An Analysis on Demographical Factors Influencing Tourist Behaviour in Bangladesh.

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Abstract

This research paper analyses the vital decision-making variables of tourists choosing a particular tourist destination. Tourism is one of the buzz words of the modern age. Bangladesh, being known as the land of the Royal Bengal Tiger is a country of   natural beauty of unique fascination.   The Eco-naturals of the country composed of hills, rivers, lakes, forests, sea-beaches and the greeneries. Tourist destinations of Bangladesh also have excellent old monuments and religious architectural places. Bangladesh is still unaware about the potentials of this sector though the global tourism industry is steadily expanding. Research on tourist's behaviour indicates a country can maximise its tourism potential through efficiently managing its tourism policy based on the tourist's behaviour. In 2012, around 0.6 million tourists came Bangladesh to visit and enjoy its beauty. The total contribution of tourism to GDP was 4.4%, 3.8% to employment and 1.5% to investment in 2013. Bangladesh Parjatan Corporation (BPC) looks after the tourism sector in Bangladesh under the ministry of Civil Aviation and Tourism.The importance of happiness parameters and available amenity information can help in synthesizing ecotourism programs in hill-piedmont bound and terrace basin sea beach-delta Bangladesh. This paper analyses Bangladesh as a tourist destination using available appropriate methods.   The major concern of the research is to focus the factors by which Bangladesh can be one of the tourist attractive countries in the world. The   implications can aid the decision makers in Bangladesh to develop at least one eco-tourism policy in the competitive business world.

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