger marketing called WhatsApp marketing is promoting a brand via WhatsApp. This another crucial option for us to brand Bandarban through whats app because every smartphone user has whats app number to contact with.
- 4) **Instagram:** Instagram is a social media platform where trainers, influencers, and product-based businesses may prosper. Since shoppable posts were introduced in 2018, the potential ROI for product-based businesses has increased more than before. B2Bs may now interact with a huge audience and link product information and sales directly from Instagram. So, Instagram is a mainstay of our marketing and branding campaigns for Bandarban because it has a sizable and varied audience that is eager to interact with marketers, leading to high engagement overall.
- 5) **TikTok:** Intending to foster creativity and spread joy, TikTok describes itself as "the top destination for short-form mobile video." The newest software on the market, TikTok, has undoubtedly found a following and has experienced phenomenal growth. When it comes to reach and engagement, TikTok gives marketers a fair playing field. Due to the algorithm's viral nature, TikTok accounts with no followers can receive millions of views on a new video, in contrast to social media sites like Instagram or YouTube.



- 6) **Snapchat:** Snapchat is a social media platform that enables quick, transient photo and video sharing. We will use regular advertising, branded filters and lenses, or geotags of Bandarban to promote on Snapchat.
- 7) **Websites:** Creating websites or using existing websites for destination marketing and branding is useful logistic support for destination planners to promote unexplored tourism resources for the domestic and international tourists.
- 8) **Email Marketing:** We will target specific client groups or even individual customers using email marketing. We will notify our tourists about the updated natural resources of Bandarban through email. Creating tourist loyalty is the ultimate motto of branding and marketing Bandarban.
- 9) **Content Creation (Travel Blog):** Content creators are everywhere! They are the people who create videos on YouTube, write blogs, make viral TikToks, and share a glimpse into their daily lives. We have already been contacted by local community people and tourists, they assured us to create an authentic content and travel blog about the authentic resources of Bandarban. This content then uploaded in the social media platform to create public opinion to promote Bandarban as a major tourism destination of Bangladesh.

Some destination management organizations are aware about the advantage of social media marketing. Different countries promote themselves in the social media platform and create pages in social media. Some of the powerful and popular example of Facebook pages related to tourism destinations in national or state level are given below:

**Table 4.5: Facebook Pages of Different Destinations**

Facebook Page Name	Country	Page Types	Followers/Likes
<b>Australia.com</b>	Australia	National	8.3 million
<b>South Australia</b>	Australia	State	1.6 million
<b>Amazing Thailand</b>	Thailand	National	2.6 million
<b>Incredible India</b>	India	National	2.1 million



<b>Jammu and Kashmir Tiourism</b>	India	State	480 thousands
<b>Kerala tourism</b>	India	State	4.2 million
<b>Maharashtra tourism</b>	India	State	900 thousands
<b>Uttarakhand tourism</b>	India	State	2 million
<b>Gujarat tourism</b>	India	State	1.4 million
<b>Beautiful Bangladesh</b>	Bangladesh	National	400 thousand
<b>Tourism bnangladesh</b>	Bangladesh	National	185 thousand

*Source: Facebook*

Thus, countries which gain popurity in tourism they are very active in social media to create strong brand image among tourist. These sites communicate regularly with the travellers and updated their page daily baiss. That help the potential and actual travellers to ger a strong message about the quality of the product and destinations. Bangladesh tourism in lagging behind in this regand. As we see they have only two authorized tourism related peges in facebook with poor follower base. At the same time these pages are not updated regularly and the contents are very poor to attract tourist. The digital environment allows for unprecedented amounts of direct interaction between travelers (Kavaratizs, 2012).



## Chapter 5: Tourism in Bandarban

Bandarban is recognized as one of Bangladesh's most appealing tourist spots in Bangladesh. It is situated in the South-Eastern part of Bangladesh under the region of Chittagong Hill Tracts (CHT) area. The total land area of Bandarban district is about 4479 km<sup>2</sup> and it is the most remote area in Bangladesh. Besides that, Bandarban is the popular area for trekking. The highest peaks of Bangladesh - Tahjindong (830 meters, also known as Bijoy), Mowdok Mual (1052 m), and Keokradong (986 m), Saka Haphong (1063m) - are located in Bandarban district. Raikhiang Lake, the highest lake in Bangladesh, is also situated here. Chimbuk peak and Boga Lake are two more highly noted attractions of the district. The district also features the river Sangu, also known as Sangpo or Shankha, the only river born inside Bangladesh territory. Other two rivers in the district are Matamuhuri and Bakkhali.



*Photos of Meghla Foara (Above), Katong Foara (কাতং), Buddha statue in Meghla (Below)*



## **Current Attractions in Bandarban**

Though the entire Bandarban district is a tourist destination, some zoning for tourism can be done on the basis of more visits by the tourist and tourism development potentials. However, the main tourist attractions fall within three sub-districts namely: Bandarban, Ruma and Thanchi. The dotted area in following map shows the zones for tourism development. In the following paragraphs we present some of the attractive places and spots in Bandarban.

Though the whole Bandarban district is a tourist attraction, some tourism zoning can be done based on increased tourist visits and prospective tourism growth. The primary tourist attractions, however, are concentrated in three sub-districts: Bandarban, Ruma, and Thanchi. The dotted region in the accompanying map represents tourism development zones. The following paragraphs highlight some of Bandarban's most appealing attractions.

The entire Bandarban district is itself a tourism destination. But currently, some major tourism destinations in Bandarban are identified by the previous studies and government study according to the tourists visit. This district is divided into 7 (seven) upazilas called Bandarban Sadar, Thanchi, Lama, Nihongchhari, Alikadam, Rowangchhari, Ruma. Hasan et al (2013) reported that the primary tourist attractions, however, are concentrated in three sub-districts: Bandarban, Ruma, and Thanchi; and their study highlight some of Bandarban's most appealing attractions which are given below:

In the following paragraphs we present some of the attractive places and spots in Bandarban.

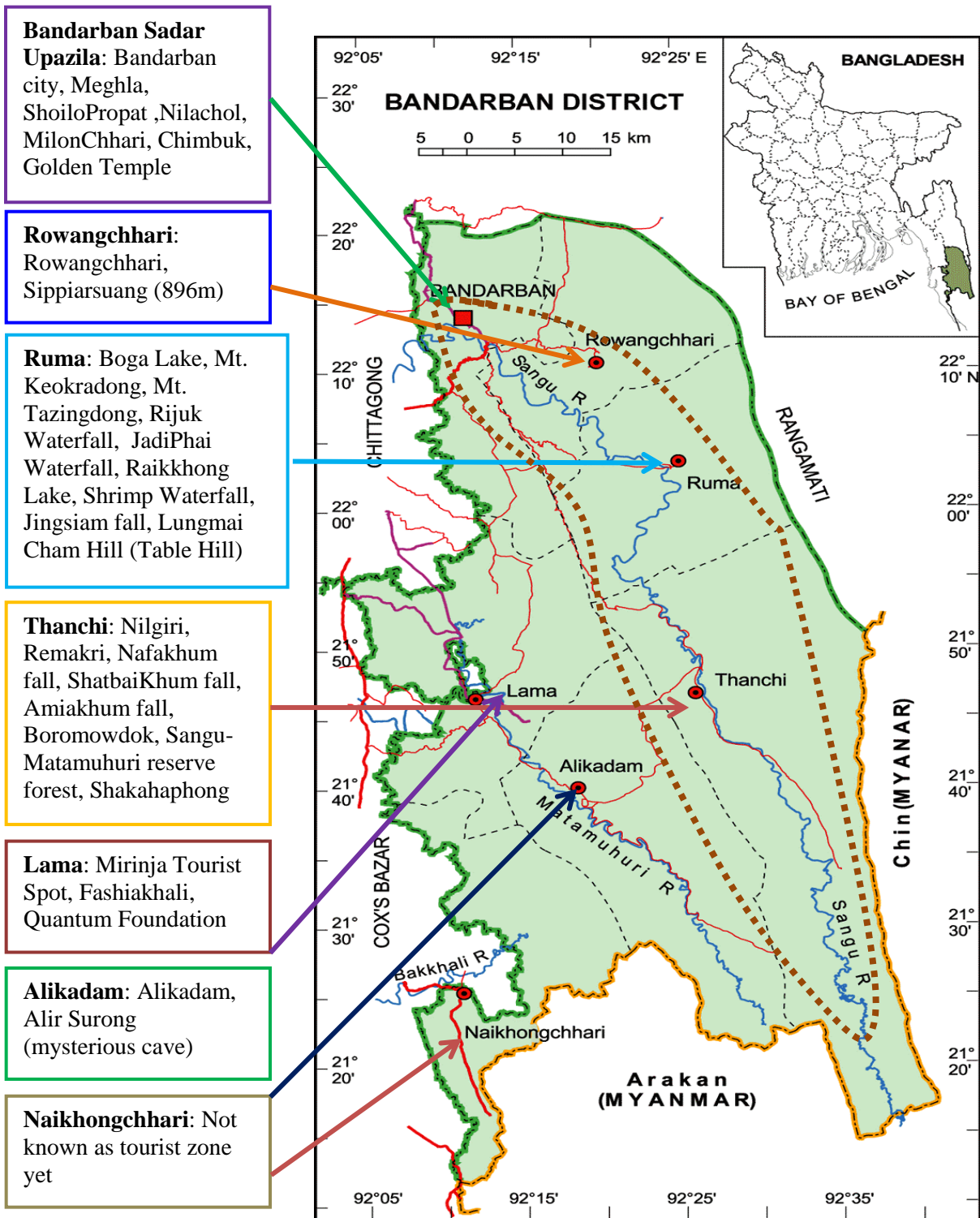


Figure 5.1: Zones for tourism development in Bandarban (Hasan et al 2013)



The district commission of Bandarban has identified some tourists attractions including Meghla, Nilachal, Shawilopropat, Prantik Lake, Chilmbuk hill, Nilgiri, Boga Lake, Nafakhum and Remakrikhum, Golden Temple, Ramjadi, Nil Diganto (Jibon Nagar), Rijuk Fall, Tahjingdong, Keokradong, Amiya khum, Satvai Khum, Vella Khum. Baklai Khum, Jadiphai Falls, Upaban, Ali's Tunnel, Rupmuhuri falls, Jhurjhuri Falls, Dim hill, Shrirp Fountain, Double falls, Table hill, Tinap Saitar, Sippi hill, Elephant hill, King stone, Andharmanik, Sakahafong, Kumari waterfall. Some tourist attractions are described below:

***Meghla Tourist Spot:*** Meghla Parjatan Complex is one of Bandarban's most magnificent tourist attractions, located near the city's entrance and managed by the district administration. The location is well-known for its hanging bridge. There is a miniature Safari Park with a variety of wild creatures. The diverse array of creatures will undoubtedly pique your interest. There is an artificial lake where visitors may take a boat ride on the lake. Picnic gatherings are particularly common at this location.



***Photo Source: Info Interiors***

***Golden Temple:*** The Golden Temple, also known as the Buddha DhatuJati, is a Theravada Buddhist temple in Bangladesh. It is commonly known to tourists as the Shorno Mondir. It is Bangladesh's largest Theravada Buddhist temple, containing the country's second-largest Buddha statue.



*Photo Source: Pinterest*

**Nilgiri (Hilltop resort):** Nilgiri, Bangladesh's highest popular tourist destination in Bandarban, is managed by the Bangladesh Army and is located in Thanchi upzilla. Mro's vibrant culture and way of life in the adjacent town are undoubtedly an undiscovered experience for travelers. During the rainy season, the entire area is blanketed in clouds. Tourist must visit Nilgiri if he wish to touch the clouds. The blue sky and white clouds are playing in the Nilgiri mountain in the photo above. It's a breathtakingly beautiful spot.



*Photo Source: Offroadbangladesh*

**Boga Lake:** Boga Lake is the most beautiful natural lake in Bangladesh, located 18 kilometers from the Ruma Upazila headquarters in Bandarban District. Many legendary traditions about the lake's formation encourage young people and adventurers to walk all the way from Ruma to investigate this amazing natural reservoir of blue waters. It's a freshwater lake with a lot of depth.



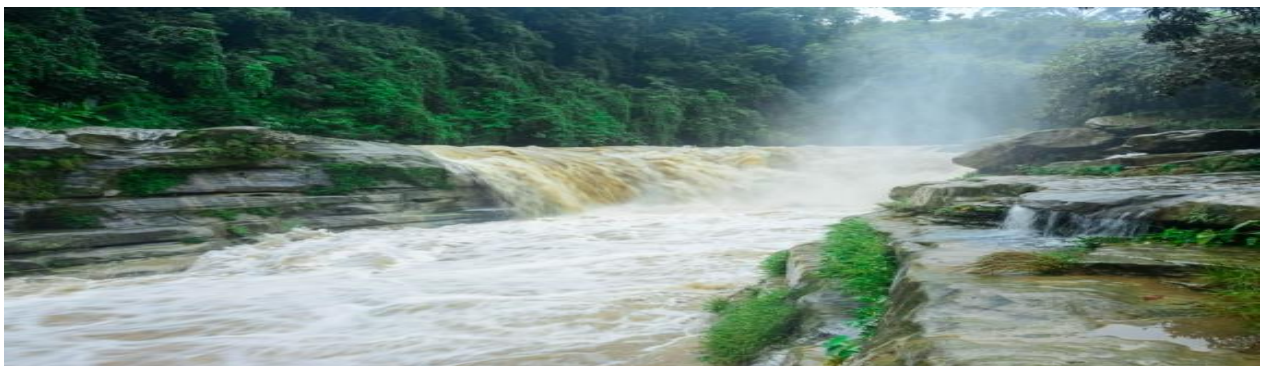
It stands roughly 1,246 feet above sea level (380 m). Summer rains is thought to have produced it, according to geologists. The form of the lake is uneven. In 1973, a group of geologists studied the lake. Mountain peaks covered in dense bamboo woods surround the lake on three sides.



*Photo Source: Offroadbangladesh*

**Nafakhum:** Nafakhum, Bangladesh's most magnificent waterfall, is located in Bandarban's deep jungle. When the wild highland river Sangu suddenly falls down, it creates the fall. It is an ideal location for both adventurers and nature enthusiasts. To get to the location, tourists must trek for roughly 2-3 hours from Remakri in Thanchi Upazila.

During the rainy season, when the water level rises, boat transportation to Ngafakhong takes around 20-25 minutes and may be rented from the Remaikree estuary. However, the surrounding environment has degraded as a result of the growing number of mass tours.



*Photo Source: offroadbangladesh*



**Keokradong:** Keokradong is one of the Bangladesh's highest known peak, while Tajingdong is the second. Both are located in Ruma Upazila and are surrounded by lesser hills and mountains. Trekkers can choose between two popular hiking routes. Trailing the routes, learning about indigenous people and their way of life are unique experiences set against a beautiful natural backdrop of hills and mountains, trees and bushes, sky and rivers, birds and animals, and drifting clouds. Ruma has hotels where you may spend the night. You might be able to stay with a tribal family if you're lucky.



*Photo Source: Pinterest*

**Velakhum:** Vela Bay, in the water-stone kingdom of Velakhum, gives birth to an uncanny sense! With towering stone walls on both sides and in the centre, this lagoon of calm, bright green water cascades from Amiakhum. You'll be forced to assume that the sky-scraping granite mountains on both sides are showering you with solemnity as you travel this water-mountain trail upstream of Amiakhum. Nothing will be sensed by this water-stone school even if all the world's beauty is unified. For hikers, this is one of the most exciting sites in the country. Nature has its own color scheme here. This is one of the highlights of the Amiyakhum trek. Only a raft may be used to access this location.



*Photo Source: Pinterest*

**Jadipai:** Jadipai Waterfall, also known as Jadipai Jhorna, is one of Bangladesh's largest waterfalls. The Jadipai Waterfall is a beautiful spot to visit. The flow of the Jadipai fall grows more forceful during the wet season. This waterfall's water is cold and clear. Though the route to this location is not smooth, once there, you will experience the calm that one seeks. The Jadipai Waterfall is nestled deep within Bandarban's rugged terrain. It is Bangladesh's most beautiful waterfall. If you want to see Bangladesh's natural beauty, you must go to Jadipai. This waterfall's water is crystal clear and refreshing. Though the journey to this region is not easy, you will feel the full tranquility once you there.





*Photo: Offroadbangladesh*

## Accommodation Sector in Bandarban

From the last one decade, the accommodation sector of Bandarban has shown an increasing growth. Maximum hotel in Bandarban is categorized as budget hotel. Besides that, few two and three star hotels and resorts are situated in Bandarban. Community people provide home stay services in other part of Bandarban which is also known as community based tourism. The total number of home stay service is not identified yet. Only a few data is obtainable in Ruma upazilla. During our field visit the president of hotel owners' association stated that *“the present number of hotel, motel and resort in Bandarban is almost 100. Maximum number of hotel, motel and resort is situated in Bandarban Sadar. At the same time the demand is growing and. Present number of accommodation facilities are not enough to accommodate guest in peak season (October to March).”* The following table shows different types of accommodation facility in Bandarban:

**Table 5.1: No of Hotel, Motel, Resort, and Guesthouse in Bandarban**

Year	2010	2011	2012	2013	2022
No. of Hotel	30	35	40	42	96

*Source: Field survey 2022*



Most of the hotel, motel, resort and guesthouse located in Bandarban Sadar Upazila. The following table shows the location of hotel, motel, resort, and guesthouse in different Sub-district Bandarban.

**Table 5.2: No of Hotel, Motel, Resort, And Guesthouse in different Sub-district Bandarban**

Sub-district	No. of hotel, motel, resort, and guesthouse	No. of Rooms
<b>Bandarban Sadar</b>	71	2500
<b>Ruma</b>	9	95 (approx.)
<b>Thanchi</b>	5	90 (approx.)
<b>Lama</b>	6	65 (approx.)
<b>Ali Kodom</b>	3	35 (approx.)
<b>Nikhongchhari</b>	0	00
<b>Rowangchhari</b>	2	30 (approx.)

*Source: Field survey 2022*

Besides, the conventional hotel, motel, resort, and guesthouse, tribal people offer accommodation and food facility for the tourist which is also a good example of community based tourism (CBT). Basically, when tourists go for the tracking in the different part of Bandarban, they usually stay in different tribal village which is called *PARA*. Some tribal village located in Thanchi and Ruma upazila now turned into a popular tourist destination because of easy transportation facility. During the field visit local government officials stated that “*local community basically tribal people offered accommodation, and food facilities to the tourists. Local people also sell handicraft products and locally produced goods to the tourists. It is a good example of community based tourism in Bandarban. It has huge potentiality to grow in Bandarban. But most of the CBT initiates situated in Ruma and Thanchi upazila, and other area offered only a few facilities which are not documented.*”



The exact number of accommodation offered by CBT is not possible to identify. However, some popular CBT place and their capacity are given below:

**Table 3.3: Different CBT place and their capacity**

Sub-district	No. of Rooms	Capacity
<b>Ruma</b>	Munlai Para	200
	Boga Lake	250
	Darjeeling Para	307
	Keokradong	250
	Jadipai Para, Thaikkiang Para, Sunsang Para, Dupani Chora Para, Rumana Para	300 (approx.) <i>Currently not permitted for stay</i>
<b>Thanchi</b>	Boarding Para, Sherkor Para, Thandui Para, Simtalamping Para, Nephew Para, Atirang Para, Dwo Taung Para, Thuisa Para	300 (approx.)

*Source: Field survey 2022*

**Price Range:** Price range can be categorized according the type of accommodation. From the hotel survey the following price range is summarized:

<b>Hotel</b>	Budget: BDT 500-1000 Mid-range: BDT 1000-3000 Classy: BDT 3000-10000
<b>Resort</b>	BDT 4000 - 15000
<b>CBT house</b>	BDT 100-300 (per person)

*Source: Field survey 2022*



Occupancy of the Hotel: Tourist flows in Bandarban vary from time to time in Bandarban. The peak season start from October and end at March. Now-a-days, tourist travel throughout the year when they get long holiday like, Eid vacation and 3/4 days public holiday. The hotel owner’s association, tour guide and other stakeholders stated that *“most of the tourist visit Bandarban in winter season. And only a few travel in rest of the year. But, from the last 5 years, when people get long holidays tourists flow increased tremendously. Sometimes it was difficult to accommodate all the tourists in the long holiday period.”*

The occupancy rate of hotel, motel and resort in Bandarban is given below:

<b>Peak Season (October to March): Around 75 to 80 Percent</b>	
<b>Occupancy Rate</b>	Off Peak Season (April to September): Around 30 to 40 Percent
	During Eid Vacation: almost 90 to 95 Percent
	3/4 days Public Holiday: Almost 80 percent

*Source: Field survey 2022*

The occupancy rate for CBT house in Bandarban is totally different from the hotel, motel and resort. Occupancy rate for CBT house in Ruma upazila is almost 40 to 50 percent throughout the year and data from other upazila is not found for analysis.

## **Review of Transportation in Bandarban District**

Bandarban is connected with Dhaka, Chittagong, Rangamati district by road. People can travel Dhaka to Bandarban by bus. Normally, 8 types of bus operate their bus service from Dhaka to Bandarban. Some people travel Bandarban through Chittagong as they went Dhaka to Chittagong by train, bus or plane. After that, from Chittagong to Bandarban they use bus service. At the time of field study, transport personal stated that *“Bandarban is well connected with Dhaka and Chittagong district and a good number of AC and Non-Ac buses are available in these routes. At the same time the internal transportation network is good where adequate number of local buses, CNGs, Jeep and Chander Gari are available for tourists.”*

The following table shows the Dhaka to Bandarban bus service name, price and time:



**Table 5.4: Dhaka to Bandarban Bus service**

Bus Service Name	Ticket Price	Time
Desh Travels	Non AC Bus: 700 AC Bus: 1600 Taka	Time: Morning: 7:30 am to 8:45 am Evening: 8:00 pm to 11:30 pm
Unique Paribahan		
Shyamoli Paribahan		
Egal Transport		
Hanif Enterprise		
Saintmartin Paribahan		
S Alam Paribahan		
Soudia Paribahan		
Dolphin Chair Coach		

*Source: Field survey 2022*

The internal communication network in Bandarban is very good. Bus, Chander Gari (jeep), and CNG, and auto rickshaw are the major kinds of local transport for the transportation of local people and tourists within Bandarban. As Bandarban is a hilly area other vehicles are not suitable. Different bus route and rate are given below:

**Table 5.5: Different bus route and rate at Bandarban**

Route	Rate in BDT (per seat)
Bandarban Sadar- Thanchi	230
Bandarban Sadar - Ruma	130
Bandarban Sadar- Ruangchhori	80
Bandarban Sadar –Bangalkhali - Rangamati	130



Bandarban-Chittagong	130
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*Source: Bandarban Bus Owners' Association (2022).*

For internal transportation in Bandarban, Jeep locally called Chander Gari is the most perfect transport for the hilly area. These types of vehicles are very beneficial in Bandarban for local people and tourists to reach their destinations. The total number of Chander Gari in different areas of Bandarban is given below:

**Table 5.6: Total number of Chander Gari in different areas in Bandarban**

Area	No. of Vehicles (approx)	No. of Seats (each car)	Total sitting capacity
<b>Bandarban Sadar</b>	450	14	6300
<b>Ruma Bazar</b>	80	14	1120
<b>Thanchi</b>	70	14	980
<b>Total</b>	<b>600</b>		<b>8400</b>

*Source: Bandarban Jeep – Car – Microbus Owners' Association (2022).*

The price range of these vehicles from Bandarban Sadar to different tourist spots in Bandarban is given below:

**Table 5.7: The price range of vehicles from Bandarban Sadar to different tourist spots in Bandarban**

Tourist Spot	Price range of different Vehicles
Nilgiri	4000 to 4700
Ruma Bazar	4000 to 4500
Thanchi	5800 to 6500
Balipara	5000 to 6000



Rowangchhari	2000 to 2500
Chimbuk	2700 to 3000
Debotakhum	3500 to 4000
<b>Tour Package</b>	
Nilachol- Meghla- Golden Temple- Shoilo Propat	3100 to 3500
Nilgiri- Chimbuk- Shoilo Propat	4000 to 4500
Nilgiri- Chimbuk- Shoilo Propat- Meghla- Golden Temple	5500 to 6000

*Source: Bandarban Jeep – Car – Microbus Owners’ Association (2022).*

The price range of vehicles from Thanchi to different tourist spot in Bandarban is given below:

**Table 5.8: Price list of vehicles from Thanchi to different Tourist Spot**

<b>Tourist Spot</b>	<b>Price</b>
Thanchi to Bandarban	<b>6000</b>
Thanchi to Ruma	<b>8000</b>
Thanchi to Nilgiri	<b>4000</b>
Thanchi to Balipara	<b>2000</b>
Thanchi to Ali Kadam	<b>4000</b>
Thanchi to Dim Pahar	<b>2000</b>
Thanchi to 12/13 mile	<b>2000</b>
Thanchi to Tazing Dong Peak 1	<b>6000</b>
Thanchi to Remarki	<b>4000</b>



Thanchi to Nephew Para	<b>5500</b>
Thanchi to Toma Tungi	<b>1000</b>
Thanchi to 8 KM	<b>1000</b>
Thanchi to 10 KM	<b>1500</b>

*Source: Bandarban Jeep – Car – Microbus Owners’ Association (2022).*

### **Review of Handicraft shops in Bandarban District**

Different types of wooden and woolen products made by tribal people are very popular among the tourists. These are very unique products because they are made by the tribal people and quality of the product is very good.

**Table 5.9: Different types of Handicraft Product**

<b>Woolen Products</b>	Hilly Blanket, Muffler, Shawl, Bed-cover, Bag, Nokshi Katha etc.
<b>Textile</b>	Thami (tribal dress for woman), Salwar-Kamij (Bengali dress for woman), Orna, Shirt, Panjabi, Fotua, Dress for children etc.
<b>Wooden Products</b>	Tume (tribal water pot), Throng (tribal basket for woman), Bamboo water pot, Mug, Cup, Tray, Pencil box, Key ring etc.

**Source: Hasan et al, (2013)**

### **Tour guiding**

These local guides are very experienced and can be found in the area or at the Army checkpoint. Tourists travelling to the Bandarban Sadar upazila normally do not need the tour guide. But, tourists need to take help from the tourist guide when they go spots which are located other upazila. Basically, we get information about tourist guide from three upazila as most of the tourists travel these areas. In recent years, local authority recruit many tour guide who are totally





unskilled and do not have any idea about tour guiding. For that reason, many unwanted situation has been occurred in recent years and tourists' dissatisfaction has been increasing.

**Table 5.10: Number of Tour Guide in Different**

Area	Number of Guide
Ruma Upazila	72 (10 to 15 years experienced) 110 to 130 (unskilled and newly recruited)
Thanchi	100 to 120
Rowangchhari	30

*Source: Field survey 2022*

The following table shows the Present tourism condition in Bandarban.

**Table 5.11: Major Tourism indicators of Bandarban District, Bandarban Sadar, Thanchi, Ruma.**

Indicators	Bandarban District	Bandarban Sadar	Thanchi	Ruma
<b>Estimated number of visitors per annum</b>	350,000-400,000	350,000	20,000 to 30,000	15,000 to 25,000
• <b>Local Tourist</b>	350,000-400,000	350,000	20,000 to 30,000	20,000 to 30,000
• <b>Foreign Tourist</b>	1000	1000	00	00
<b>Total tourist expenditure</b>	1,80,000,000	N/A		
<b>Average expenditure per visitor</b>	4000	4000	6000	5000
<b>Length of stay</b>	2.5	2	3	3



<b>Number of tourist Room</b>	7,000	2500	90	9
<b>Average occupancy (Hotel)</b>	65%	65%		
<ul style="list-style-type: none"> <li>• <b>Peak season (Oct – March)</b></li> </ul>	75% to 80%	75% to 80%		
<ul style="list-style-type: none"> <li>• <b>Off-peak season</b></li> </ul>	30 to 40%	75% to 80%		
<b>Home Stay</b>	1,607	N/A	300	1,007
<b>Number of tourist vehicle</b>	600	450	70	80

*Source: Field survey 2022*

## Types of Tourist

This study finds that “almost 35 percent of the respondents are students, 30 percent respondents are full time employees, 25 percent respondents are homemakers, and 10 present respondents are unemployed. Majority of the respondents are belong to the 25 to 44 age group.”

In this study tourists are asked about their travel pattern. Tourists express that “they prefer to arrange their tour by themselves which is almost 65 percent, 20 percent tourists take tour package by different tour operators, and 15 percent of the respondents travel with different groups lead by corporate, social or educational entity.”

Most of the tourist visit Bandarban for enjoying the Natural beauty. Generally, these types of tourist only visit Meghla, Nilachol, Nilgiri, Chimbuk Shoilo Propat, Golden temple. A large portion tourist now takes day trip and they come from the Chittagong, Feni, Rangamati, Cox’s Bazar. However, Bandarban is a place for Adventure tourism. Though the Adventure tourist number is low because of some reasons. Adventure tourist stay longer than the other types of tourist. The following tables show the average stay time and major market segment for Bandarban Tourism.

**Table 5.12: Purpose of Tourist visit in Bandarban**

Purpose of visit	Percentage
------------------	------------



<b>Adventure</b>	30
<b>Leisure and Recreation</b>	60
<b>Travelling with Family</b>	10

*Source: Field survey 2022*

**Figure 5.13: Length of stay in Bandarban**

<b>Length of Stay</b>	<b>Percentage</b>
<b>Day Traveller (less than 24 hours)</b>	15
<b>1 Night</b>	40
<b>2 to 3 Nights</b>	30
<b>4 to 5 Nights</b>	10
<b>6 nights or more</b>	5

*Source: Field survey 2022*

### *Daily Expenditure*

Daily expenditure of a tourist has fluctuating from Bandarban Sadar to other Destination. Thus, the break-down is given below (per day, per person)

**Table 5.14: Daily Expenditure of a Tourist**

<b>Expenditure Heads</b>	<b>Amount in BDT (Bandarban Sadar)</b>	<b>Amount in BDT (Other Area in Bandarban)</b>
<b>Accommodation</b>	700 (two person in a room)	300 (per Person)
<b>Food</b>		



• <b>Breakfast</b>	70	100
• <b>Lunch</b>	150	160
• <b>Dinner</b>	150	160
<b>Transport (local)</b>		
• <b>5 to 10 Group size</b>	400	800
• <b>2 person</b>	2000	4000
<b>Buying local products (handicrafts, fruits)</b>	500	200
<b>Total</b>	<b>1970 (5 to 10 Group size)</b>	<b>1720 (5 to 10 Group size)</b>
	<b>3570 (2 person group size)</b>	<b>4920 (2 person group size)</b>

*Source: Field survey 2022*

*\*\*\*\*(price in given for a budget travellers)*

Tourist perception about present branding and marketing strategies about Bandarban tourism is very poor. As they stated that *“present marketing and branding is not satisfactory for Bandarban. After that the present tourist services provided by different stakeholders are sufficient.”*

## **Findings about Present Tourism in Bandarban**

Respondent feedbacks are given below

**Table 5.15: Respondents feedback analysis**

<b>Stakeholders</b>	<b>Feedback through interviews</b>
<b>Tourist</b>	<p><i>A respondent stated that information gap creates a huge discrepancy in getting service, he indicated the advantages of online communication, namely the fact that it allows an opportunity for the availability of tourist service in Bandarban. (Respondent 1, Tourist).</i></p> <p><i>“We need tourist bus to visit the destinations of Bandarban at a minimized cost and we happy about the overall security of this region” (Respondent 2, Tourist).</i></p>



<p><i>They want a hassle-free access in Bandarban tourist spot.</i></p> <p><i>The communications were excellent, and we were very impressed that the arrangements (confirmation of tour, procurement of airline tickets and travel insurance) were made in such short order. The information on the tour (the package) provided was excellent (Repondent 3, package tour)</i></p>	
<p><b>Community people</b></p>	<p><i>“The community people demand to establish medical center in every village, mitigate the local and ethnic struggle, and get free from military control” According to the statement from the 15-community people”</i></p>
<p><b>Academician</b></p>	<p><i>“The Academicians of Bandarban University stated that they have initiated THM subject to produce tourism entrepreneurship to promote Bandarban as a major tourism destination of Bangladesh”. They also said to build up new communication road, transportation system and sustainable tourism environment in Bandarban.</i></p>
<p><b>Tour guide</b></p>	<p><i>Local tour guide demanded to open all tourism destinations of Bandarban for their survival. They also claim to mitigate the tension between army personal and community people.</i></p>
<p><b>Hotel industry personnel</b></p>	<p><i>They want proper marketing and branding form the government and promote Bandarban in a such a way where the hotel business can enjoy tourist influx all year round. Even they want foreign tourist to visit Bandarban without any national embankment.</i></p>
<p><b>Transportation industry personnel</b></p>	<p><i>They wanted new international communication road system from other districts to Bandarbans</i></p>
<p><b>Tourist police</b></p>	<p><i>They said the only 27 tourist police are in charge in whole Bandarbans. They want more tourist police to ensure the overall security of tourist spots.</i></p>



# Chapter 6: Present Tourism Destination in Bandarban

Bandarban is a popular tourist destination for both nature lovers' tourist and adventure tourist. Recently, people travel Bandarban with family members to spend their leisure time. Thus, some package tour has been offered by different tour operators. At same time, adventure package is also offered by tour operator company or arranged by independent group. Recent time, facebook related travel group has gained popularity and they arranged group travel periodically. Some popular tour package, offered by different tour operator or group, are given below:

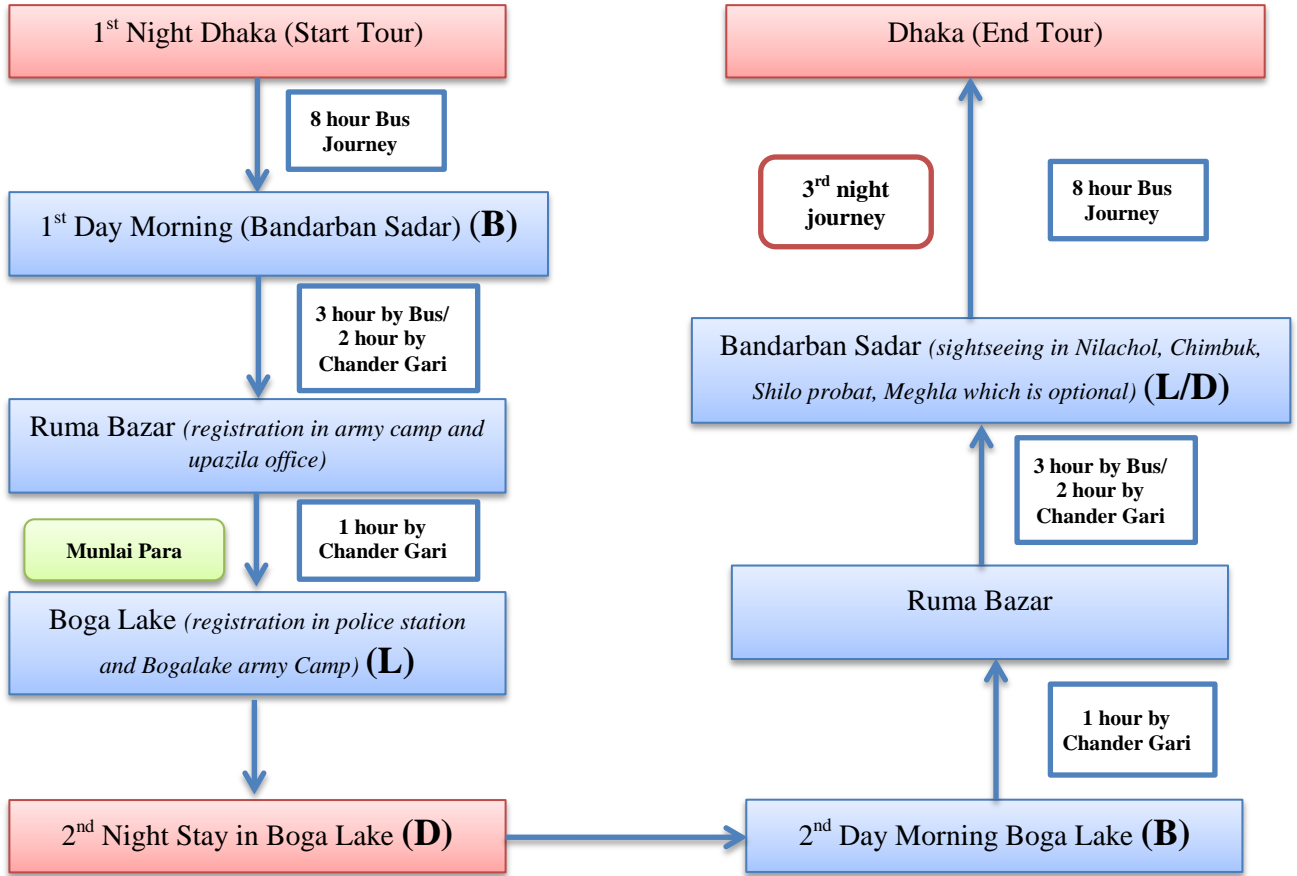
**Table 6.1: Tour Package offered by Tour Operator**

Tour Package	Place	Duration	Offered by
<b>Tour Package 1</b>	Nilgiri, Nilachol, Chimbuk, Shilo probat, Meghla and some other tourist spot	2 nights 3 days	<i>Ahammod Tours</i>
<b>Tour Package 2</b>	1st Day – Meghla, Nilachol, Golden temple 2nd Day – Chimbuk, Shoilo Propat, Nilgiri	3 Night/2 Day	Bandarban Tours
<b>Tour Package 3</b>	<u>Bandarban</u> – Thanchi – <u>Remakri</u> – <u>Nafakhum</u>	3 days	Bandarban Tours
<b>Tour Package 4</b>	<u>Bandarban</u> – Ruma – <u>Bogalake</u>	2 days	Bandarban Tours
<b>Tour Package 5</b>	Visit Sangu River, Swarna Mandir, Chakma Rajbari, Meghla Garden	4 Nights / 3 Days	Discovery Bangladesh

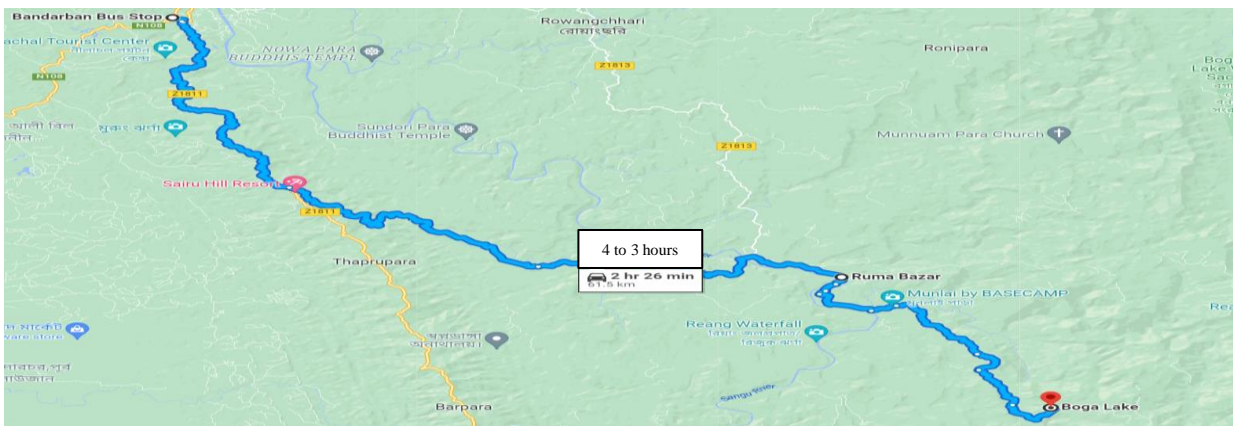
Most of the tour operator offer tours in six (6) specific areas which are Nilgiri, Nilachol, Chimbuk, Shilo probat, Meghla, and golden temple. Some other tour plans offered by different independent group are given below:

### Plan 1: Dhaka-Boga Lake Tour Package

The tour plan of Boga Lake is given below:



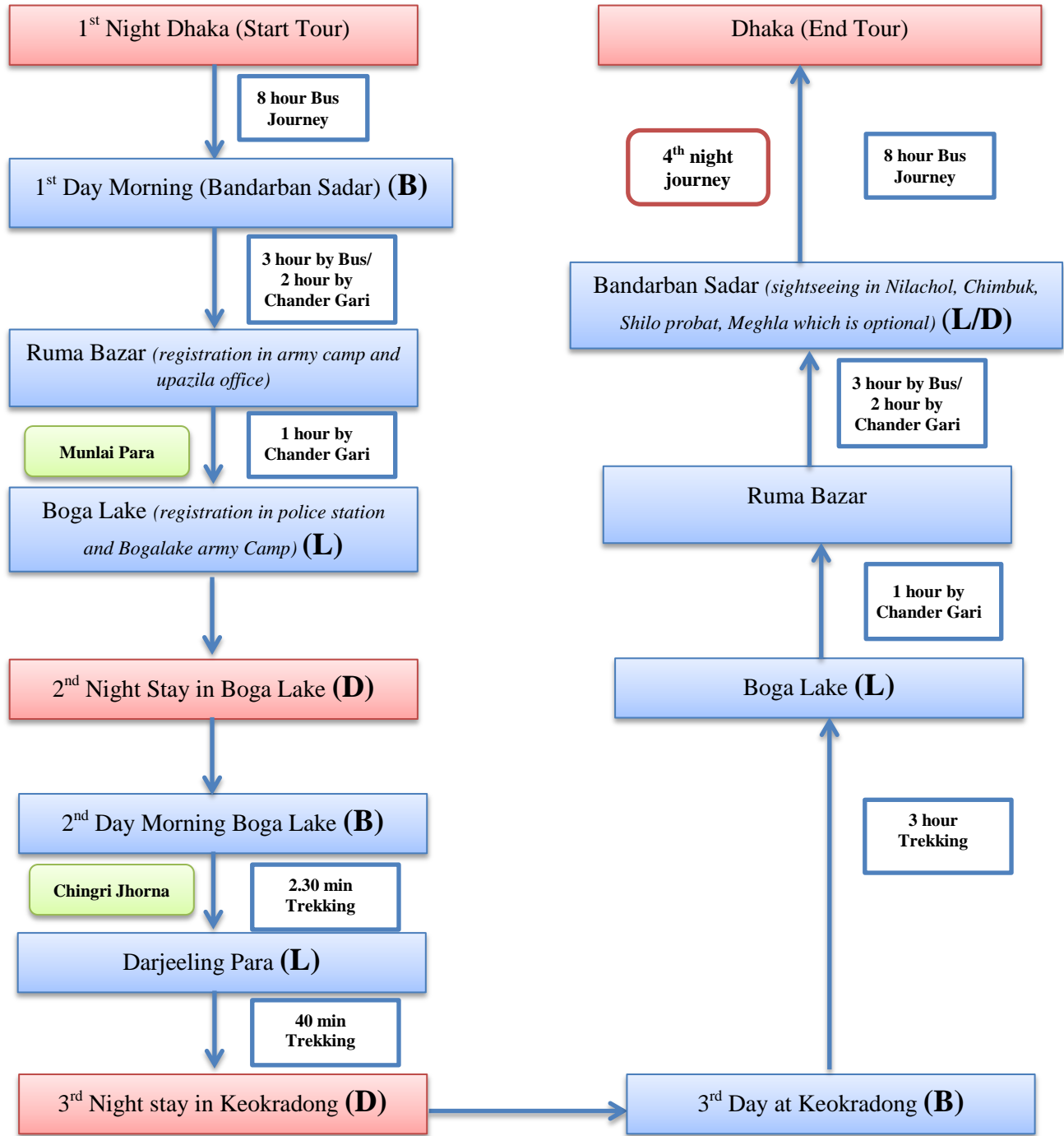
**Figure 6.1: Dhaka- Boga lake- Dhaka Tour Plan. (B= Breakfast; L= Lunch; D= Dinner)**



**Map of Bandarban Sadar to Boga lake**



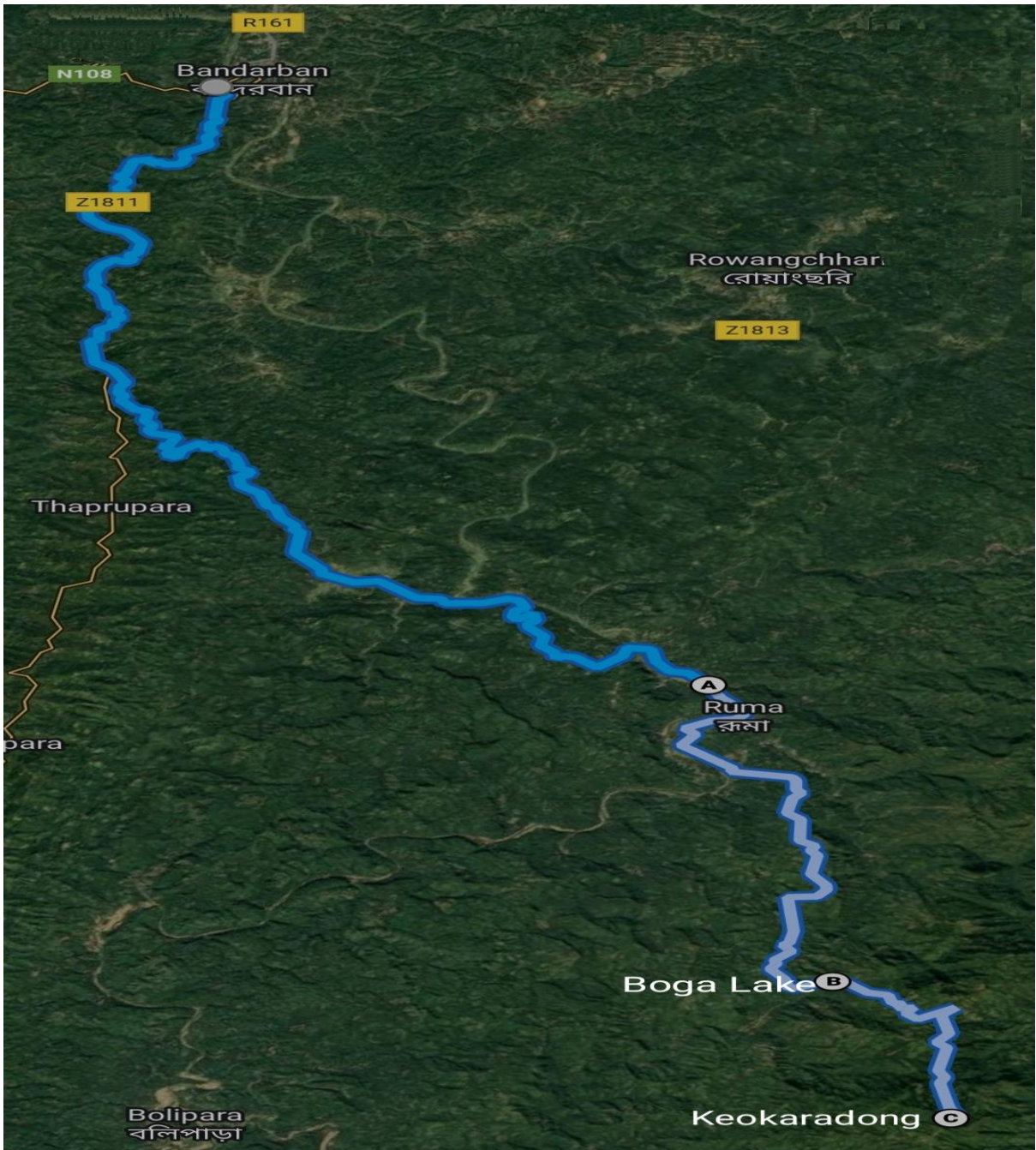
**Plan 2: Dhaka Keokradong tour Plan**



**Figure 6.2: Dhaka- Keokradong- Dhaka Tour Plan.**

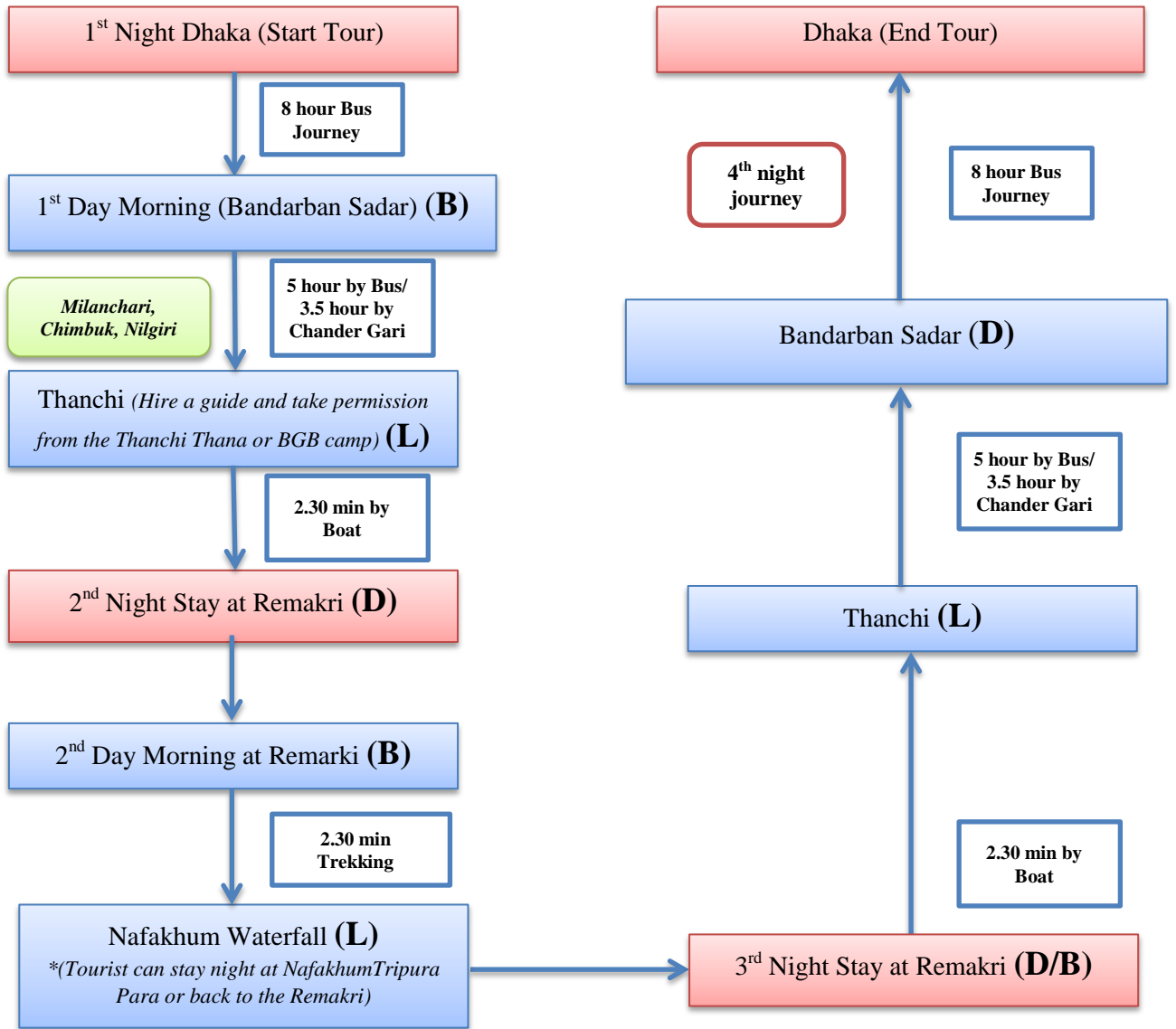
\*\*\*(B= Breakfast; L= Lunch; D= Dinner)  
 \*\* (Tourist can also stay in Darjeeling Para)





Map of Bandarban Sadar to Keokradong

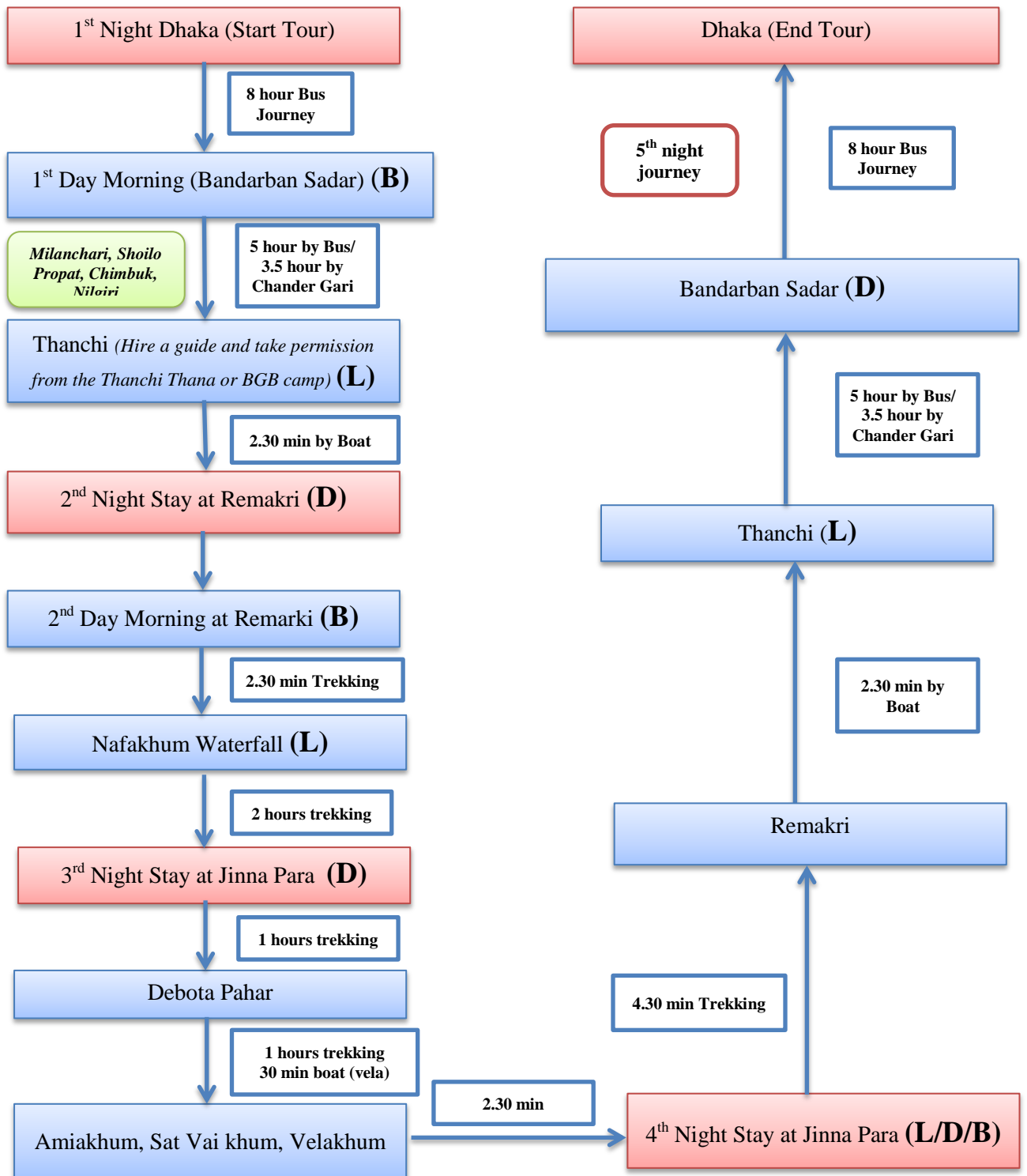
**Plan 3: Dhaka- Nafakhum Waterfall tour Plan**



**Figure 6.3: Dhaka- Nafakhum Waterfall tour Plan**

\*\*\*(*B= Breakfast; L= Lunch; D= Dinner*)

**Plan 4: Dhaka- Nafakhum- Amiakhum- Sat Vai khum- Velakhum tour Plan**



**Figure 6.5: Dhaka- Nafakhum- Amiakhum- Sat Vai khum- Velakhum tour Plan \*\*\*(B= Breakfast; L= Lunch; D= Dinner)**



# **Chapter 7: Potential Tourism Destinations in Bandarban for Sustainable Tourism**

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The whole Bandarban is a tourist destination by itself. It has enormous tourist spots which are undiscovered. According to our field study, there are almost 200 waterfalls in Bandarban. But, as a tourist we know a few of them. In the following Map we present some of the potential attractive places and spots in Bandarban.

**Bandarban Sadar Upazila:**  
All the destinations are identified and visited by tourist. We will suggest some new tourism activities in Bandarban Sadar which is given next.

**Rowangchhari:**  
Debota Khum, Tha-Pedala, O-Padela, Reserve Trail, Sippi Arsuang

**Ruma:** Mount Kapital/ Capital (3094), Double Falls/ Tlabong falls, Faipi falls, Dhupanichaora Falls, Rumanapara falls, Zingsiam Saitar Falls, Tu Ku Tum Falls, Cheydlang Falls, Reang Lake, Reang River, Raikhiyang Falls, Pukur Para, Lung Puk Cave



**Thanchi:** Langlok Falls, Shoingong waterfall, Mim Bokkhia Falls, Tar Pi falls, Tar Te Falls, and Baklai Waterfalls. Shangu-Matamuhuri Wildlife Sanctuary

**Naikhongchhari:** Toak Niladri Lake, Upoban Parjatan Complex.

**Lama:** Mirinja Tourist Spot, Fashiakhali, Quantum Foundation

**Alikadam:** Thaan Kowain Waterfall, Kra Taung Waterfall (1,2,3), Palongh Khiyang Fall, Jamrum Waterfall (6 steps), Ladmerak Fall, Tahai Waterfall, Kris Taung hill, Damtua Waterfall, Rungrung Hill

**Figure 7.1: Potential Tourism Destinations in Bandarban**



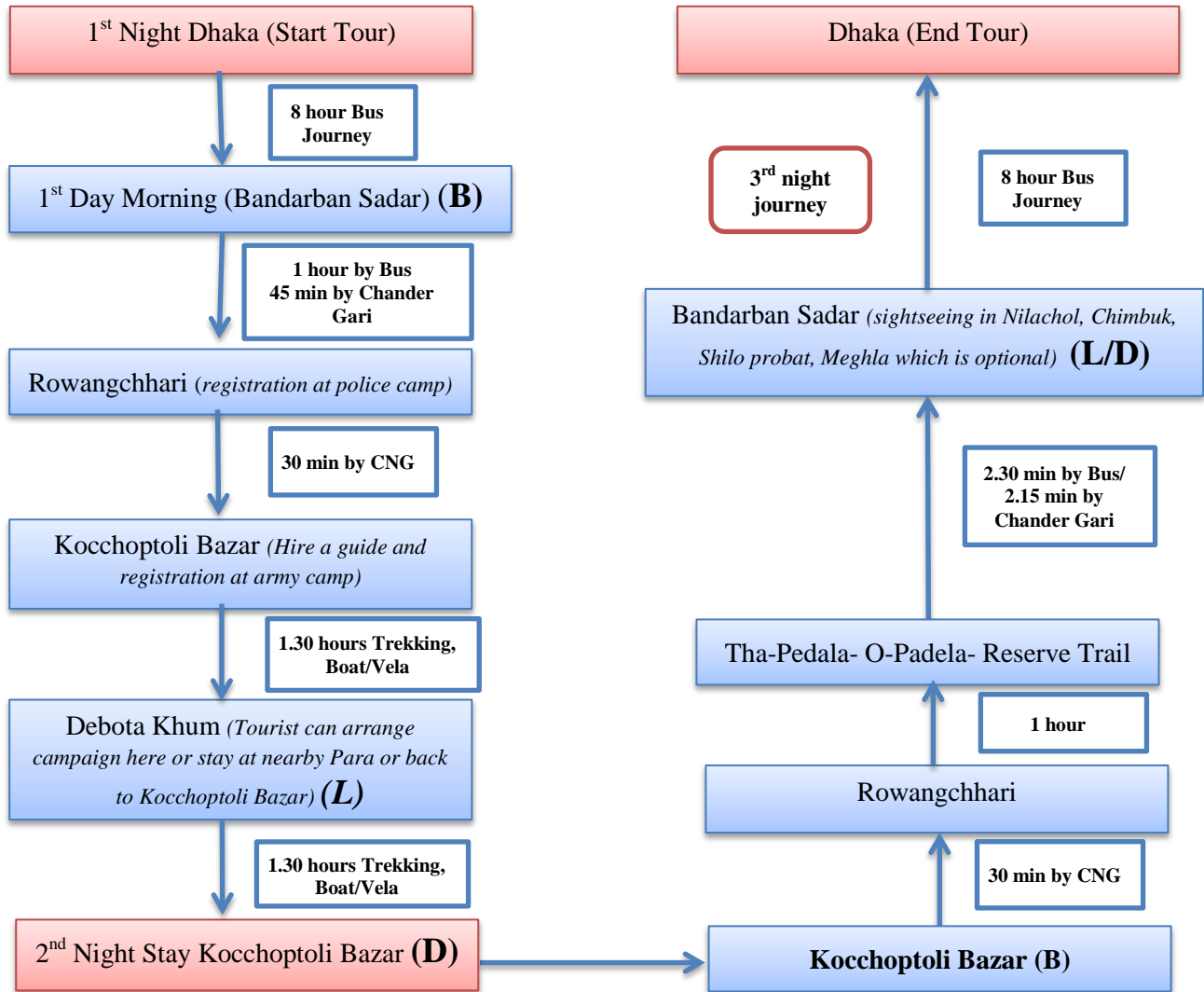
## **Rowangchhari**

Rowangchhari is an upazila of Bandarban district. The total area of this upazila is 442.89 km<sup>2</sup>. This upazila is not so much popular to the tourist. Recently, a few tourist travels to the Debotakhum and Sippi Arsuang. Sippi Arsuang is a hill and height is 2939 feet which is 10<sup>th</sup> highest peak in Bangladesh. But, there are many some other tourists spots in Rowangchhari such as Thapadela, O-Padela, Reserve Trail.

For this upazila we propose two different travel plans which are given below. Generally, tourist takes 1 day tour to debotakhum. According to our tour plan it will increase by 1 more day.



**Plan 1: Dhaka- Bandarban Sadar- Rowangchhari- Debota Khum- Tha-Pedala- O-Padela- Reserve Trail.**



**Figure 7.2: Dhaka- Bandarban Sadar- Rowangchhari-Sippi Arsung \*\*\*(B= Breakfast; L= Lunch; D= Dinner)**



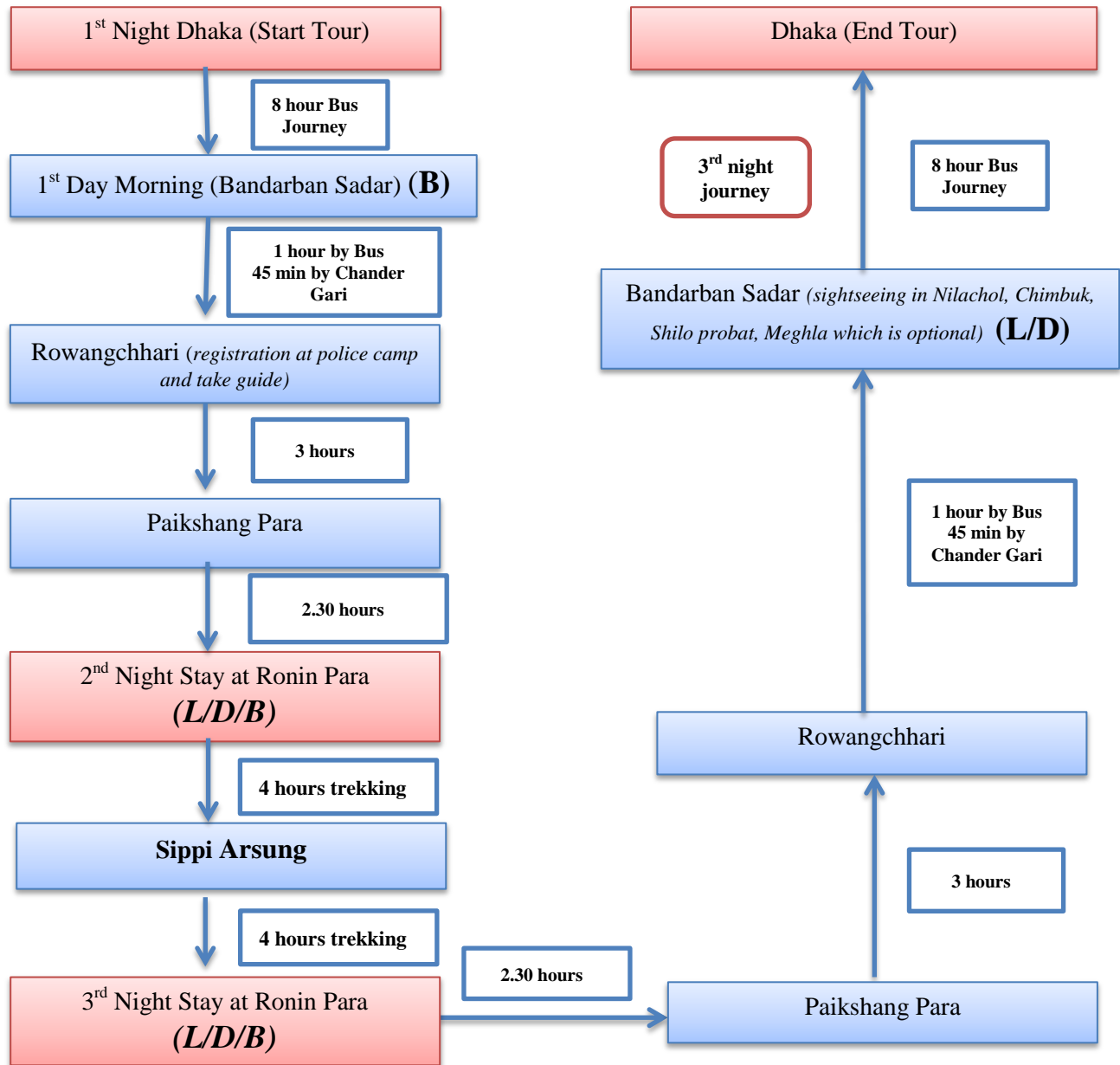
**Map for Dhaka- Bandarban Sadar- Rowangchhari- Debota Khum- Tha-Pedala- O-Padela- Reserve Trail.**



**Photo: O-Pedela and Debota Khum (Tourist BD)**

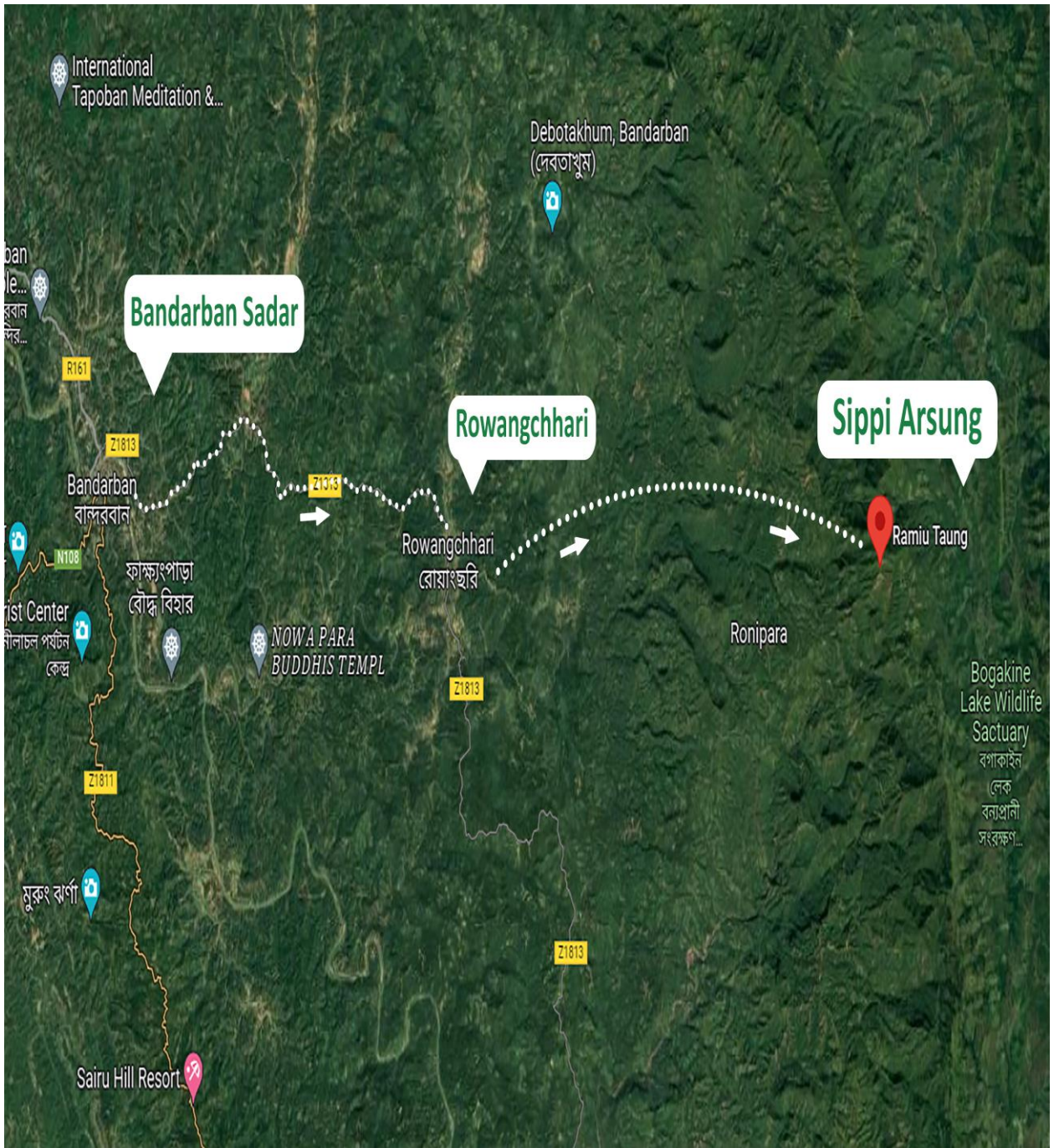


**Plan 2: Dhaka- Bandarban Sadar- Rowangchhari-Sippi Arsung**



**Figure 7.3: Dhaka- Bandarban Sadar- Rowangchhari-Sippi Arsung**

\*\*\*(*B= Breakfast; L= Lunch; D= Dinner*)



**Map for Bandarban Sadar- Rowangchhari-Sippi Arsung**

## Ruma Upazila

Ruma is the paradise for the adventure lovers people. Currently, tourist are legally permitted to travel with the Keokaradong hill. But there are huge hidden tourism resources and buties in Ruma. This study find some potential tourist spot in Ruma which are Mount Kapital/Capital (3094), Double Falls/ Tlabong falls, Faipi falls, Dhupanichaora Falls, Rumanapara falls, Jingsian Saitar Falls, Tu Ku Tum Falls, Cheydlang Falls, Reang Lake, Reang River, Raikhiyang Falls, Pukur Para. Though,

### *Mount Kapital/Capital*

Mount Kapital or Capital is situated in Ruma Upazila. It is 3094 and some study mentioned it is the 8<sup>th</sup> height peak of Bangladesh (pipiwiki). Separatist groups from Mizoram used to hide out on this flat mountain top. They designated this mountain peak to be the interim capital of Mizoram, which is now free and independent. They eventually left this location. The villagers still refer to this mountain peak as kapital.



*Photo: Wikiwand*

### *Double Falls/ Tlabong falls*

Tlabong Jharna, also known as Dual Jharna, Jora Jharna, or Klibung Kham, is one of the most beautiful waterfalls in the Bandarban area. It marks the beginning of the Rimakri canal. Two remarkable waterfalls are formed when the two streams Pransha or Prangsha (left) and

Pankhiang or Pangkhiang (right) Jhiri join. Due to the proximity of the two fountains, it is known as Double Falls. It's about 2.5 kilometers southeast of Bam village. Tlabong Waterfall is located at the bottom of Sungsang Para, to be precise. This spring is located between Sungsang Para and Thaikshang Para, deep in the jungle.



*Photo: Double Falls/ Tlabong falls (Source: Flickr)*

### ***Faipi falls and Rumanapara falls***

Faipi Waterfall is another waterfall of Bandarban situated in Thaikang Para. Traveler may go Falpi waterfall by using several route. From Thanchi or from Ruma Upazila a traveler may travel to Faipi waterfall.

Rumanapara Waterfall is located in the Ruma Upazila of Bandarban District. Rumana Para, a tribal village is located at the source of “Ruma Khal”. You’ll find plenty of very small (3-5 feet tall) waterfalls around. Nearest is a twin waterfall. It has no name. Since it’s near to the Rumana Para, locals call it Rumanapara Waterfall. If you are blessed with few days of staying at Rumana Para, then you can easily have a bath there. Local village people use this waterfall area for their washing and bath.



*Photo: Rumanapara falls*

### ***Zingsiam Saitar***

Zingsiam Saitar is one of the beautiful waterfalls in Bandarban's Ruma Upazila. The distinctive aspect of Zingsiam Saitar is that when the water falls, it separates into three different paths, creating a beautiful perspective of the waterfall. A Bawm settlement has grown up near the Zingsiam Saitar waterfall.



*Photo: Zingsiam Saitar*

### ***Raikhong Lake/Reang Lake***

The highest and the longest hilly natural lake is the Raikhong Lake. It is actually located at the Belaichhari sub-district of Rangamati. But, for its location, you have to go there through the Ruma upazila, Bandarban. For this reason we have considered this as the attraction of Ruma. This is called the most beautiful lake in Bangladesh. During rainy season cloud gives it a fantastic view. There is a Tripura para beside the lake. This lake is also called as the PUKUR PARA lake.



***Photo: Raikhong Lake/Reang Lake***

### ***Raikhong falls/ Pukur Para falls***

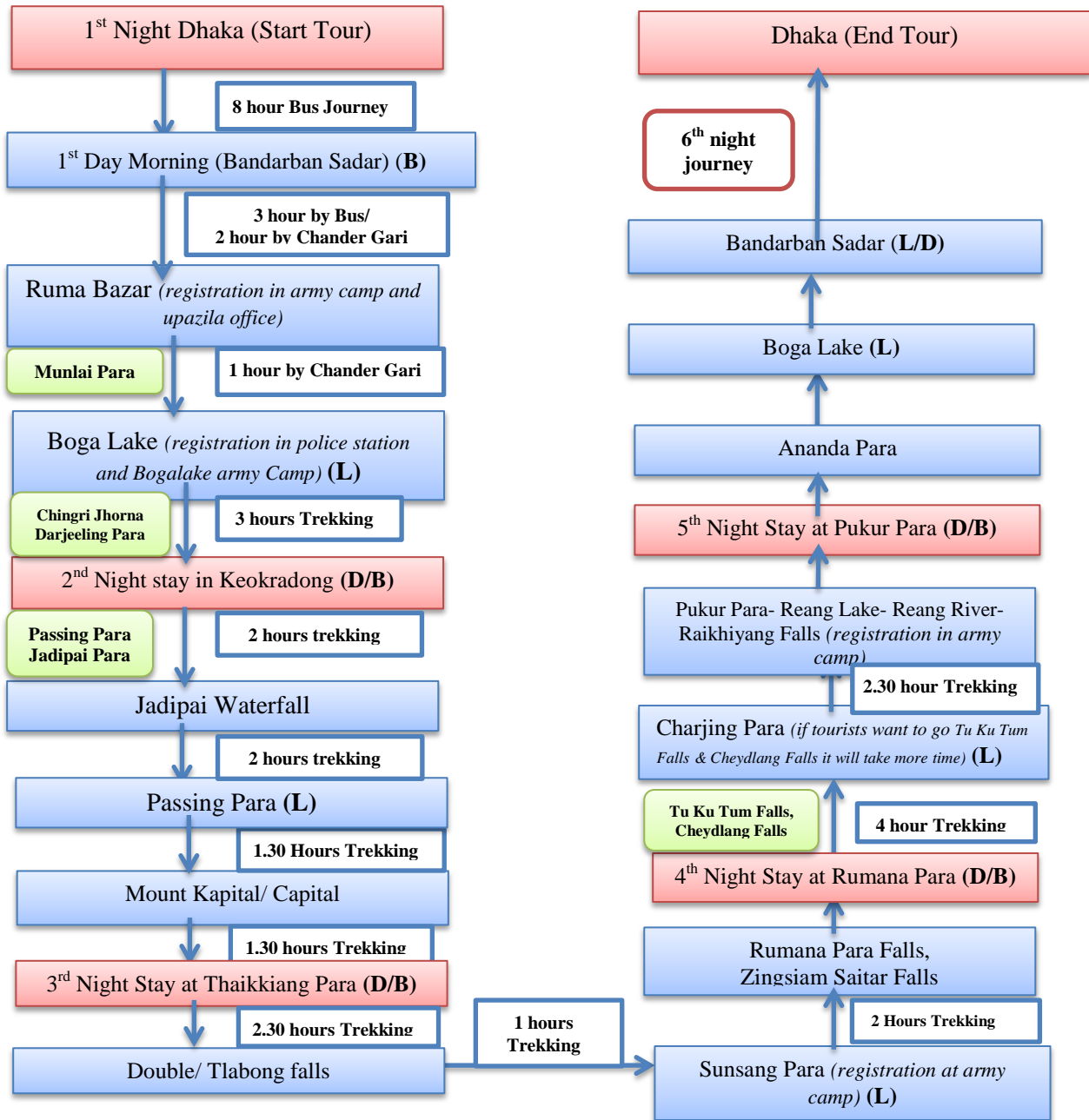
Raikhong falls is currently the widest waterfall from Bangladesh. It has a width of approximately 80 meters and the height of 4-6 feet on an average. It is actually located at the Belaichhari sub-district of Rangamati. But, for its location, you have to go there through the Ruma upazila, Bandarban. For this reason we have considered this as the attraction of Ruma.



***Photo: Raikhong falls/ Pukur Para falls (Source: traveller-bangladesh)***

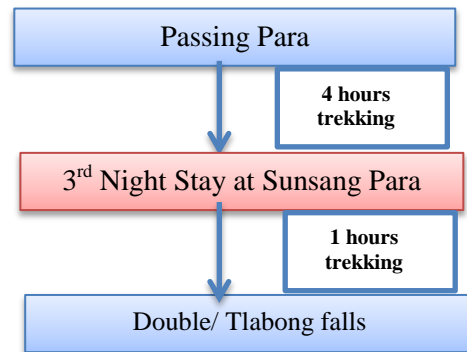


**Tour Plan: Dhaka- Ruma- Bogalake- Keokaradong- Mount Kapital/ Capital- Double Falls/ Tlabong falls- Faipi falls- Rumanapara falls- Zingsiam Saitar Falls- Tu Ku Tum Falls- Cheydlang Falls- Pukur Para- Reang Lake- Reang River- Raikhiyang Falls**



**Figure 7.4: Dhaka- Ruma- Bogalake- Keokaradong- Mount Kapital/ Capital- Double Falls/ Tlabong falls- Faipi falls- Rumanapara falls- Zingsiam Saitar Falls- Tu Ku Tum Falls- Cheydlang Falls- Pukur Para- Reang Lake- Reang River- Raikhiyang Falls**

If tourist wants to skip Mount Kapital and go to the Double Falls/ Tlabong Falls their root plan is given below:



The present Trekking trail covers many destinations. However, tourist can restructure the trail according to their choice. However, tourist can use a short trail for the Boga Lake to Reang Lake.

The trail is given below:







***Map for Ruma- Bogalake- Keokaradong- Mount Kapital/ Capital- Double Falls/ Tlabong falls- Faipi falls- Rumanapara falls- Zingsiam Saitar Falls- Tu Ku Tum Falls- Cheydlang Falls- Pukur Para- Reang Lake- Reang River- Raikhiyang Falls***



## **Thanchi Upaliza**

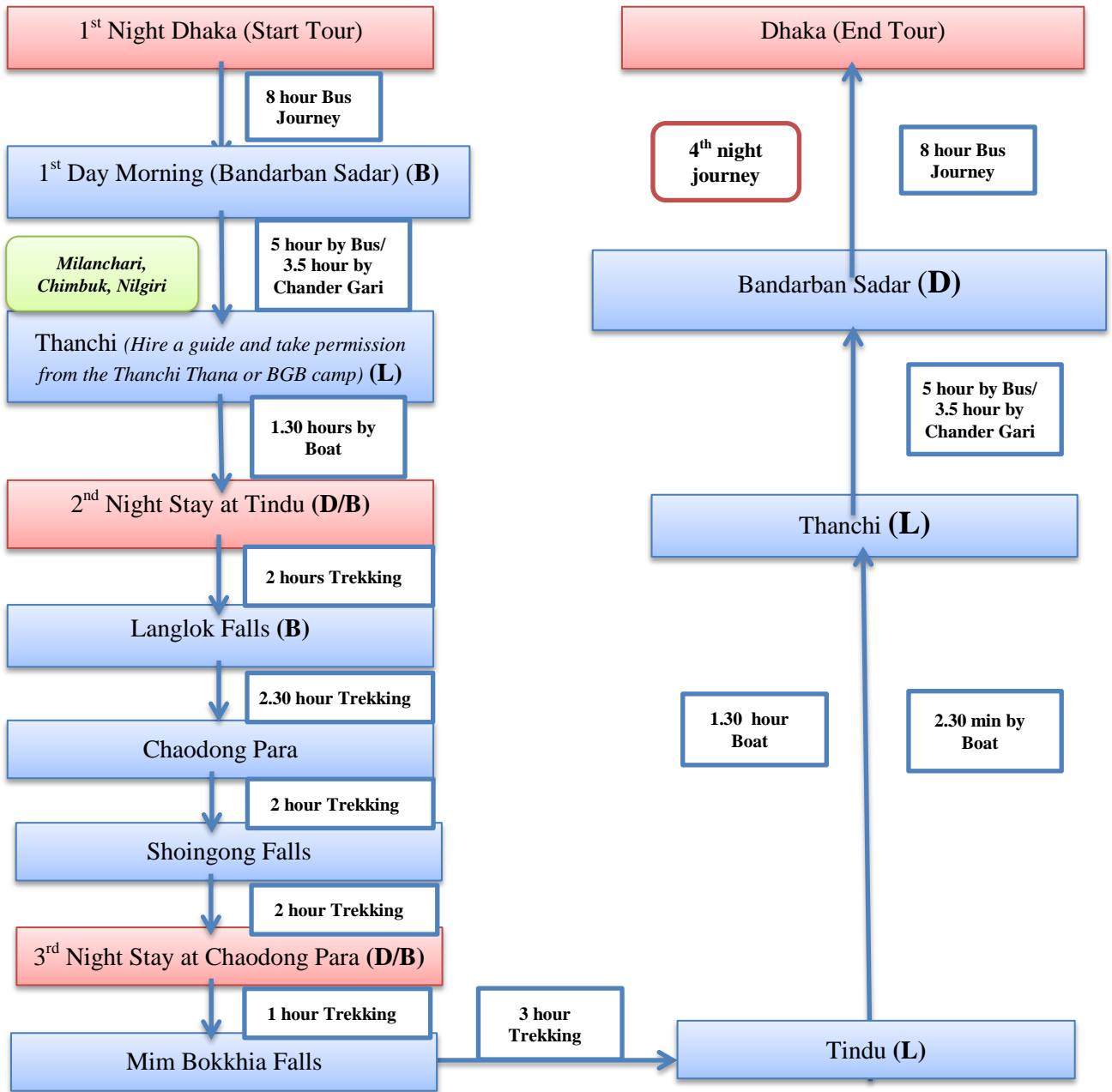
The area of Thanchi upazila is 1020.82 sq<sup>2</sup>. Major Tourist attractions in Thanchi are Remakri, Nafakhum, Vella Khum, Shatvai Khum, Baklai Falls, Kumari Falls, Ander Manik. This study find some new tourist destinations in Thanchi Upazila. They are Langlok Falls, Shoingong waterfall, Mim Bokkhia Falls and Baklai Waterfalls.

### ***Langlok Falls & Shoingong waterfall***

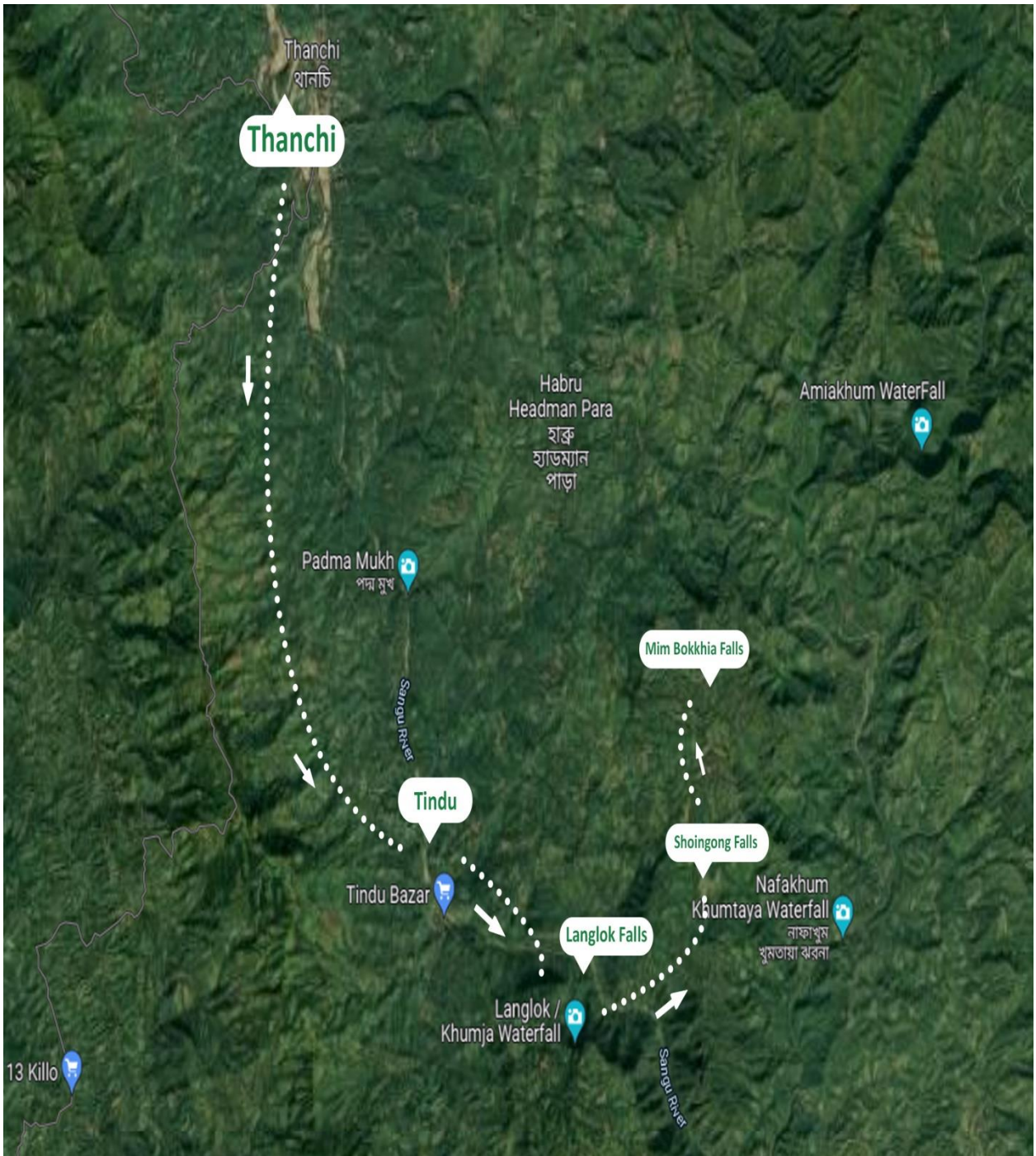
Langlok Falls is a waterfall in the depths of Bandarban that has recently come to the attention of the public. Langlok stands at a height of 388.9 feet. Few people have seen it because of the dense forest, difficult roads, and distance from the nearest town. The sight of Langlok or Liluk waterfalls traversing high and low curving routes and building-like slippery stones surrounded by deep forest will captivate you and make you forget all about the exhaustion of the impossible journey. The risky and impassable Jhiri trail, on the other hand, has made Langlok Falls more appealing.

Shoingong waterfall is situated in Thanchi and recently only a few people travel there. There is a 3 hours trekking trail from Langlok Falls to Shoingong waterfall. The nearest village from Shoingong waterfall is called Chaodong Para. There is a wild beauty which will easily attract tourist. Mim Bokkhia Falls is situated near Chaodong Para.

**Tour Plan: Dhaka- Thanchi- Tindu- Langlok Falls- Shoingong Falls- Mim Bokkhia Falls- Dhaka**



**Figure 7.5: Dhaka- Thanchi- Tindu- Langlok Falls- Shoingong Falls- Mim Bokkhia Falls- Dhaka**



**Map for Thanchi- Tindu- Langlok Falls- Shoingong Falls- Mim Bokkhia Falls**



### Baklai Waterfalls

Baklai Jhorna is said to be the country's tallest waterfall. This 380-foot-high waterfall is located in the town of Baklai, deep in the Bandarban highlands. However, on the route to this Baklai, there is a little mountain river. The tour Plan for Baklai Falls is given below:

### Tour Plan: Dhaka- Thanchi- Bijoy Tagingdong- Baklain- Dhaka

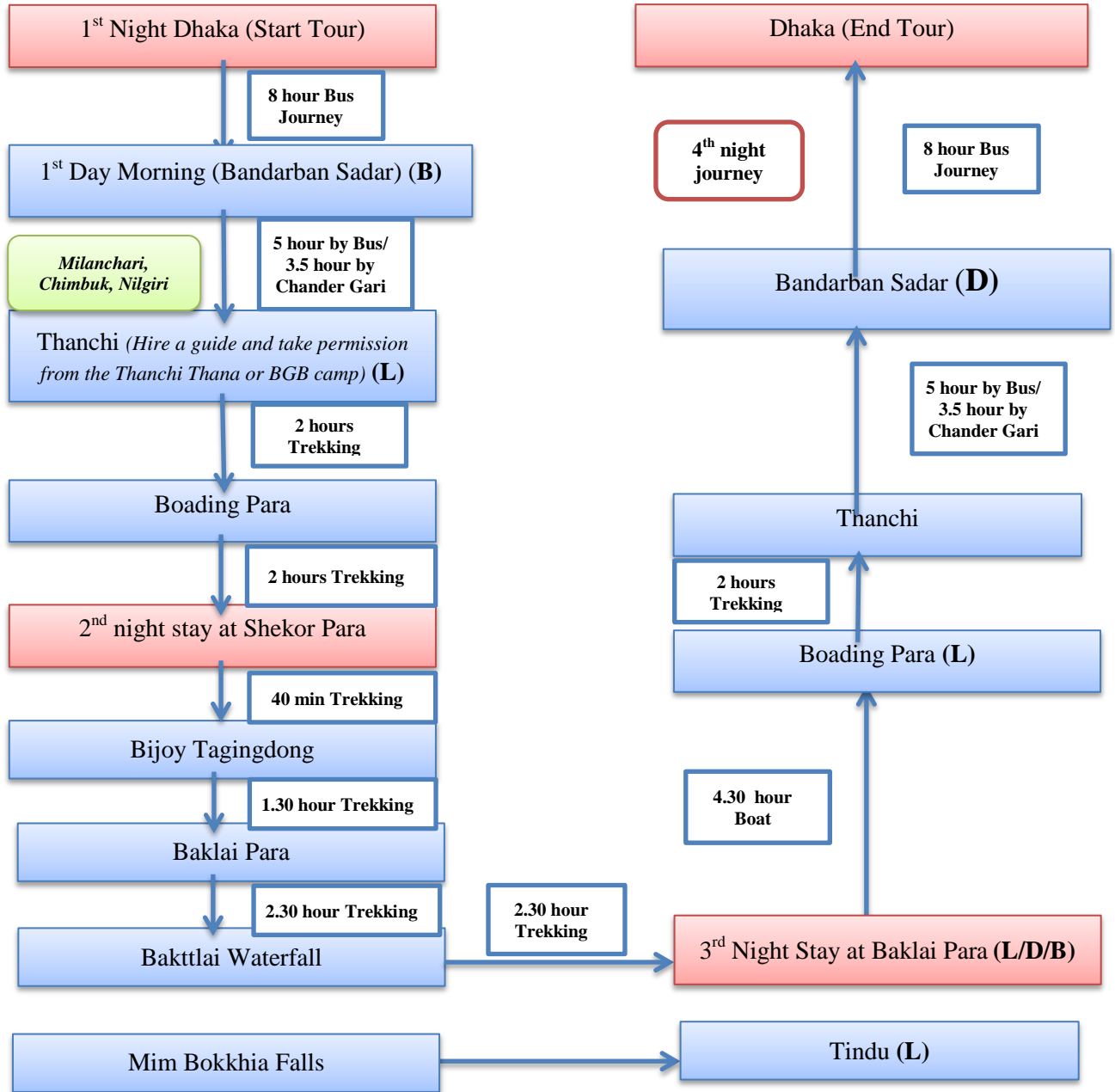
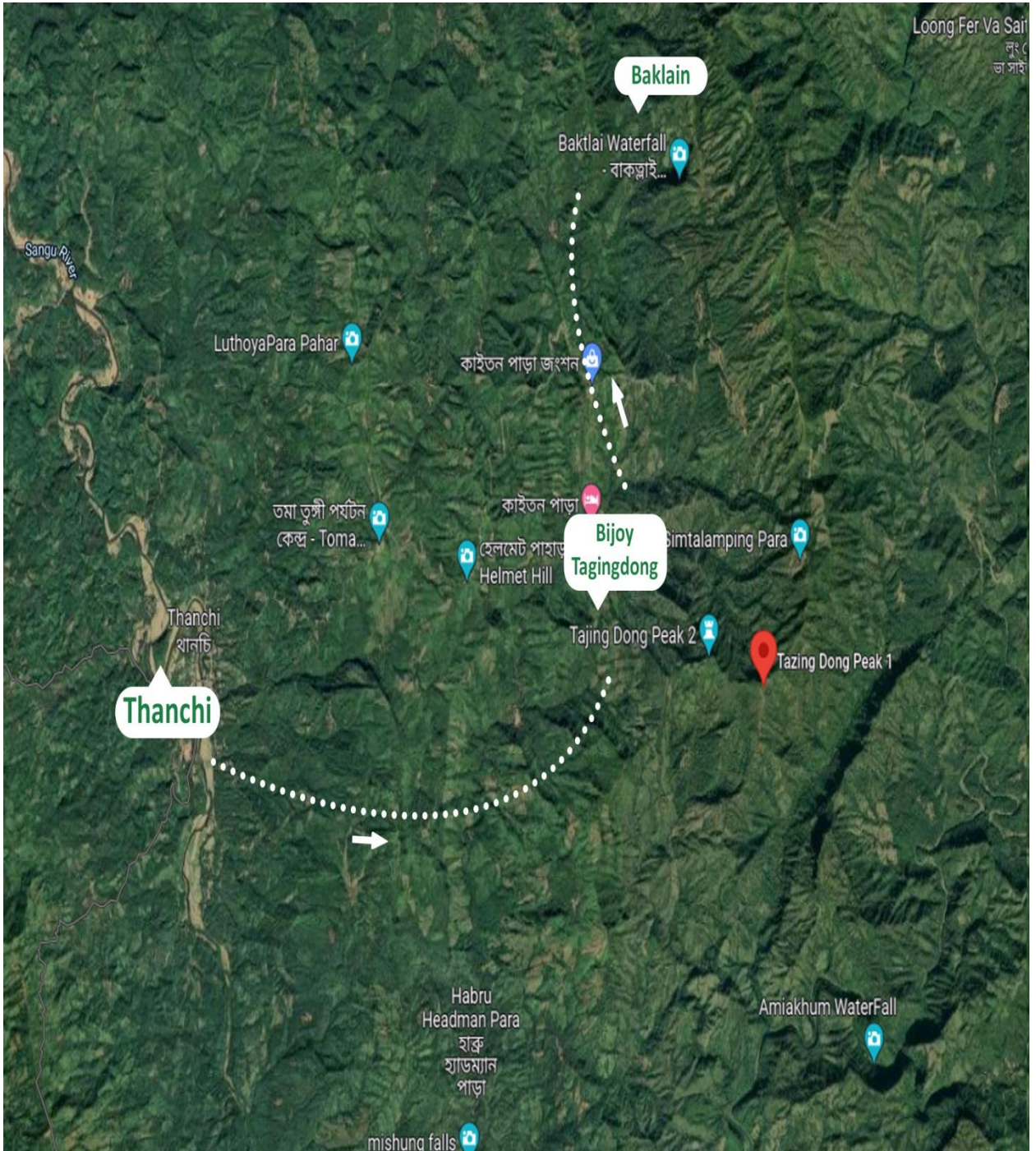


Figure 7.6: Dhaka- Thanchi- Bijoy Tagingdong- Baklain- Dhaka



***Mnap of Thanchi- Bijoy Tagingdong- Baklain***

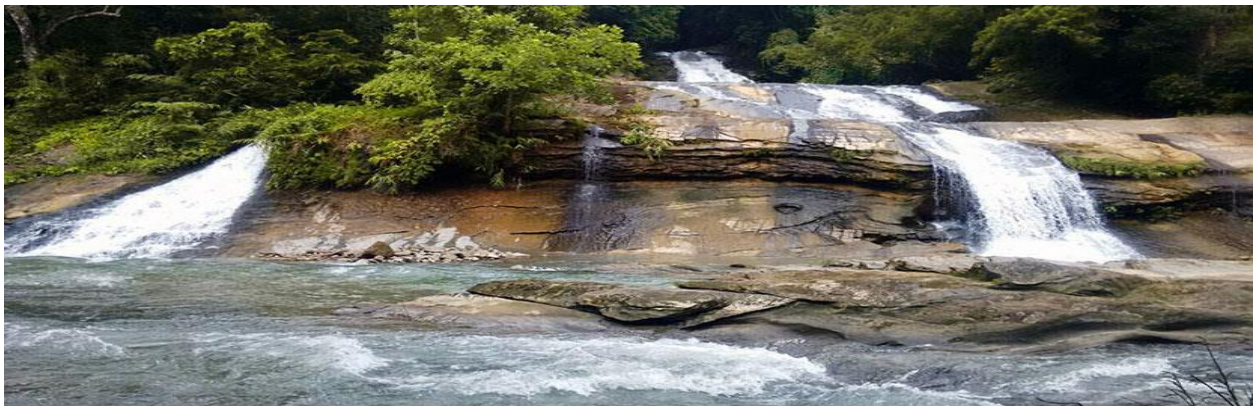


### ***Shangu-Matamuhuri Wildlife Sanctuary***

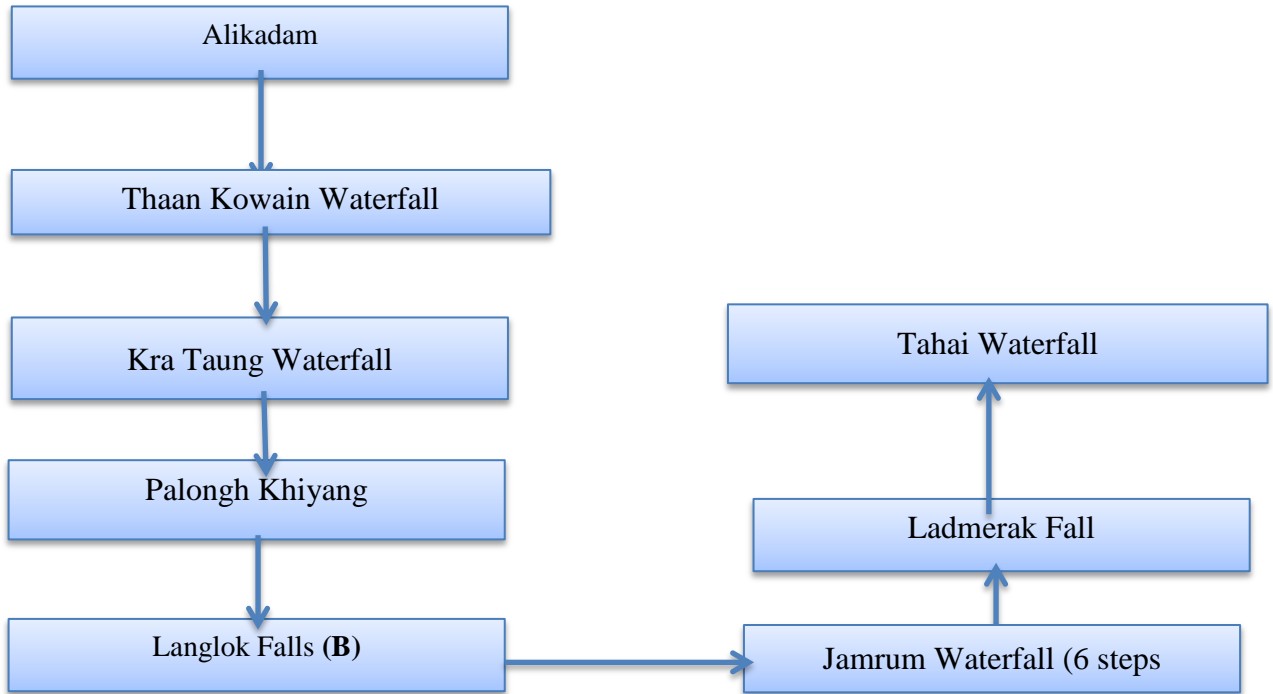
Sangu Matamuhari or Sangu Wildlife Sanctuary is a wildlife sanctuary situated in Bandarban District. After the Sunderbans, it is the Bangladesh's richest wildlife resource. Total land area of this forest is about 5,760 acres. Shangu-Matamuhuri Wildlife Sanctuary is famous for its vast range of wildlife resources such as Great hornbills, crab-eating macaques, Asian elephants, sambar deer, Asian black bears, spotted owlets, leopards, clouded leopards, barking deer, Bengal monitors, dholes, and capped leaf monkeys/capped langurs. Local indigenous people have also reported sightings of stray tigers in the forest reserve (Hamce, 2016). No tourism activities are performed in this Wildlife Sanctuary. But it has huge potentiality for development. There is a small lake in this area which is called Kanlong Lake. This report will give some recommadantion for tourism development in Shangu-Matamuhuri Wildlife Sanctuary.

### **Alikadam Upazila**

The current tourist spots are Ali's Tunnel, Rupmuhuri Falls, Dim hill, Marayan Tong, Damtuya falls. This study discover some new destination in Alikamad upazila such as Thaan Kowain Waterfall, Kra Taung Waterfall, Palongh Khiyang Fall, Jamrum Waterfall (6 steps), Ladmerak Fall, Tahai Waterfall, Kris Taung hill, Damtua Waterfall, Rungrung Hill. Alikadam is place of full natural and wildlife beauty. There are many animals and birds found in Alikadam. However, detail work plan is needed for developing tour plan for Alikadam Upazila.



***Photo: Palongh Khiyang***



**Figure 7.7: Trail of different Waterfall in Alikadam Upazila.**



# Chapter 8: Potential Product for Developing Sustainable Tourism in Bandarban

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Bandarban is a land of beauty with diversified natural resources. This is the major hill station of Bangladesh with lots of waterfalls, Lakes, Rivers, wildlife and most important things the diversified cultural resources. In this section we will present some idea for Bandarban that will help to create new product for Bandarban and modify the existing products to attract new market segments. That will also help to create a positive image for Bandarban and help for branding Bandarban

## **Bandarban as a Resort Destination**

Bandarban is a hilly area. The nature is very precious to us. For that reason, all development activities need to conduct on a systematic way that will be nature friendly. We need to identify some area for to build luxurious resorts for attracting family travellers, Honeymoon travellers, and affluent travellers. These resorts can be built near to the Bandarban Sadar and less popular tourist destinations like somewhere in Alikadam or Lama or Naikhongchhari Upazila. But before selecting the destination careful planning is necessary for the destinations.

**There are some model of Luxurious resorts is given below:**



*Photo Source: Pinterest (Bahay kubo bungalo exterior/ Beach house design, Cottage style house plans, Philippines house design)*



*Photo Source: Pinterest (beautiful bungalow resort in jungle, Krabi, Thailand Stock Photo)*



*Photo: Banasura Hill Resort (Luxurious Hill resort in Kerala India which is made by MUD)*



Banasura Hill Resort is *“An Eco & Nature Resort, Spread across 35 acres of verdant terrain and tucked away at an altitude of 3500 feet above sea level, Banasura Hill Resort is located in Wayanad, Kerala. Constructed using mud excavated from the very site that it stands on, its unique rustic look offering the best in luxury and comfort is truly "Heaven made of Earth."*



*Photo: Vythiri Resort, India*



## **Health & Healing Ayurveda and Spa**

Ayurvedic medicine is one of the world's oldest healing systems. It was developed more than 3,000 years ago. It's based on the belief that health and wellness depend on a delicate balance between the mind, body, and spirit. Its main goal is to promote good health, not fight disease. But treatments may be geared toward specific health problems.

In Bandarban, indigenous people have practiced the Ayurveda healing systems for their recovery. Some studies have been conducted on these aspects where they recorded many plants and herbs which work as medicine. Besides that their skin care and beautification techniques are unique. Thus, Ayurvedic medicine, therapeutic package for beautification, Spa, and other healing and relaxing technique will help to attract new market segment.

## **Bandarban a Place for Spiritual Escape**

We now live in a completely different world. Our lives are busy than they've ever been. Distractions abound, and meditation is frequently used as a tool to improve our health, increase performance, relieve stress, and improve attention. It has always worked for those who are capable of doing so. So, move away from the noise and bustle of the city and try to find some tranquility. Because to the growing demand for stress-free vacations, it is now feasible to rejuvenate yourself on a vacation or even a business trip, even if you just have a day or two available.

Recently, Yoga and Meditation is gaining popularity among the all over the world. India brand themselves as a best Yoga and Meditation destination in the world. Every year many domestic as well as foreign tourists visit India for Yoga and Meditation. India establishes many Yoga and Meditation station in their hill area. Thus, they establish many 5 star eco-friendly resort for Yoga and Meditation.

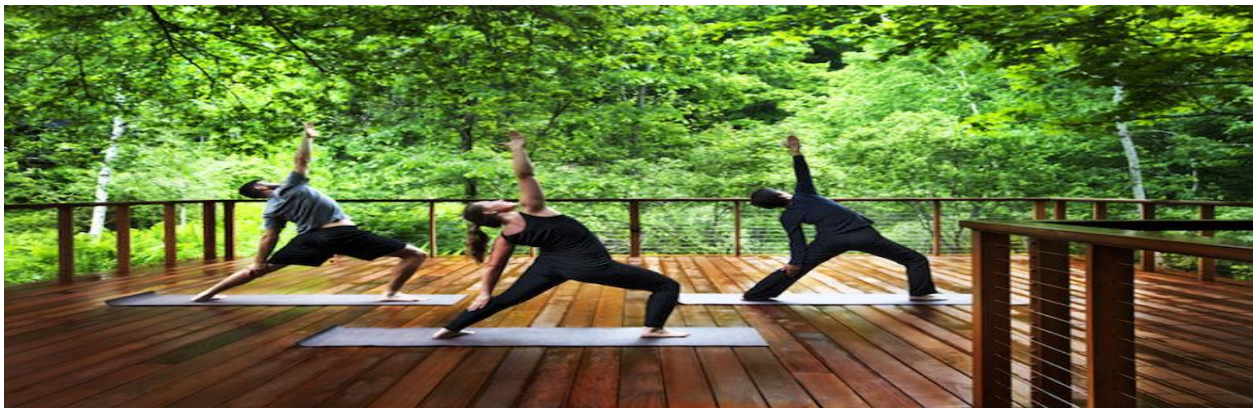
However, Quantum Foundation a private organization establish Quantum polli in Lama Bandarban. Sometimes they practice Meditation in the Quantum polli and many tourists participate in their event. Thus, it is easy for us to develop Bandarban as *A Place of Spiritual*



***Escape or A Place For Spiritual Development.*** Careful place selection and proper infrastructure will help to bring success in this area. if we get success, we can brand Bandarban as ***A Place of Spiritual Escape or A Place For Spiritual Development.***



***Photo: Dandapani- Enstasy, Kerala, India***





*Photo: Sunhet Hill Resort in Thailand, Yoga Retreats and Wellness Program*



*Photo: Tara Hills Retreat Centre*

*“Tara Hills is the principal retreat centre for the Lifeflow Meditation Centre. It’s set amongst the rolling hills, large gum trees and abundant birdlife of peaceful Native Valley. It is a unique meditation retreat in South Australia: here you can open your senses to brilliant night sky, fresh air and expansive views that can be enjoyed from the property.”*



## **Follow Munlai Village Model for Developing Existing Para/Village**

*Munlai is the first ever community tourism initiative of the country with the core philosophy to restore, develop and sustain the Bawm community, its culture and heritage. Munlai Para is one of the cultural capitals of Bandarban hill district of CHT. Inhabited by the Bawm indigenous group, Munlai is endowed with rich natural and cultural attractions. It is also a gateway to Bandarban's most iconic tourism destination – the Boga Lake that stretches till Keokaradong (the highest peak of Bangladesh). (Source: Munlai.com)*

This kind of project will help to restore the cultural heritage and develop the socio-economic status of the local community. Primarily, we suggest to follow Munlai Model in the 10 different tribal village. Thus, we need to select 10 villages from Chakma, Marma, Tripura, Tanchangya, Chak, Pankhua, Mro, Lushai, Khyang, and Khumi. It will help to restore and preserve their culture which is very important in modern age.



*Photo: Munlai.com*

## Develop Activities for hill Station in Bandarban

Currently, trekking is the only tourism activities in Bandarban for adventure tourist. Very recently, a few activities like Kayaking are developed in some area. But, many popular hill based adventure tourism activities are popular in all over the world. It will attract more tourist to visit a destination. Some activities are recommended in below:



**Kayaking**



**Rafting**



**Bamboo rafting**



**Water Zorbing**

**Figure: Proposed Water Based Activities in Bandarban**





*Kayaking is a fun activity that involves moving through water in a small water vessel with the aid of a double-bladed paddle. It allows the boat driver to maneuver through waterways by sitting face-forward and propelling ahead with alternating side-to-side paddle strokes. The paddler sits in the cockpit with the legs extended beneath a closed deck, leaving the upper body free and exposed.*

***-(Source: Andrew Lyle)***

### ***Rafting***

*Rafting is a competitive sport in which the objective is to navigate downstream on river rapids using an inflated raft. It is considered an extreme sport that is highly challenging and risky, and requires a great deal of teamwork. Rafting is also an extremely popular recreational activity practiced in most countries around the world.*

***-(Source: Top End Sports)***

### ***Bamboo Rafting***

*Bamboo raft are rafts made of set of bamboos tied securely with each other. To make a bamboo raft, there are two things which we need to consider. First, what do we need to make the bamboo raft and second, how to use those things to make a bamboo raft. Things that are needed to make a bamboo raft.*

***-(Source: Deep Jungle)***

### ***Water Zorbing***

*Water zorbing involves getting into a large inflatable ball that allows you to walk, run, jump and dance on the surface of water without getting wet. Our water walking zorbs are two metres in diameter and have a zipped entrance allowing for easy entering and exiting. These zorbs are ideal for lakes, canals, harbours, ponds and many other places where suitable.*

***-(Source: Getwest)***

### ***Zip line***

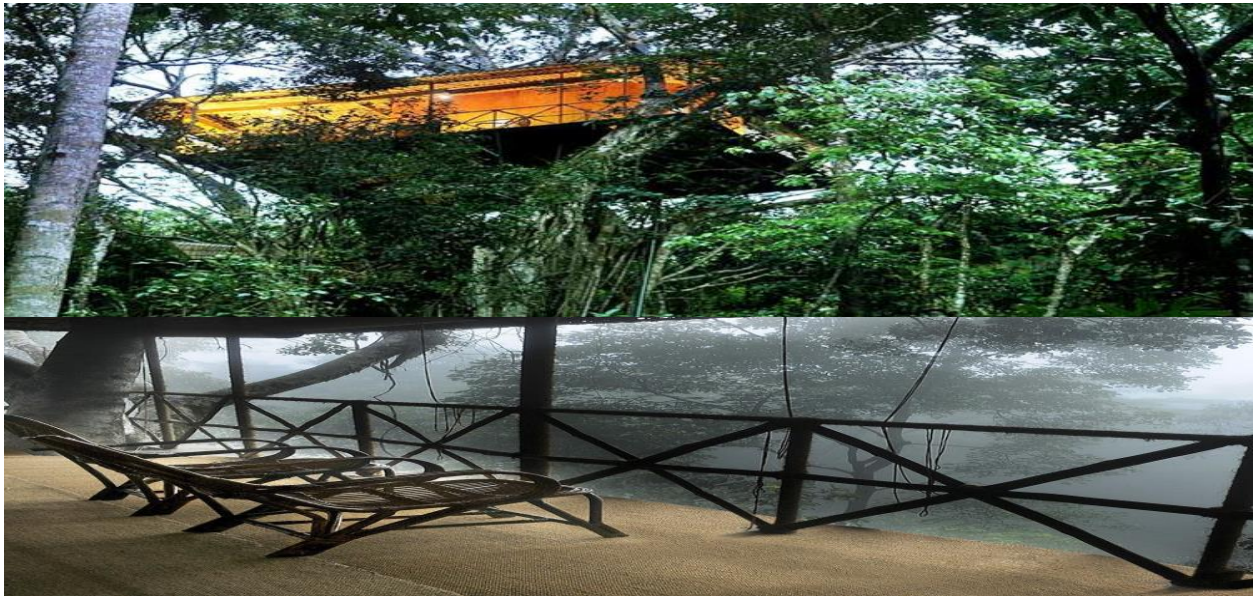
A zip-line, zip line, zip-wire, or flying fox is a pulley suspended on a cable, usually made of stainless steel, mounted on a slope. It is designed to enable cargo or a person propelled by gravity to travel from the top to the bottom of the inclined cable by holding on to, or being attached to, the freely moving pulley. It has been described as essentially a Tyrolean traverse that engages gravity to assist its speed of movement. Its use is not confined to adventure sport, recreation, or tourism, although modern-day usage tends to favor those meanings (Outdoor Fun Store, 2012; Marais and Speville, 2004).



***Photo: Zip Line (Source: New Zealand)***

### ***Tree house***

A tree house, or treeshed is an elevated platform or structure built around, next to, or among the trunk or branches of one or more mature trees. Tree homes can be utilized for a variety of purposes, including enjoyment, recreation, relaxation, hanging out, bird watching and observation. Tree house in India especially in South India is very popular among the tourist. There are many mature and suitable tree in Bandarban to build the tree house. Sangu-Matamuhuri Wildlife Sanctuary will be one of the best place to build a tree house resort destinations.



*Photo: Vythiri Resort*



*Photo: Vanya Tree House, India*



*Photo: Tranquil Resort, Kerala India*



### ***Hill Cable Car in Bandarban***

Hill cable is a very popular form of tourism activities in all over the world. Globally, All the hill destinations have cable car to attract tourist. Bandarban is a good place to build this new ride.



***Photo: DA NANG CABLE CAR, Vietnam***



***Photo: Cable Can, India***

### ***Mountain Cycling***

Mountain Cycling is a sport of riding bicycles off-road, often over rough terrain, usually using specially designed mountain cycle. We can develop Mountain Cycling facilities for tourist.



***Photo: Mountain Biking in Himalayas (Source: MTB Himalaya)***

### ***Hot Air Balloon Ride***

It is a very amazing and thrilling experience for tourist to take a Hot Air Balloon Ride. Generally, hill destination is very suitable for this kind of activities and this very popular kind of activities in western Countries. It is possible to develop Hot Air Balloon Ride in Bandarban.

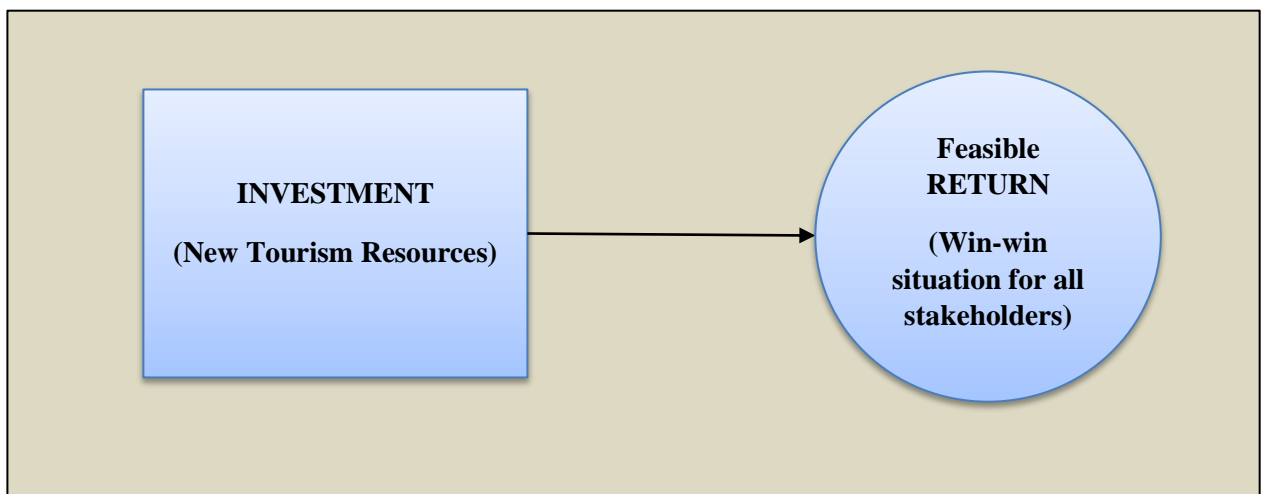


***Photo: Hot Air Balloon Ride, India, (Source: Getty Images)***

# Chapter 9: Branding and Marketing Strategy for Sustainable Tourism in Bandarban

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A feasibility study is an analysis that considers all of a project's relevant factors—including economic, technical, legal, and scheduling considerations—to ascertain the likelihood of completing the project successfully. Tourism is seasonal in pattern in Bandarban, and can be divided into peak and off-peak season. It has been estimated that almost half a million tourists visit Bandarban during peak season (Oct – March). And in off season (April – September) almost 0.15 million tourists visit Bandarban making a total of almost 0.65 to 0.70 million tourists per year. Though local farmers are busy with their winter vegetable cultivation during the peak season, they can manage time to work in the tourism industry. Moreover, a huge number of young people are unemployed, who will be happy to work in the tourism industry round the year.



**Figure 9.1: Feasibility Analysis**

The following benefits can generate more investments in Bandarban:

1. Local community people:

Marma, Murong, Tripura, Bawm, Tanchangya, Chakma, Chak, Khyang, Khumi, Pankone

(Lushei) And The Pankho. Out of 11 tribal groups, Marma, Murong, and Tripura are the



largest in number. Once new destinations will be discovered then the community employment will create a new dimension in Bandarban district

2. **Tourist:** Tourists always want to enrich their experiences through visiting various destination. As, tourism is seasonal in pattern in Bandarban, and can be divided into peak and off-peak season. **Pick season (Oct – March):** On average everyday 3000 tourists enter into Bandarban. This means that almost half a million tourists visit Bandarban during season. **Off season:** On week-end (Friday & Saturday) almost 1500 tourists and on other week days around 500 tourists come to Bandarban. Besides, during two Eids (Muslim festivals) additional 40,000 tourists come to Bandarban. Taking the data into consideration we can roughly say that during off-season, almost 150,000 tourists visit Bandarban making a total of almost 0.65 to 0.70 million tourists per year. Therefore, it can be estimated that around 7 hundred thousand tourists each year visit Bandarban. If one tourist spends a minimum of Taka 1500 every day on average, total money pumped into Bandarban from tourism sector stands at Taka 100 crore (equivalent US\$ 12.5 million). That's why, exploring new destinations are the ultimate demand of the tourist. So, influx of tourists in Bandarban will change the economic pattern of local community label.
3. **Suppliers:** When the new destination will be unearthed then the suppliers of tourism industry will be benefitted.
4. **Government:** The government will have tax and revenue.
5. **Environmental feasibility:** The natural resources of Bandarban give a unique impression to the both domestic and foreign tourist.
6. **Economic feasibility:** The local people are selling local handmade products to the tourist thus helps them to generate money. The promotion of unexplored resources may create a new dimension for their economic sustainability.

## **Marketing Strategy for Bandarban**

Tourism industry analysis is an important tool used to measure current trends and future outlook in the travel and tourism market. This type of analysis may be done by a particular tourist-



centered business, by independent agencies, or by the government. The existing tourism resources of Bandarban.

**Table 9.1: Existing Tourism Resources of Bandarban**

<i>Destination</i>	<i>Existing Natural Resources</i>	<i>Food and Beverages</i>	<i>Accommodation</i>	<i>Internal Transportation</i>
<b>Bandarban Sadar</b>	Bandarban city, Meghla, ShoiloPropat, Nilachol, MilonChhari, Chimbuk, Golden Temple	Nappi, mudi, dry fish, Chumat kurahura Chicken steamed inside a bamboo shell.	Porjoton motel, The QB Holiday Homes & Café, Bononibash Hill Resort,	Chader Gari, Auto Risksa, local bus, microbus, mahendro, boat.
<b>Thanci</b>	Nilgiri, Remakri, Nafakhum fall, ShatbaiKhum fall, Amiakhum fall, Boromowdok, Sangu-Matamuhuri reserve forest, Shakahaphong		Green Peak Resorts, Forest Hill Resort, Labah Tong Hill Resort Ltd,	
<b>Alikodom</b>	Alikadam, Alir Surong (mysterious cave)		Fanush Resort Bandarban, Hotel Three Star,	
<b>Rowangchori</b>	Rowangchhari, Sippiarsuang (896m)		Hotel D'more, Fanush Resort Bandarban,	
<b>Lama</b>	Mirinja Tourist Spot, Fashiakhali, Quantum Foundation		Hill Crown Hotel & Resort, Hotel Plaza Bandarban,	
<b>Niakhhongchori</b>	Niakhhongchori forest		Hotel Aranna	





<b>Ruma</b>	Boga Lake, Mt. Keokradong, Mt. Tazingdong, Rijuk Waterfall, JadiPhai Waterfall, Raikkhong Lake, Shrimp Waterfall, Jingsiam fall, Lungmai Cham Hill (Table Hill)		Residential, Bononibash Hill Resort, Nilachol Resort, Nilambori Resort, Hotel Hill Queen Hotel River View Bandarban Royal Hotel Bandarban Hotel Green land Bandarban Hill Palace Resort	
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### Identification of new resources

We have identified the following tourism resources in Bandarban those do not come in lime light because of proper investigation, marketing and branding.

**Table 9.2: New Resources of Bandarban**

<i>Destination</i>	<i>New Natural and Manmade Resources</i>	<i>Food and Beverages</i>	<i>Accommodation</i>	<i>Transportation</i>
<b>Ruma</b>	Mount Kapital/ Capital (3094), Double Falls/ Tlabong falls, Faipi falls, Dhupanichaora Falls, Rumanapara falls, Zingsiam Saitar Falls, Tu Ku			

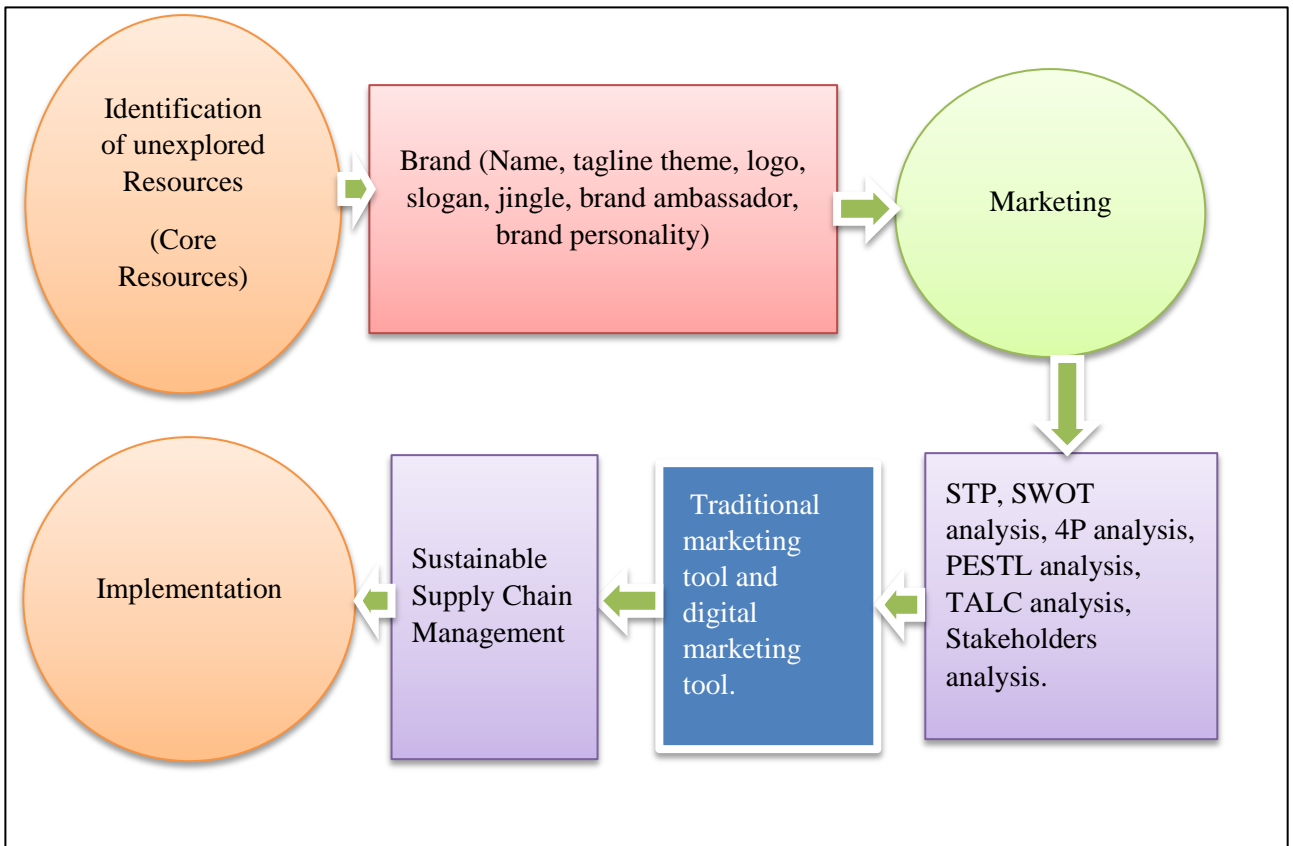
	Tum Falls, Cheydlang Falls, Reang Lake, Reang River, Raikhiyang Falls, Pukur Para.			
<b>Thanci</b>	Langlok Falls, Shoingong waterfall, Mim Bokkhia Falls and Baklai Waterfalls. Shangu-Matamuhuri Wildlife Sanctuary	Chumat	Community accommodation situated in village or para. No commercial hotel available	Hill tracking is the way to explore the untouched resources but local boat is another partial water transportation in Bandarban.
<b>Alikodom</b>	Thaan Kowain Waterfall, Kra Taung Waterfall, Palongh Khiyang Fall, Jamrum Waterfall (6 steps),	kurahura Chicken steamed inside a bamboo shell. Mundi, Nappi,		
<b>Lama</b>	Mirinja Tourist Spot, Fashiakhali, Quantum Foundation	Rice wine called Arraa, Alach		
<b>Nikkong Chori</b>	Naikhyangchhari Upaban Tourism Center (Upaban Lake), Jaruliachhari Lake, Bangladesh Animal Resources Research Institute  Ghumdhum crocodile breeding center, Chakdhala Jharna, Jaruliachhari spring, Reju fountain, Crocodile view			



	point, Dochhari Chagalkhaiya view point, Sonaichhari view point			
<b>Rowangchori</b>	Debota Khum, Tha- Pedala, O-Padela, Reserve Trail, Sippi Arsuang			
<b>Bandarban Sadar</b>	All the destinations are identified and visited by tourist. We will suggest some new tourism activities in Bandarban Sadar which is given next.			

## **Destination Branding Strategy of Bandarban**

Destination branding is about identifying the destination's strongest and most competitively appealing assets in the eyes of its prospective visitors, building a story from these that makes the destination stand out above its competitors, and running this narrative consistently through all marketing communications. Here we design the following model to brand unexplored tourism resources of Bandarban.



**Figure 9.2: Destination Branding Model for Bandarban**

## Brand strategy

A branding strategy is the long-term plan to achieve a series of long-term goals that ultimately result in the identification and preference of destination brand by tourists. Here, we have proposed the following branding strategy for Bandarban district.

- ❖ **Identification of Core Resources:** We have identified abundance of unscathed tourism destinations of Bandarbans district. Each destination have its unique pattern, can attract adventure tourists a lot.
- ❖ **Brand Name:** A name is assigned by the researcher by examining the overall untouched tourism resources of Bandarban.

- **Present Brand Name of Bandarban Tourism is**

*অপরূপা বান্দরবান*



- New Proposal for Brand Name of Bandarban Tourism as

## Aesthetic Bandarban

### নান্দনিক বান্দরবান

- ❖ **Branding Logo:** A brand logo is a symbol, emblem, graphic mark, stylized name, or drawing, or the combination of all used by the destination identity. It reflects the value of destination branding. It helps the tourist to identify and remember unique selling proposition of Bandarban district. In this study, we propose a new logo for Bandarban tourism. This logo reflects the natural and cultural diversity of Bandarban. The hill and waterfall of this logo represent the natural uniqueness of Bandarban. The cultural uniqueness is also presents in this logo. The eleven stars of this logo represent the 11 different tribal community of Bandarban and the green round shape signifies the harmony.





- ❖ **Brand Theme:** A theme comprises a series of graphical or typographical devices to complement and support the logo in representing the intended brand intimately, accurately and effectively. Present brand focus on nature and adventure of Bandarban. But we propose some new theme which could be developed in step by step process. The selected branding themes for Bandarban district is....

**Adventure, Nature, Harmony, Spiritual Development  
(Yoga and Meditation), Resort Destination**

- ❖ **Brand Slogan:** A brand slogan is the advertising tagline that conveys the brand's spirit in the shortest way possible. In just a few words, tourists are expected to grasp the vibe of destination branding.

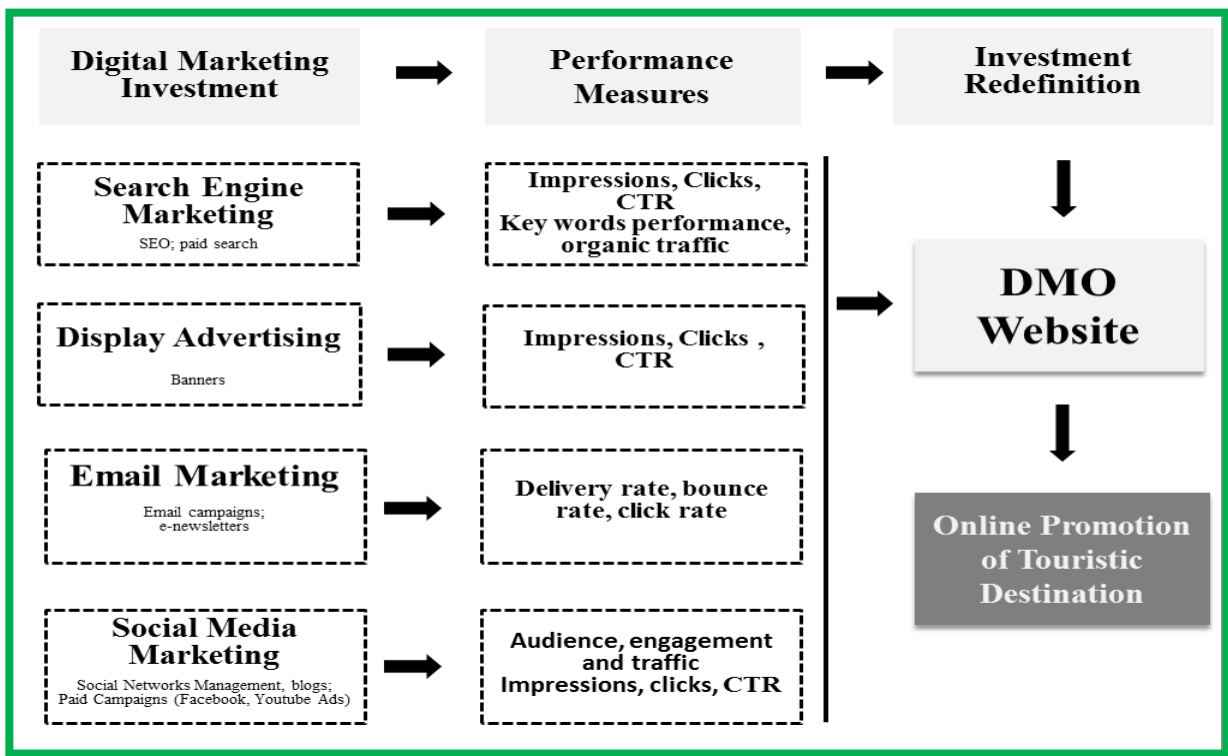
**Green Bandarban, A Place for Harmony**

*(This tagline represents the natural environment and harmony of  
different community people, nature and culture)*

- ❖ **Brand Personality:** Brand personality is a set of human characteristics that are attributed to a brand name. Here, a destination also has the same criteria where the destination bears the authenticity, truthfulness, promising tourism experiences. In this study, we have identified natural resources those have the above-mentioned criteria.
- ❖ **Brand Ambassador:** A person, especially a celebrity, who is paid to endorse or promote a particular destinations resource. For this project, we have selected Shakib Al Hasan as a brand ambassador for Bandarban branding.

## Digital Marketing

As we know that the concept of digital marketing has changed over the years, and adoption of technological tools and advancement of this area creates interest in this area. Tourism destination can use the digital marketing tools for promotion their destination and business. One of the major advancement of digital marketing tools is that the result of marketing is measurable. The effect of online marketing is easily measurable by the use of digital marketing technologies. An online promotion model is given below for promoting the tourism destination is given below:

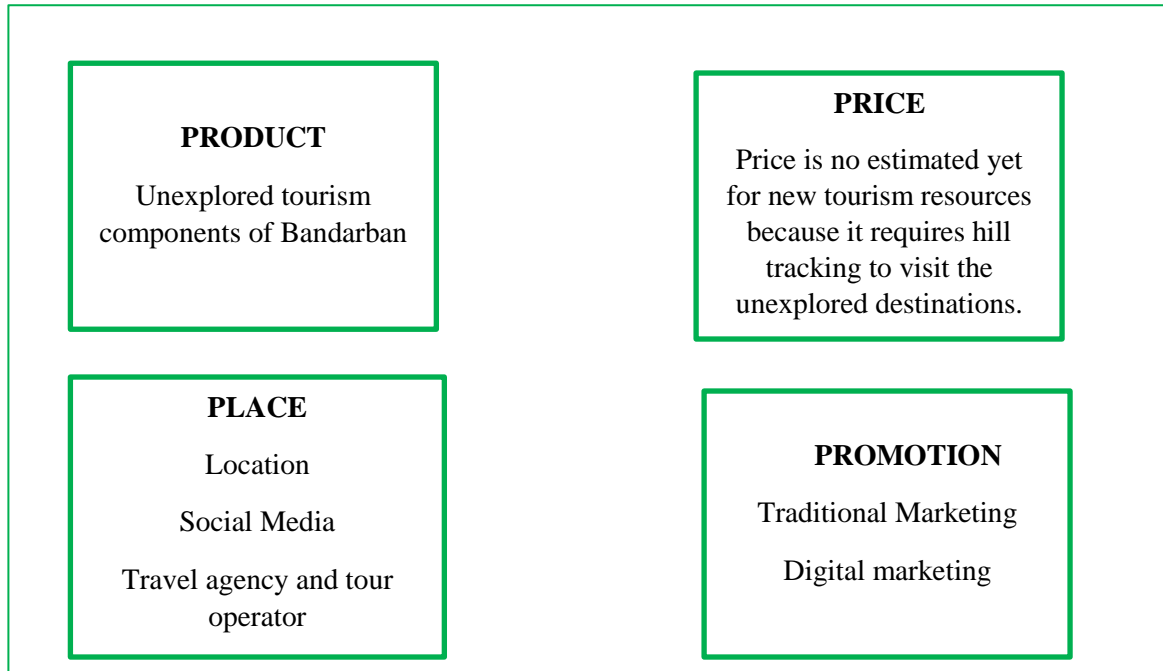


**Figure 9.3: Online Promotion of Tourism Destination (Source: Castro et al., 2017)**

The present model shows that digital marketing investment in different online channels and after that the performance of each channels have been measured by the digital ways. It will enable the destination organizations to consider the results and redefine the investment. Thus, digital marketing tools are result based and effective than traditional marketing tools.

## 4p Analysis

The 4Ps of marketing is a model for enhancing the components of your "marketing mix" – the way in which that take our new tourism resources in Bandarban to the market. It helps to define our tourism marketing options in terms of price, product, promotion, and place so that our offering meets a specific tourist need or demand.



**Figure 9.4: Potential 4P analysis for new tourism resources of Bandarban.**

## SWOT Analysis

SWOT analysis is a strategic planning and strategic management technique used to help a person or organization identify Strengths, Weaknesses, Opportunities, and Threats related to destination marketing and branding. It is sometimes called situational assessment or situational analysis. Here, we illustrated the SWOT analysis for existing and new resources for Bandarban.





**Table 9.3: SWOT analysis for existing resources.**

<b>Existing Resources</b>	
<p><b>Strength:</b></p> <ul style="list-style-type: none"> <li>❖ Have a huge appeal to attract tourist.</li> <li>❖ Unique characteristic of the natural and manmade resources.</li> <li>❖ 11 ethnic community people are residing in Bandarban.</li> <li>❖ Abundance of seasonal fruits.</li> <li>❖ Seasonal beauty.</li> </ul>	<p><b>Weakness:</b></p> <ul style="list-style-type: none"> <li>❖ Little accessibility towards the unexplored resources. Tourists get the access within the last spot of Tamatangi.</li> <li>❖ Poor communication system.</li> <li>❖ No 5-star hotel available in Bandarban.</li> <li>❖ Foreign tourist is not allowed to visits in the deep of the Jangle.</li> <li>❖ Foreign tourist can visit only known destination of Bandarban if the Ministry gives the permission.</li> <li>❖ Army check point give a lot of unnecessary hassle to the tourist.</li> <li>❖ Tourist only visit 3 particular subdistricts of Bandorban.</li> <li>❖ Charge/fees payment is mandatory in the specific check point.</li> <li>❖ Poor medical system.</li> <li>❖ Unstable supply chain management</li> <li>❖ Political unrest.</li> <li>❖ Insufficiency of tourist people, only 27 tourist police are in change of securing 7 subdistricts of Bandarban.</li> <li>❖ No tourist buses.</li> <li>❖ No one stop service.</li> </ul>
<p><b>Opportunity:</b></p> <ul style="list-style-type: none"> <li>❖ Agro-based tourism may be initiated.</li> <li>❖ CBT is another niche segment for the tourism industry of Bandorban.</li> <li>❖ Untouched resources will create a new opportunity to boom the tourism industry.</li> </ul>	<p><b>Threat:</b></p> <ul style="list-style-type: none"> <li>❖ The Army does not permit anybody to enter into the unexplored resources.</li> <li>❖ Local business syndicate put embankments on tourist accessibility.</li> <li>❖ Sometime ethnic miscreants like “Santi Bhahini” become the threat for the tourist</li> </ul>



## SWOT Analysis of new resources

**Table 9.4: SWOT analysis for new tourism resources of Bandarban**

New Resources	
<p><b>Strength:</b></p> <ul style="list-style-type: none"> <li>❖ Untouched natural resources.</li> <li>❖ Unexplored ethnic people who are residing in the deep of jungle.</li> <li>❖ More than 200 hundred fountains are spotted.</li> <li>❖ Cave and lake are identified</li> <li>❖ 50 feet new Buddhist temple in Rajbali</li> <li>❖ “Bandarban become Green in Rainy season”.</li> </ul>	<p><b>Weakness:</b></p> <ul style="list-style-type: none"> <li>❖ Long way to visit a particular destination.</li> <li>❖ It takes 2 or 3 days to visit the destination by tracking.</li> <li>❖ Insecurity.</li> <li>❖ No transportation or accommodation available.</li> <li>❖ It will take at least 2 years to cover whole Bandarban.</li> <li>❖ 7 check points from Bandarban to Thanci.</li> </ul>
<p><b>Opportunity:</b></p> <ul style="list-style-type: none"> <li>❖ Adventure tourism.</li> <li>❖ Drifters can identify the unscathed tourism resources.</li> <li>❖ Explorers can map the whole unexplored tourism resources.</li> <li>❖ Spending time with ethnic community people to understand their culture, heritage and tradition.</li> </ul>	<p><b>Threat:</b></p> <ul style="list-style-type: none"> <li>❖ Army personnel imposes strict regulation that no one can enter into the forest.</li> <li>❖ Redtappism on foreign tourist.</li> <li>❖ Community conflict create security threat for tourists.</li> <li>❖ The unexpected conflict between army personnel and community people deteriorates overall booming of tourism of Bandorban.</li> <li>❖ Local people cutting down trees for grooving or selling at high price.</li> </ul>

## Destination BCG Matrix Analysis

BCG matrix (also referred to as Growth-Share Matrix) is a portfolio planning model used to analyze the destination portfolio according to their growth and relative market share. On the basis of the tourist arrival and destination income of Bandarban, we may come into the following conclusion.



**Table 9.5: BCG Matrix analysis for existing and new tourism resources**

<b>BCG Matrix for Bandarban Tourism</b>	
<p><b>STAR</b>            High market Share            High market growth            (Tourist Arrival high, Lots of manmade and natural resources)             Name: The explored tourism resources of Ruma, Thanci Thanchi, Bolipara, Remakree, Tindu</p>	<p><b>QUESTION MARK</b>            Low market Share            High market growth            (Lots of manmade and natural resources, but tourist arrival is low)             Name: The unexplored tourism resources of Ruma, Thanci and Rowangchhari, Alekhong, Noapatang, Taracha</p>
<p><b>CASH COW</b>            High market Share            Low market growth            (High tourist influx, but tourism resources low)            Name: Bandorban Sadar. And the popular destination of Ruma)</p>	<p><b>DOG</b>            Low market Share            Low market growth            (Limited tourism resources exist and limited tourist arrival)            Name: Some tourist spots of Naikkongchori             Name: Nikhongchhari, Lama, Rowangchori</p>

- ❖ Cash cows: It is characterized by high profit and cash generation. Cash Cows have high market share and a strong competitive position in the mature market, with low growth market. By analyzing the abovementioned phenomenon of Bandaraban, only Bandarban

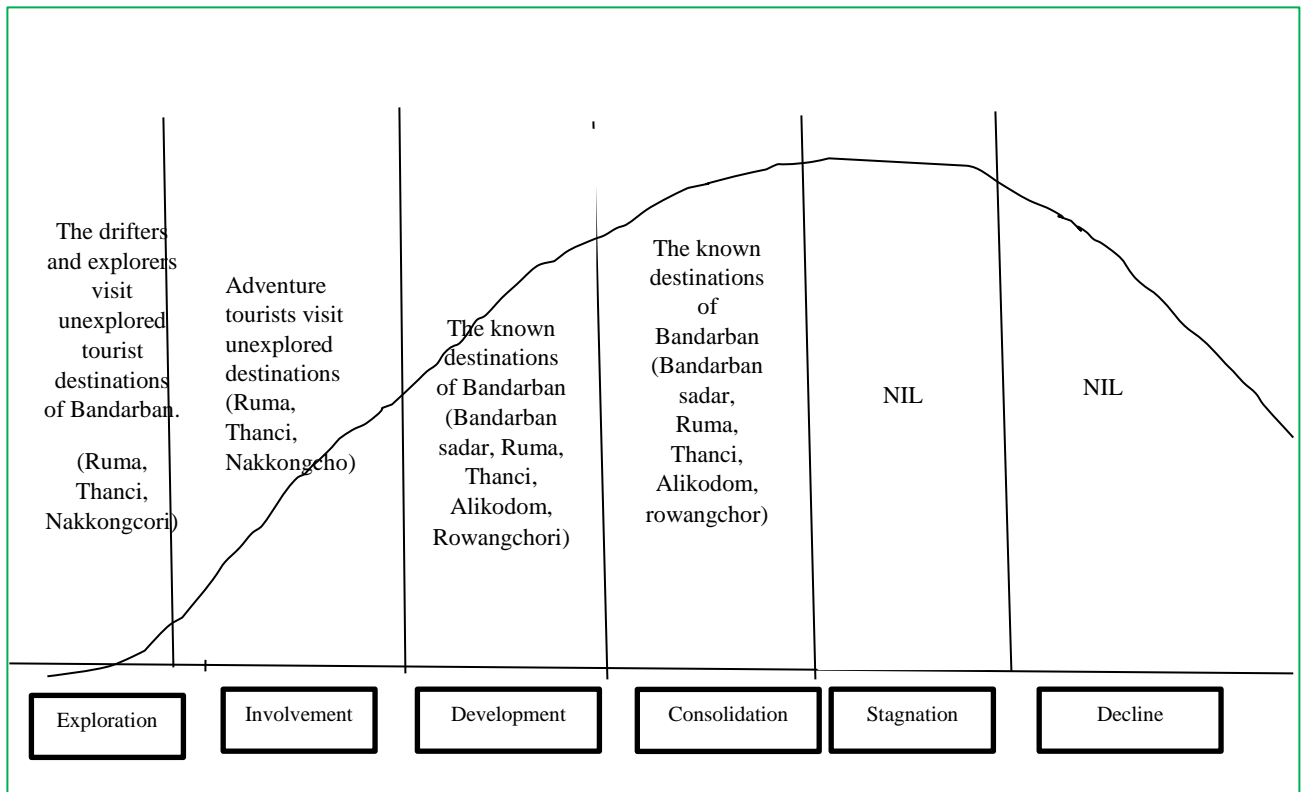


sadar and the popular destinations of Ruma are in this category because in these two destinations there are limited tourism resources but tourist arrival is high.

- ❖ Stars: The Star product is the product which has high market growth with high market share. Stars are good sources of profit. The known and popular destination of whole Bandarban.
- ❖ Question marks: A question mark is also called (wild cat or problem child question). Question marks have the worst cash characteristics because they have high cash demands and generate low returns; this is due to their low market share. There are many unexplored tourist destinations available in Bandarban, especially in Ruma and Thanci. Though, the availability of tourism resources is high but tourist access is limited.
- ❖ Dogs: A dog suffers from having low market share and low market growth. In this category, only Lama, Nikkongchari and Rowangchari have the limited tourism resources and tourist arrival is low compared to the other destinations.

### **Tourist Area Life Cycle Analysis**

According to the tourist area life cycle concept, a tourist destination progresses through five stages: exploration, involvement, development, consolidation, stagnation, and decline.



**Figure 9.5: The TALC stages for existing and new tourism resources of Bandarban**

- ❖ The exploration stage: This initial stage is characterized by a few adventurous tourists which discover the destination attracted by natural or cultural aspects. As, Ruma Upazila encompasses a lot of unscathed tourism resources but accessibility is inhibited. Some drifters and explorers have identified hidden tourism resources and ethnic community group in the deep of the jungle. Two tour Guides named Ali and Belal gave us information that there were at least 200 fountains existed in Bandaraban.
- ❖ The involvement stage: At this stage only, adventurous tourist takes some risk to visit the unexplored destinations of Ruma and Thanci those had been identified by the drifters and explorers. They visit the destination and stay with local community people.
- ❖ The development stage: this stage reflects a well-defined tourist market area with an important increase of the number of tourists which may exceed the local population. The



popular and known destinations of Bandarban set on this category. It includes, Bandarban Sadar, Ruma, Alikodom and Thanci.

- ❖ The consolidation stage: At this stage, tourism becomes tied to the area's economy. The rate of increase in number of visitors slows down but the total number of tourists exceeds the local population. We got some feedback from the tourist, they said that they have visited known destinations of Bandarban so on. Now, they to see some eye-catching view from the unexplored tourism area. In this sense, it hinted us to introduce new tourism destinations. As a result, the influx of tourists become little bit slow.
- ❖ The stagnation stage: The carrying capacity of the destination is reached or exceeded and negative environmental, social and economic impacts are observed. In the peak season, especially in Bandarban Sadar,
- ❖ The decline stage: This stage is characterized by a heavy decrease in the number of visitors as the destination is unable to compete with newer attractions. All the known tourism destinations of Bnadarban do not exist in this category. Every peak season, Bandarban draws lot of tourists. Once, unexplored tourism destinations come in light then the know destinations will lose its popularity. But still, we did not find any tourist spots locate in this stage.

### **STP (Segmentation, Targeting and Positioning)**

Today, the STP marketing model (Segmentation, Targeting, Positioning) is a familiar strategic approach in modern marketing. It is one of the most commonly applied marketing models in practice, with marketing leaders crediting it for efficient, streamlined communications practice. STP marketing focuses on commercial effectiveness, selecting the most valuable segments for a tourism destination and then developing a marketing mix and product positioning strategy for each segment. The segmentation strategy for Bandarban branding has given in the following table.



- ❖ Explorer and drifters.
- ❖ Organized mass tourist Family tourist.
- ❖ Organized mass tourist package adventure.

**Table 9.6: The STP for Bandarban.**

New Tourism Resources	Tourist Segmentation and Targeting	Positioning
Explored tourist destinations (Bandarban Sadar, Ruma, Thanci, Naikkongchari, Lama, Alikodom, Rowangchori)	Family tour Group tour Package tour	Current and explored USP, branding and marketing.
Unexplored tourist destinations (Bandarban Sadar, Ruma, Thanci, Naikkongchari, Lama, Alikodom, Rowangchori)	Drifters Explorers Adventure tourist	Unexplored USP, New branding strategy, name, logo, theme, jingle, slogan and unexplored USP, traditional and digital marketing tool.

### Promotional Strategy

We've put together a comprehensive list of digital marketing tools and traditional marketing tools that can help us buildup sustainable relationship with our tourist. Here, we have suggested the following marketing tools to set a brand positioning in the mind of prospective tourist.

- ❖ Traditional tool of marketing: Traditional marketing refers to a form of promotion that reaches an audience offline. Tourism stakeholders of Bandarban may use marketing channels such as print, broadcast, telemarketing or direct mail to engage their tourist and broaden their reach.
- ❖ Digital marketing: Also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This

includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

**Table 9.7: Traditional and digital marketing tool**

<b>Segment</b>	<b>Core Marketing tool</b>	<b>Subordinate Marketing tool</b>
<b>Traditional Marketing Tool</b>	<i>Television</i>	Advertisement, Infomercial, Public Relations Events.
	<i>Radio</i>	Advertisement, Public Relations
	<i>Newspapers</i>	Print Ads, Classifieds
	<i>Magazine</i>	Select Industry, Readership
	<i>Signage</i>	Billboards, Vehicle signs, other signage
	<i>Co-operative advertising with wholesalers/retailers</i>	In-store advertising, Store catalogs
	<i>Publicity</i>	Celebrities, Other Businesses, Customer Reviews, BBB and Angies List, Websites, Word-of-mouth, Customer incentive referrals
	<i>Public Relations Plan</i>	Networking Events, Personal selling, Sales promotion, Conferences, Charity Events (Sponsorships)
	<i>Experiences sharing booklet</i>	Tourist, tour guide, community people and other tourism stakeholder.
	<i>Others</i>	Swag (Notebooks, bags, pens, pencils, pads, sticky notes)
	<i>Social media marketing tools</i>	Facebook, twitter, Instagram, Sprout Social, Loomly, Audiense, Live Video Marketing, Blog, youtube.



<b>Digital Marketing Tool</b>	<i>Internet Specific Ads and videos</i>	You-tube, myspace video, google video.
	<i>Mobile Marketing</i>	Content creation, video, blog etc.
	<i>Display Ads</i>	Rectangular boxes containing text and perhaps a picture
	<i>Microsites</i>	Webpage creation
	<i>Search ads</i>	Paid-search or pay-per-click ads
	<i>Online Communities</i>	Sponsor on-line communities through postings, instant messaging and chat discussions.
	<i>Interstitials</i>	video or animation, that popup between changes on a website,
	<i>Email marketing tools</i>	HubSpot, SendGrid, lemlist, Moosend,
	<i>SEO (search engine optimization) tools</i>	Ahrefs, Clearscope, SEMrush
	<i>Conversion optimization tools</i>	Unbounce, Optimizely, Hotjar
	<i>Lead enrichment tools</i>	Clearbit, Datanyze
	<i>Landing page and lead capture tools</i>	OptiMonk, Typeform, MailMunch
	<i>Graphic creation tools</i>	Creatopy (formerly Bannersnack), Visme, Venngage
<i>Others</i>	Websites, Google map, virtual reality, augmented reality and artificial intelligence	



# Chapter 10: Implementation and Conclusion

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## Implementation

Previous researchers have mentioned that Bandarban is a place for adventure tourists (Hasan *et al.*, 2013). But, this picture has been changed radically. Recent results show that most tourists travel to Bandarban for leisure and recreation purposes. But, the total number of tourists has increased day by day. Presently, tourists are traveling to Bandarban in the winter season. Bandarban is a place where tourists can travel all over the year as it presents different looks at different times. Proper branding strategy will help us attract more tourists in different seasons in all the time of the year. This study also finds that some infrastructural and policy issues should be changed for the sustainable tourism development. The following section recommends some strategies and implementation plans for identifying potential destinations and branding Bandarban:

1. ***Developing Tourism Product:*** The beauty of Bandarban has changed with the change of season. The majority of the tourists travel to Bandarban in winter. But nature has completely changed in rainy seasons (May to September). Thus, focus on that season which will increase the tourist flow. Besides that, tribal people in Bandarban have observed many festivals which are totally different. This could be a different product segment for tourist. This study also proposes some potential products for Bandarban, such as:
  - i. Bandarban as a Resort Destination
  - ii. Bandarban a Place for Spiritual Escape (Meditation and Yoga)
  - iii. Bandarban as a Health & Healing Destination (Ayurveda and Spa)
  - iv. Develop water-based activities in different Lake and River
  - v. Develop activities suitable for the hill area
2. ***Develop Package Tour:*** Currently, there are only a few organized tour packages offered by the limited number of tour operators that are insufficient. This study finds that tourists want cost-friendly package tour for Bandarban ranging from one day to 3 or days.



- 3. Reducing Transportation Cost:** Internal transportation cost of Bandarban is very high. An effective measure for reviewing and determining the transportation cost is necessary.
- 4. Developed Skilled Tour Guide:** Tour guide is an inevitable part in Bandarban. There are huge potentialities for developing employment in tour guiding sector. However, tourist satisfaction largely depends on the tour guide as their knowledge and behavior influence tourists. But they do not have any formal training in tour guiding and only 50 to 70 tour guides are skilled and experienced. But the majority of the tour guides are unprofessional and do not have any knowledge about tourism and tour guiding. So, proper training and listing of tour guides are necessary.
- 5. Spread tourism Activities in all the Sub-district:** Tourism activities are now concentrated on Bandarban Sadar, Ruma, and Thanchi. But all other sub-district has the opportunities to develop tourism. Thus, the identification of different products for different destinations is important for tourism development and Branding.
- 6. Ensure the Participation of Community People:** Community engagement in tourism contributes to the preservation of local culture, tradition, and indigenous knowledge. It also aids in the preservation of the local community's environment and culture. It will also develop their economic and social status.
- 7. Develop a Welfare fund for the Local Community:** Bandarban is a very remote area. The majority of the local people did not get the benefits from tourism. This study suggests a welfare fund for local community development. Currently, tourists are paid different registration fees at different points ranging from 50 to 100 taka, which seems unnecessary. Instead of that, the Welfare fund for the Local Community will be the effective one where every tourist will get the benefits of tourism. We suggest that every tourist will pay 100 takas to the welfare fund. At the same time, other registration fees or development fees must be stopped.
- 8. Reduce the Check post:** The majority of the tourist stated that there are so many check posts in different points in Bandarban. There are at least 6/7 check posts or registration points from Bandarban Sadar to Keokaradong and at least 8 check posts from Bandarban Sadar to Thanchi. These check posts are time-consuming as every check post takes 10 minutes and tourists express their dissatisfaction with this. Thus, the number of check posts should be reduced.



9. **Ensure the use of the Branding logo by all the stakeholders:** All the stakeholders should use the branding logo of Bandarban in all of their promotional materials. It will give the same message to the tourists.
10. **Design Website for Bandarban Tourism:** A well-structured and informative website is necessary for a tourism destination and Branding. A website is working as a central medium for communicating branding messages to all the tourists. It links all the stakeholders with the tourists.
11. **Create Social Media Marketing Strategy for Branding:** The essence of social media brand creation is generating themes — or messages — and expressing them on a regular basis using text, videos, and pictures. Social media Branding is very popular for all types of products. So, a social media page for Branding Bandarban should be developed for Bandarban Tourism.
12. **One Stop Solution Service for Tourist:** Services offered by hotels, restaurants, travel agencies, tour operators, tourist guides, and other related businesses are all considered to be part of the tourism and travel industry. Before entering in Bandarban, every tourist bus will come under this facility where each tourist will get a handbook with numerous information about Bandarban (map, facility, hotel type and cost, transportation, safety and security issue, emergency number, tour guide information, entry fee etc).
13. **Strong Supply Chain Network:** Tourism supply chain network is a collection of tourism-related businesses that handle everything from booking travel arrangements and lodging to distributing and selling the finished product at a particular tourist area. The industry stakeholders (hotel industry, transportation, community people, tourist, govt, DMO, BTB,BPC, MoCAT) collaborate cooperation can success the overall implementation process of Bandarban tourism.
14. **Initiate Official Survey for Setting Highest Peak in Bangladesh:** A official survey is needed to determine the highest peak in Bangladesh.
15. **Develop a Master Plan for Sangu Matamuhari Wildlife Sanctuary:** Sangu Matamuhari Wildlife Sanctuary is a god-gifted natural resource but we do not use its potentiality. Only a few tourists visit this area for trekking purposes. However, a detailed Master plan is needed to develop this area where different types of activities and infrastructure will be developed.



**16. Detailed Field Study for New Destination Identification and Development:** Detailed field work is needed to identify the proposed destinations and developing different facilities in these destination areas.

**17. Follow Munlai Model in 10 Tribal Villages:** To apply the Munlai village model, 10 different tribal communities should be identified and developed for tourism.

**18. Create a Monitoring Team for Bandarban Tourism:** For successful tourism development and effective branding, an expert team is necessary to make decisions and monitor all tourism activities. This team should consist with different ministries, government departments, tourism experts, and stakeholders. Team members should be come from:

- i. Ministry of Chittagong Hill Tracts Affairs (MoCHTA)
- ii. Ministry of Civil Aviation and Tourism (MoCAT)
- iii. Bangladesh Tourism Board (BTB)
- iv. Forest Department
- v. Tourism expert and academicians
- vi. Local People
- vii. Representative from Business and Different Business Associations
- viii. Bangladesh Army
- ix. Bangladesh Police
- x. Border Guards Bangladesh

A detailed Implementation plan (July 2022 to December 2025) is given below to achieve these strategies:

**Table 10.1: Implementation Plan for Identifying Potential Destinations and Branding Bandarban**

Strategies	Proposed Actions	Responsible Group	Time Frame
	Identify different tourism products suitable for Bandarban	BTB, MoCAT, MoCHTA, Tourism Expert	July 2022 to July 2023
	Identify the proper zone for	BTB, MoCAT,	July 2022 to July

<b>Developing tourism product</b>	infrastructure	MoCHTA, Tourism Expert	2023
	Develop Investment plan	BTB, MoCAT	July 2022 to July 2023
	Tourism product development	BTB, MoCAT, MoCHTA, Tourism Expert, Business People	July 2023 to continue
<b>Develop Package Tour</b>	Review the Present Cost structure	BTB, Tourism Expert, Tour Operator	July 2022 to December 2022
	Develop tour packages for existing tourism destinations in Bandarban	BTB, Tourism Expert, Tour Operator	July 2022 to December 2022
	Develop tour package for new/ potential tourism destinations in Bandarban	BTB, Tourism Expert, Tour Operator	December 2022 to December 2023
<b>Reducing Transportation Cost</b>	Review the Present Cost structure	BTB, Tourism Expert, Tour Operator, Transport association	July 2022 to September 2022
	Propose and implement the new cost structure for transportation	BTB, Tourism Expert, Tour Operator, Transport association	September 2022 to December 2022
<b>Developed Skilled Tour Guide</b>	Develop a List of Existing tour guides	Tour Operator Association, Tour Guide Association, Local govt. Officials	July 2022 to September 2022
	Identify the need for a tour guide	Tour Operator Association, Tour Guide Association, Local govt. Officials, Tourism	July 2022 to September 2022

		Expert,	
	Arranging training for tour guide	Tourism Expert, BTB, Tourist Police	September 2022 to December 2022
<b>Spread tourism Activities in all the Sub-district</b>	Identify different tourism destinations in the Sub-district	Bangladesh Army, Tourist Police, Tourism Expert, Local Guide Association	July 2022 to December 2022
	Develop destination	BTB, MoCAT, MoCHTA, Tourism Expert	December 2022 to continue
<b>Ensure the Participation of Community People</b>	Develop plans and activities for local people	MoCHTA, Tourism Expert, Local People	July 2022 to continue
	Arrange training	MoCHTA, Tourism Expert, Local People	December 2022 to continue
	Develop a Welfare fund	BTB, MoCAT, MoCHTA, Local Govt.,	July 2022
<b>Reduce the Check post</b>	Review the existing Check posts and take steps	BTB, MoCAT, MoCHTA, Local Govt., Bangladesh Army, Tourist Police	July 2022 to December 2022
<b>Ensure the use of the Branding logo by all the stakeholders</b>	Design and establish the branding logo	BTB, Tourism Expert	July 2022 to September 2022
	Inaugurate and circulate the logo to all the stakeholders	BTB, MoCHTA, Tourism Expert, and All other stakeholders	September 2022 to continue
<b>Design Website</b>	Initiate the website design activities	BTB, Tourism Expert	December 2022 to continue
	Create Promotional	BTB, Tourism Expert	December 2022

	Content		to continue
<b>Create Social Media Marketing for Branding</b>	Create social media content	BTB, Tourism Expert	July 2022 to continue
	Maintaining and monitoring the Social Media	BTB, Tourism Expert	December 2022 to continue
<b>One stop Service</b>	Tourist map and destination information, emergency call number(999), facility, hotel type and cost, transportation, safety and security issue, tour guides list and information, entry fee, rules and regulation, etc	Destination Management Organization (DMO) center at Bandarban	September 2022 to continue
<b>Strong supply chain network</b>	Communicate effectively among all the stakeholders of Bandarban to attract, satisfy and create tourist loyalty.	Community people, Hospitality industry, MoCAT, BTB, BPC.	August 2022 to continue.
<b>Official Survey for setting Highest Peak</b>	Formulate the team and Initiate activities	MoCHTA	July 2022 to December 2022
<b>Develop a Master plan for</b>	Formulate the expert committee	BTB, MoCHTA, Tourism Expert	July 2022 to September 2022



<b>Sangu Matamuhari Wildlife Sanctuary</b>	Develop a master plan	BTB, MoCHTA, Tourism Expert	September 2022 to December 2022
	Implement the Plan	BTB, MoCHTA	December 2022 to December 2025
<b>Develop a Master plan for Sangu Matamuhari Wildlife Sanctuary</b>	Formulate the expert committee	BTB, MoCHTA, Tourism Expert	July 2022 to September 2022
	Develop a master plan	BTB, MoCHTA, Tourism Expert	September 2022 to December 2022
	Implement the Plan	BTB, MoCHTA	December 2022 to December 2025
<b>Detailed Field Study for new destination identification</b>	Start field survey	Tourist Police, Tourism Expert, Local Guide Association	July 2022 to December 2022
	Develop tourism facilities	BTB, MoCAT, MoCHTA, Tourism Expert	December 2022 to continue
	Start Tourism Activities	BTB, MoCAT, MoCHTA	December 2022 to continue
<b>Follow Munlai Model</b>	Identify 10 tribal village	MoCHTA	July 2022 to December 2022
	Develop facilities	BTB, MoCAT, MoCHTA, Tourism Expert	December 2022 to continue
<b>Create a</b>	Select and formulate the	MoCHTA	July 2022 to



<b>Monitoring Team</b>	expert team		September 2022
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## Conclusion

Bandarban is a unique destination for domestic travelers. Currently, 0.4 million tourists travel to Bandarban every year. The main purpose of this visit is relaxation, recreation, spending family time and adventure. However, Bandarban has huge potentiality for tourism development. It has many hidden tourism resources which are situated in different sub-district of Bandarban. It is important to identify these resources and develop these as tourism products. At the same time, proper branding and marketing strategy is necessary for Bandarban to attract more tourists.

This study proposes some new product development idea for Bandarban, which is totally new for Bangladesh. Bandarban is the only suitable place for these types of products. If we develop and implement these types of products, it will change Bangladesh's overall tourism image and infrastructure. At the same time, it will create a new Brand image.

This study proposes a logo Brand Logo and Brand Slogan for Bandarban Tourism. The main pre requisition of Branding and marketing is to establish an effective logo and slogan for any destinations and products. A review of these Brand Logo and Brand Slogan is necessary to form all stakeholders.

In the last few years, many infrastructure and superstructures have been developed in Bandarban. And local community tries to provide accommodation and food services to the tourists. But, environmental issues have been overlooked many times, and the deforestation problem is also intensified day by day. Tourists and local people expressed their dissatisfaction about deforestation which is harmful to the environment and tourism. So, the environment should be the principal priority for any kind of development activities.



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## **Appendix Questionnaire**

### **Questions for Focus Group Discussion (FDG)**

1. What is the current status of tourism in Bandarban?
2. What are the popular destinations in Bandarban?
3. Do you know any unknown tourism destination in Bandarban which has the great potentiality to attract tourist?
4. Why people travel Bandarban?
5. What are the tourists' unfulfilled demands?
6. What are the major problems in tourism in Bandarban?
7. Do you have any idea about Branding Bandarban?
8. What is the community people perception about tourism?



## Survey Questionnaire (Tourist)

**1. Gender:**

- Female
- Male

**2. Age:**

- 15-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and above

**3. What is your marital status?**

- Single
- Married

**4. Please indicate which of the following categories applies to you:**

- Full-Time Employee
- Student
- Unemployed
- Homemaker
- Other (please specify) \_\_\_\_

**5. Who has organized your tour to Bandarban?**

- Self
- Package tour Operator
- Group Tour

**6. How many nights you stay in Bandarban?**

- Day Visitor
- 1 night
- 2-3 nights
- 4-5 nights
- 6 or more nights

**7. What is the main purpose of your visit?**

- Leisure, recreation and holiday
- Visiting friends and relatives
- Adventure
- Other \_\_\_\_\_



**8. Do you think the present Branding is sufficient for Bandarban Tourism?**

- Yes
- No

**9. Do you think the present marketing is sufficient for Bandarban Tourism?**

- Yes
- No

**10. Do you think the present tourist services provided by different stakeholders are sufficient?**

- Yes
- No

**11. Approximately how much was your budget for travelling Bandarban?**

<b>Expenditure Heads</b>	<b>Amount (Percentage)</b>
1. Accommodation	
2. Food	
3. Transport (local)	
4. Buying local products (handicrafts)	
5. Others	

**Thank You for Your Help**

## Pictures of Field Study

