

# Prospect of Tourism Industries in Bangladesh: Context of New Vocationalism

Nusrat Armin, Dr. Md. Abu Raihan, I. E. Elbushari

**Abstract—** The article aims to project the tourist arrivals in Bangladesh; to find out the growth rate of earnings from the tourism sector in Bangladesh, and to compare the inbound & outbound travels by purpose of visit. In Bangladesh, unique and attractive tourism market has been developed over the years to spread the industry. Regression analysis has used in this study to analyze the data. The study revealed that average number of tourist arrivals and earnings from the tourism industry has been growing for last 10 years. However, the growth rate is not satisfactory comparing with the potential. The study projected that the tourist arrivals will be around 31553364 at the end of the year 2015 and 31630831 for the year 2020. By this study, it was seen that most of the foreigner comes in Bangladesh for the purpose of travelling. This study deemed the tourism industries as a new vocationalism. The study provides some recommendations for the development of tourism industry in Bangladesh the context of new vocationalism.

**Index Terms—** Tourism Industries in Bangladesh, Employability, New Vocationalism

## I. INTRODUCTION

*Background of the Study:* Vocationalism is an educational philosophy or method of teaching which claims that the content of a curriculum must be governed by its industrial or occupational utility, and its marketability as a human capital. Hands-on training is the hallmark of vocational study. The tourism is an important vocation in Bangladesh where the trainee gets hand-on practice before join in the Tourism industry. Tourism industries in Bangladesh have an increasingly vital economic, social, cultural and environmental impact, both globally and on the national scale. This continuing growth of tourism and tourism-related activities has diverse implications for the attainment of sustainable development for the country. It is a dominant service sectors that can contribute to a large GDP growth, employment generation, earning foreign exchange and making ecological balance of the country. Tourism industry is getting competitive in Bangladesh day by day. Bangladesh is processing the largest unbroken sea beach, the largest mangrove forest as well as lots of Archeological and

Ecological tourism spots. But the rate of arrival of foreigners and local tourist is not up to the mark. Over the last 4 years Bangladesh maintain almost a constant growth in this sector. But this growth of 8% to 10% is not satisfactory comparing to the world standard. In India the growth rate was over 20% and in Nepal 23% in last year.

It was noted that universities responded to evidence of increased unemployment and underemployment of new graduates by giving more weight to employability skills to make university education more vocationally-relevant. It can term this the 'old vocationalism' since universities have been responding in this way for a long time, at least since the huge rise in graduate unemployment in the early 1980s. Old vocationalism (OV) is 'higher education' that is orientated towards the expressed needs of graduate employers. It typically involves listening to employers' words about what they want most to see in new graduates and then making room for that in the curriculum. At the heart of the OV is the development of employability skills. These are normally developed through stand-alone courses or embedded in existing courses and may be included in the assessment criteria (Bourner, Greener, & Rospigliosi, 2013).

OV is focused on the application to employment of skills and knowledge acquired during a university education. By contrast, NV is mostly about the acquisition of new skills and knowledge after university. NV is the new demands of the tourism industries in Bangladesh. A university education that develops the capacity and inclination to learn empowers students to acquire more knowledge after university. In Bangladesh, the students have the opportunity to take the Diploma (OV) in Tourism; however, the further Degree or Education on these arena is still absent. OV focuses on short-term employment whereas NV is equally applicable to long-term employment. OV is based on the skills that employers claim to be looking for in new graduates so the emphasis is on the graduate's next steps after university i.e. the graduate's immediate problem of finding employment after university. By contrast, NV is even more valuable in the long-run when graduate requirements for particular knowledge and skills cannot be known. Developing students' capacity and disposition to learn is the best way of equipping them for work in a future that is unpredictable and grows more unpredictable as the planning horizon extends into the more distant future (Bourner, Greener, & Rospigliosi, 2013).

OV is quite narrowly focused on preparation for finding work after graduation; its contribution to the other aspects of students' lives is largely confined to the fact that the lives of students who can find graduate employment is likely to be enhanced compared to those who cannot. By contrast, the position of NV is that although employment is a very

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significant part of the lives of students after graduation it is only one part and developing their capacity and disposition to learn contributes to the other parts too. Not only is it difficult to predict future change in the world of work, it is difficult to predict future change in the worlds outside work too and success in adapting to such change also depends on the capacity and disposition to learn (Bourner, Greener, & Rospigliosi, 2013).

By contrast, new vocationalism (NV) is orientated towards developing students' capacity and disposition to learn. The term that most precisely captures the new vocationalism is 'preparedness to learn'. This term includes two elements: (1) ability to learn and (2) inclination to learn. Students who have successfully completed a 3+ year course of university education have thereby been prepared to be effective learners. It is reasonable to believe that graduates are more prepared also to learn in the sense of willingness, even keenness, to learn than non-graduates.

The lead-time in 'producing' a graduate is at least three years and much can change in three years e.g. a labour shortage can become a glut as the state of the labour market changes. Technological change, in particular, can produce obsolescence in knowledge and skills. This means that a higher education that produces graduates to satisfy current demands is always likely to be vulnerable to changes in demands for graduate skills. By contrast, NV aims to satisfy a more stable Tourism market demand, for people who like to learn new things and are good at so doing (Bourner, Greener, & Rospigliosi, 2013).

The scenarios of tourist sports capturing, tourist absorbing, buying air ticket, travelling, site seeing, food & beverage delivering etc. have been changed and so new vocationalism essentially needed all over the world. The graduate should have the proper knowledge and skills to handle all the issues effectively by these changes. Bangladesh, as a vacation destination, has many facets. It is endowed with almost all the natural potentials that attract tourist (Shahid, 2004). These include: Cox's Bazaar, the longest unbroken clean and sandy beach in the world; Sundarbans, the home of the majestic Royal Bengal tigers, Dhaka, the capital known as the city of mosques and muslin; Rangamati, the heart of the panoramic lake district; Sylhet, land of fascinating hills and tea gardens; Chittagong, the largest port city of the country and known as the city of shrines; Mainamati, Mahasthangarh and Paharpur, archaeological treasures of Hindu and Buddhist rule in the country from 300 BC to 1200 AD (Hossain and Hossain, 2002). Above all, riverine beauty, colourful tribal culture and simple village life are the main factors for attracting visitors (Hasan, 2005). These kind of things are need to be explored by the tourism marketing promotion and need to formulate tourism marketing strategic plan either by the Bangladesh government organization (public sector) or the private sectors.

Travel & Tourism is in the beginning of the twenty-first century a high-growth activity, which is forecast to increase its total economic activity by 4.4% per annum worldwide in real terms within 2017. In this same period, Travel & Tourism in South Asia is expected to post average annualized gains of an amazing 7.3%; the expected growth in Bangladesh is about

6% per annum. Travel & Tourism Demand in South Asia is hereby expected to grow 204,964.5 million in 2017. In 2007, Bangladeshi Travel & Tourism is expected to grow 7,412.1 million US\$ by 2017 (World Travel & Tourism Council, 2007).

The general *objective* of this study was to evaluate and to analyze the "Growth opportunity of the tourism industry in Bangladesh. The *specific objectives* of the study were -

- to project the tourist arrivals in Bangladesh
- to find out the growth rate of earnings from the tourism sector in Bangladesh
- to compare the inbound & outbound travels by purpose of visit
- to provide some recommendations for the development of tourism industry in Bangladesh the context of new vocationalism.

*Rationale:* This study will be helpful for International Hotel Chains (Holiday Inn, Pan pacific), National tourism council, Bangladesh Porjoton Corporation, Ministry of Civil Aviation and Tourism, citizen of Bangladesh, all foreign tourist.

*Scope and Limitations of the Study:* On the way of the study, the following problems were faced: (i) the study have been conducted within a limited time. So, time constraint has played a key role for the whole study; (ii) this study has used only the secondary data. So, the own observation or own knowledge based data was absent in the study.

## II. METHODOLOGY

The authors of the study have collected the data about the growth opportunities of tourism industries in Bangladesh by using the secondary data collection method. The authentic data for the study were collected from the secondary data sources. For the collection of secondary data the authors use journals, reports and pertinent information published in the Web of Bangladesh Parjatan Corporation (BPC). This study is descriptive in nature, which briefly reveals the results on tourism industry in Bangladesh. The study analyzed the trends

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*Data analysis:* The table 1 shows that the number of tourist arrivals in Bangladesh has increased to 397,410 in 2007, in 2003 by 18 percent and 16 percent in 2007 over the preceding year. In general, the statistics shows an average annual growth rate of 9 percent. The tourist arrivals increased very good and positive trend. This rate can be considered very high for those

countries that have already matured in the market, but for a new market entry, like Bangladesh, the above growth rate is not very impressive. There has been a lack of funds and technical expertise. The graphical representation has shown in Figure 1 (Source: BPC, 2009).

Year (x)	Number (y)	Growth Rate (%)
1991	113242	
1992	110475	(-2)
1993	126785	15
1994	140122	11
1995	156231	12
1996	165887	6
1997	182420	10
1998	171961	-6
1999	172781	0.5
2000	199211	15
2001	207199	4
2002	207246	.02
2003	244509	18
2004	271270	11
2005	312575	15
2006	343590	10
2007	397410	16
2008	468951	18
2009	267107	-43
Avg.G. Rate		6%

Table 1: Tourist Arrivals in Bangladesh

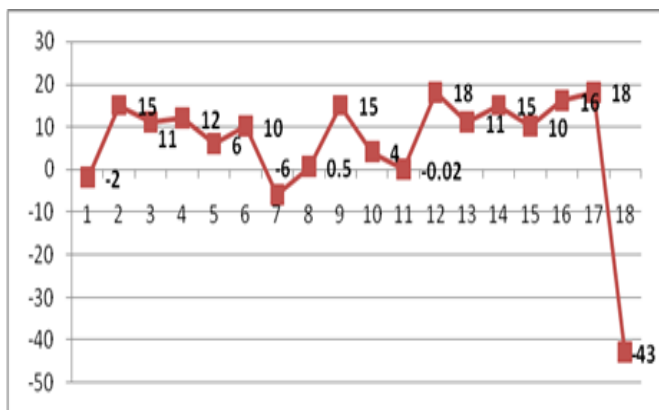


Figure1: Growth Rate of Tourist Arrivals

**Regression Analysis of Tourist Arrivals:** By using the above data the projected number of tourist arrivals for the year 2015 and 2020 can be calculated with the help of regression analysis where, the model:  $y = mx + b$ .

Here, x is independent variable (year) and y is dependent variable (total number of tourist arrivals)

Slope,  $m = \frac{n(\sum xy) - (\sum x)(\sum y)}{n(\sum x^2) - (\sum x)^2}$

$$= \frac{19 \times 8526806283 - 38000 \times 4258972}{(19 \times 76000570) - 38000^2}$$

$$= \frac{168383377}{10830}$$

$$= 15548$$

Intercept,  $b = \frac{(\sum y) - m(\sum x)}{n}$

$$= \frac{4258972 - 0.006154363 \times 38000/19}{19}$$

$$= 224144$$

$$y = 15548(2020) + 224144 = 31630831$$

$$y = 15548(2015) + 224144 = 31553364$$

The value  $m = 15548$  and  $b = 224144$  and then the model stands as:  $y = 15548(x) + 224144$  and the projected tourist arrivals are 31553364 at the end of the year 2015 and 31630831 for the year 2020 respectively subject to the present trend remaining unchanged. So there is a huge chance for increasing the Bangladesh tourism market and getting a number of foreign exchange earnings from the abroad.

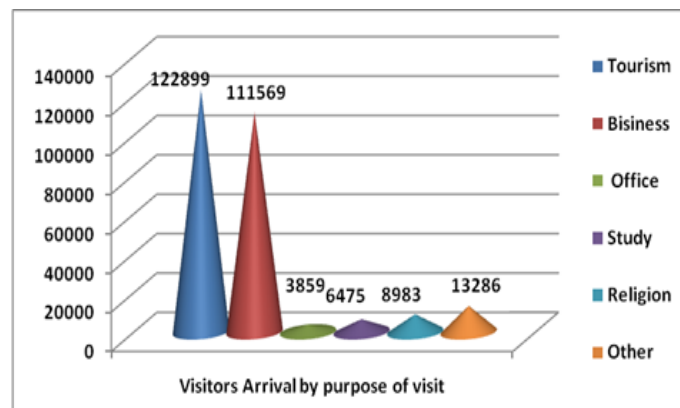


Figure 2: Visitors Arrival by Purpose of Visit, 2009

From the above Figure 2 (Source: BPC, 2009) it has seen that the total number of visitors arrivals are 267107 people at the end of the year 2009. but the number of tourists arrivals from abroad is highest at the end of the year 2009. In Bangladesh, Visitors are mostly for travelling purpose.

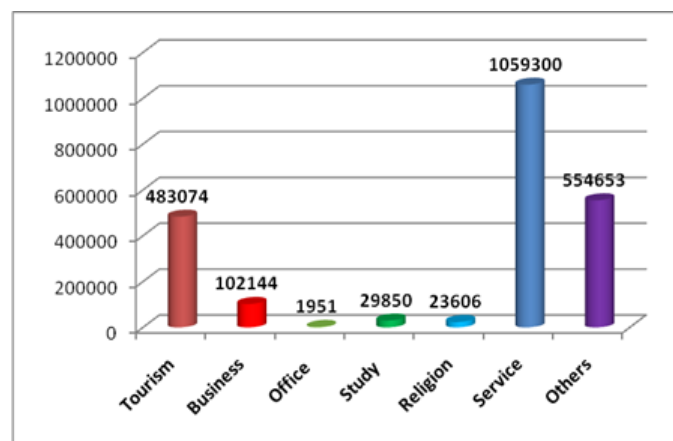


Figure 3: Outbound Travels by Purpose of Visit, 2009

From the above Figure 3 (Source: BPC, 2009), it has seen that the number of outbound visitors is 2254578 people the end of the year 2009. The total number of outbound tourists are 483074 people. It was seen that the number of outbound tourists is lower than business, religious and service purpose. As compared to arrivals of tourist, the outbound tourists are in high number than arrivals. In Bangladesh, outbound visitors are mostly going for service purpose rather than travelling.

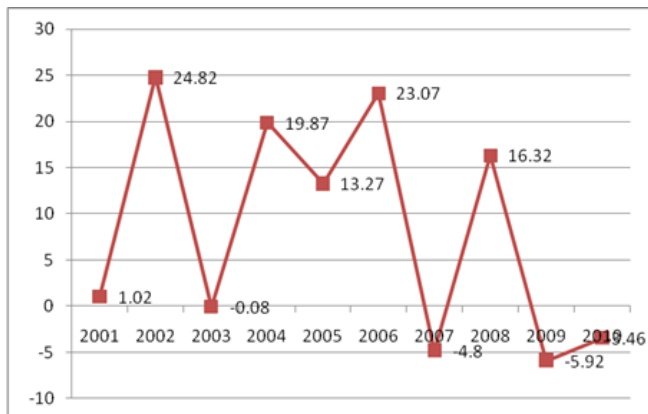


Figure 5: Growth rate of Foreign Exchange Earnings Tourism & Other Travels

The total foreign exchange earnings from the tourism sector is highly achieved at 2008 and the amount is Tk6124.52 million. The growth rate was 16.32% at that time. But due to the global recession, the growth rate had been decreased at 2009 and 2010 and negative rate had been achieved as the number of tourists is lower.

### III. CONCLUSION

*Major findings:* (i) the number of tourist arrivals in Bangladesh has increased to 267107 in 2009 and the growth rate is achieved at 18 percent in 2003 and 16 percent in 2007. The statistics shows an average annual growth rate of 6 percent at the end of the year 2009 that is a positive growth rate. So Bangladesh has opportunity to grow in the tourism market if proper utilization of the natural beauty can be done; (ii) the projected tourist arrivals are 31553364 at the end of the year 2015 and 31630831 for the year 2020 respectively subject to the present trend remaining unchanged. So there is a huge opportunity to grow the tourism market and getting a good percentage of foreign exchange earnings from the abroad; (iii) total number of visitors arrivals are 267107 at the end of the year 2009. The visitors come for travelling purpose are in majority number; (v) in Bangladesh, Outbound visitors are mostly service holders rather than traveler; (vi) the total foreign exchange earnings from the tourism sector is highly achieved at 2008 and the amount is Tk 6124.52 million; (iv) the earnings growth rate was 16.32% in 2008. But due to the global recession, the growth rate had been decreased in 2009 and 2010 and negative rate had been achieved as the number of tourists is lower.

*Recommendations:* (i) the tourists arrivals increased in positive trend. But for a new market entry, like Bangladesh, the growth rate is not very impressive. So, BPC should deliver information to the foreign tourist through online or Website and Information Technology is necessary to research about new tourist spot. BPC should formulate their strategy in such a way by which they can serve the users more effectively; (ii) the study found that major portion of tourist come in Bangladesh for other purposes than tourism purpose, so to attract tourists to visit Bangladesh through marketing of its tourists attractions, effective promotion, recreation and entertainment should be organized; (iii) as Bangladesh has the potential to grow the tourism industry, the management education on tourism Marketing and prepare marketing or

Sales people to sell the product properly to the right place in local and global perspectives as well; (iv) positive image of the tourism industry must be expressed by the diplomats, ambassadors, consular representing Bangladesh in different countries of the world. Bangladeshi representatives abroad can act as overseas office for the wholesale tour operators who conduct inbound tours; (v) as the projected arrivals within 2020 is in a good number, so Bangladesh Parjatan Corporation should create pressure on Govt. to implement their policy more strictly regarding the quality of service to attract both foreign and local tourists. As a result private service provider will be able to face competition on an even ground. Finally, further study, update training, the higher education on tourism should be provided as the way of new vocationalism.

*Conclusion:* In this article the authors have looked for a different approach to the development of graduate employability. This search has led to an approach which gives greater weight to the development of students' learning capabilities and inclinations which it has termed 'new vocationalism' to differentiate it from increasing emphasis on the development of employability skills. In traditional university education knowledge is the goal and learning is the means to that end. The new vocational higher education has a different teleological position; learning is the goal and the acquisition of knowledge is the means. The phrase that best captures the nature and aspiration of traditional university education is 'knowledge is power' whereas the message of the new vocationalism is 'learning is power'.

Universities will always be pulled between the competing demands of professional bodies, employers, government and the increasingly loud student voice, in addition to their own funding and efficiency constraints in a time of growing student numbers. The new vocationalism involves holding fast to developing students' powers of learning and the preparation of students who are versatile learners, ready, willing and able to learn in whatever situations they find themselves in after graduating. This is something that universities are equipped to excel in with the support of active learning and teaching units and careers advisory services.

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