

Exploring the potentiality of newly discovered and less popular tourists' destinations of Bangladesh

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Abstract

Despite continuing economic problems worldwide, the tourism industry is going strong. The scenery is also true for the country, Bangladesh. In Bangladesh, tourism is becoming a developed industry that serves thousands of international and domestic tourists yearly. There are hundreds of unbleached, attractive and well-favored destinations discovering their unique ways every moment to welcome million tourists from all over the world. This paper attempts to probe the scope of tourism in such destinations that are not even discovered properly but have the full potential to amaze tourists in every possible way. To certain extent, there is a gap between the demands of the less popular tourism places with the most frequent destinations. Through this research paper, it has been tried to establish the factors that may work behind settling up these destinations in a full-fledge way and also may observe the unique features that are most preferred by the tourists. The study examines the people's view about the newly discovered but less popular destinations and simultaneously presents an extended review, a deeper analysis of the field's evaluation and development stages. In order to gather deep quantifiable information this study surveyed about 220 people, most of them young people who seem to be frequent visitors and are aware of Bangladesh's touristic riches. In addition, a statistical analysis is also covered with the description to measure the actual indicators as this paper can consider as a roadmap to follow the nature of demand, the management of progress stages and methods of promotions for the less popular tourism destinations of Bangladesh.

Key words: *tourism destinations, newly discovered, less popular.*

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I. Introduction

Other diversified tourism resources visible around the world. Although authenticity in the context of natural destination matters the most, there is insufficient knowledge and interest may find in tourist's perception about all types of destinations. However, for the benefit of both the parties, tourists and authorities, discovering new destinations in of the ways to promote the country's treasures. Being limited to few places in the context of tourism is not an ideal practice for the certain industry. Like other fortunate countries, Bangladesh has its own resources to captivate the market of tourism industry if the plans work accordingly. Apart from the existential places, there are many undiscovered or recently discovered places may be found on the mighty map of this country. The destinations names are Mohamaya Lake, Nafakhum, Omiyakhum, Shatbhaikum, Muppochhora Jharna, Noukata Jharna, Alikadam, Kaptai Kayaking, Ariaikhabil and many more.

To certain extent, there is a gap between the demands of these less popular places with the most frequent destinations. The accurate reason could be the fear or uniformed tourists who are huge in number. Through this research paper, the author tried to establish the factors that may work behind settling up these destinations in a full-fledge way and also may observe the unique features that are most preferred by the tourists. These emerging tourists' destinations have the long-term sustainability that rests on the ability of receiving thousands of tourists and tourism professionals to maximize the benefits and minimize the bad impressions of being inferior amongst other countries. Moreover, these less popular destinations include positive and negative impacts. This study reviews the every category to balance with frequent destinations of Bangladesh and to inform visitors about the opportunities and pleasure they may get while visiting the places. To not to be confined in fixed areas, travelling to less popular and recently discovered destinations becomes an adventurous journey to the vacationers of Bangladesh.

II. Objectives of the study:

The research will be aimed fulfilling the following objectives:

- To explore the potentiality of the newly discovered and less popular tourist's destinations of Bangladesh'
- To perceive tourists' expectations from and attitudes toward the less popular destinations.
- To analyze the ways to boost the strengths of the newly discovered destinations.
- To provide a conducive environment for tourism development in respective areas while at the same time taking into account the need to protect the natural resource base in addition to enhance the economic return to the investors, local communities and nation at large.

The main aims of analyzing these objectives are to make travelers aware about the destinations that may work as the best kind of alternative options to get some pleasure memory.

Given this scenario, the concept of highlighting less popular destinations can influence or can be influenced by meeting of goals of this research. The actual motive of this research is to develop a basis that will help to focus more on those places that are to be deprived if they do not get the privilege to treat and to amaze tourists properly. Because the flow of people will help to develop the local underprivileged areas and simultaneously contribute to economic development.

III. Literature Review:

Making the less popular tourist destinations as the tourist friendly destinations is a concept that can give satisfaction to meet tourist's demand and supply through contact and maximum use of activities, products and spaces.

Perceptions of tourism destinations has been researched for many years to help vacation areas improve their image in order to attract more tourists (Blumberg, 2005; d'Angella, 2007; David & Sung; 2006; Um & Crompton 1990; Mazilu & Gheorgheci, 2015). The importance of treating the destination where visitors gather as a unit has resulted in a large body of research focusing on different issues related to destination development (Moscardo, 1996). Crucially, for true travel seekers, who get satisfied by the beauty of nature or what they have wished for may no longer be affected by the whole formation of destinations.

According to Ritchie and Crouch (2003), "the tourist destination is the fundamental unit on which all the many complex dimensions of tourism are based". Managing tourist destinations means creating and developing places which satisfy the real needs of consumers/tourists, where the local population and businesses prosper, and where there is a proper balance between the impact of tourism (costs) and all the benefits it brings (Luostari & Bukenya, 2013). In this context, developing tourism in a sustainable way appears to be the most appropriate solution for the management of tourist destinations. If "tourist destination" is considered a complex concept, the "competitiveness of tourist destinations" is an even more complex one. As Pike (2005) suggested, the battle for gaining competitive advantage is no longer a battle of products and services, but a battle of the tourists' perceptions; therefore, it is a battle that takes place inside the tourists' mind.

The aim of this thesis is to study how a new destination will be received in the market and the problems it may face when trying to establish tourism market within a destination. Plog's theory of Allocentric and Psychocentric traveler types can be the basis in this study which deals with psychological side of tourism behavior and travel motivation factors when traveler chooses the destination.

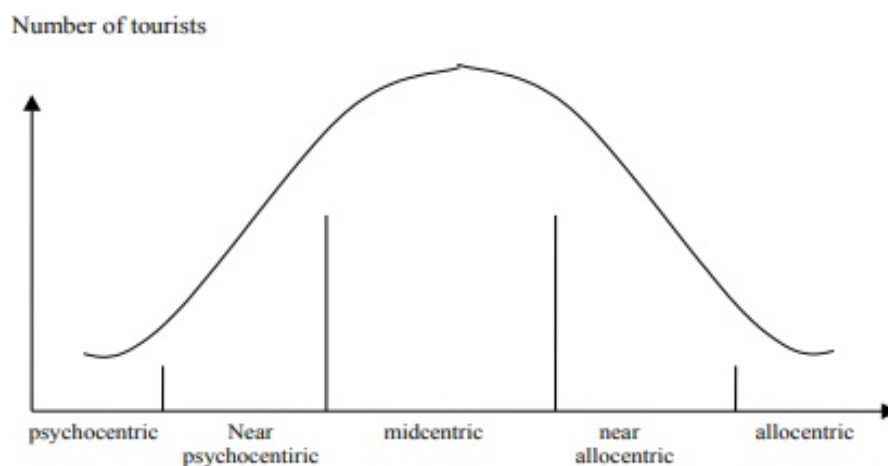


Figure 1: Tourist Behavior and Destinations (Plog 1974 & 2001).

The figure above gives a clearer picture how a new destination starts its way in the tourism markets. In the following discussion, it would be much easier to explain:

Alloentric Tourists are the kind of tourists who are looking for places that are new and provide the novelty and escape from the confusion and boredom of life (Cooper, 2008). Midcentric Tourists are the kind of tourists who go to places that have been already popularized by the allocentric tourists, they are not so adventurous, neither are they afraid. Psychocentric tourists are the kind of tourists prefer unadventurous mass package holiday, they travel to safe destinations (Cooper, 2008). By understanding the diversity of tourists that exist and understanding their psychological behavior, motives, needs and wants, it is easier to define more clear destination images that appeal to certain tourist group, for example allocentrics.

If to compare with neighbor countries, Bangladesh is not keeping the records well in tourism sector like her other neighbor countries. According to Roy and Roy (2015) "In 2012, around Six-lakh (6 hundred thousand) tourists came Bangladesh to visit and enjoy its beauty." According to World Travel & Tourism Council, Travel & Tourism Economic Impact 2018 Bangladesh, the direct contribution of Travel & Tourism to GDP was BDT427.5bn (USD5, 310.4mn); 2.2% of total GDP in 2017 and is forecast to rise by 6.1% in 2018, and to rise by 6.2% pa, from 2018-2028.

The competitiveness of tourism destinations is a key issue because it enables destinations to know their position with regard to their competitors. Analyzing the existing reports, the Travel & Tourism Economic Impact 2018 indicates, the neighbor countries India, Sri Lanka, China doing very well in tourism sector, where India's foreign visitors' rate in 2017 was 27.3 ranked numbers 14, Sri Lanka and Nepal graded 56 and 120 with the score of 4.7 and 0.7 respectively. Whereas Bangladesh ranked the lower among the South Asian countries 150th, with a score of .2 in the category of visitor exports.

Table 1: Cross country Comparison

Destinations	Attractions & Special features	
1. Mohamaya Lake	Artificial lake, Waterfalls	Second largest lake in BD
2. Amiakhum	Scattered Waterfall, Surrounded by rock mountains,	The route is not popular to the common tourist. Trekking
3. Arial Beel	Features change from season to Season Local Fish Collection	Wetland
4. Kaptai Kayaking	Famous Hanging Bridge, Boat Ride, Chakma Islands, Small temples on the islands	Best Kayaking Experience in BD with Moderate Budget
5. Nafakhum, Omiyakhum, Muppochora Jharna, Nougat Jharna, Alikadam	Pottery Villages, River Cruising.	Experience of Tribal Culture. Mayuree Vessel Seems to be Very popular among Foreigners
6. Muktagacha Rajbari	Grandiose exteriors	Family Mansions of Erstwhile Feudal Gentry
7. Maheshkhali Island	Scenic Mangroves along its Way Collection of Hindu and Buddhist temples Few Salt Pans Rural Markets for Sundried Fish	
8. Goaldi Mosque	Hidden away amongst Farmlands Surrounding Panam Nagar	One of Bangladesh's Oldest Surviving Mosque No Longer a Place of Worship.
9. Teknaf Wildlife Sanctuary	Collection of Wild Elephants, Tigers Some Impressive but Lonely beaches	To the Bangladesh's Furthest Southern Tip.
10. Kantanagar Temple, Dinajpur.	Supremely Surreal Landscape Lively Rural Fair during Hindu the Hindu Festival of 'Maha RaasLeela' in Late November or Early December	One of Bangladesh's Few Surviving Terracotta Temples from the 18th Century.

Source: Authors calculation based on 'Travel and Tourism Economic Impact 2014, Bangladesh, WTTC'

Related to the total annual demands, activity of travelers on trips and their spending amount, this average condition should not be the outcome of Bangladesh in spite of the having plenty of iconic tourists destinations. Though several structural elements such as proper arrangements of accommodation, sanitation, electricity, transport, monetary facility depend on the further enhancement of the industry, the unexplored but potential, less accepted destinations can meet the additional demand.

In the mission of seeking out Bangladesh's hidden gems, for those who like to explore a destination beyond the must-see highlights, she offers rich pickings. Apart from the above mentioned destinations China Clay Hills, Floating markets at Banaraipara, Sangu River, RuposhiJharna, historic sites and beauty spots can be the top weightiest tourists' destinations of this small country.

The guiding principles for tourism development in different less popular and remote places play an important and certainly positive role in the socio-economic and political development in destination countries by, for instance, offering new employment opportunities. Also, in certain instances, it may contribute to a broader cultural understanding by creating awareness, respecting the diversity of cultures and ways of life.

This section focuses on what the tourism industry itself can do in order to increase its sustainability, in spite of getting all other supportive outcomes; the possible problems should also be included in the discussion for it to become exhaustive. This research section highlights an important yet rarely explored phenomenon in Bangladesh tourism; the intergroup conflicts between residents and tourists. Whether the residents themselves are accepting the positive flow of tourist's arrivals to their location or not. This fact would affirm the real information about the support of residents and their voluntary attitudes would make tourists feel cordial about both the place and the people. Those highly identified tourists' places like Cox's Bazaar, St.Martin, Rangamati, Bandarabans, Sylhet, Sunamganj, Sundarbans, Kuakata, Rajshahi archeological sites are more likely to perceive an attack to the fellow resident groups because whole the arrangements will have its consequences on the society and the people who live in.

Unlike the established destinations, the recently identified tourist's places may experience the other aspect. A particular example can be the Bashbaria Shomudro Shoikat Chittagong division after few recent unwanted incidents making tourists worried and confused to visit the place. Unfortunately as it is a privately - owned tourists place, the owner himself took the initiative not to open it for tourists further. The local people are not willing to take it to local authority or have a coordinated solution. As a result, a considerable amount of local or foreign exchange revenues leaks from the destination as this tourist place has been receiving the higher attentions from tourists since it was discovered.

For country like Bangladesh, tourist activities imply an intensified utilization of traditional habitats. But it could not establish itself as hallmark of promoting sustainable tourism with its exiting valuable natural assets. The sustainability of tourism development relies on the support of residents to deliver tourism products and services (*Sharpley, 2014*). Very often the investors are not approaching the local community to see what it actually can provide. Infrastructure remains the biggest challenge for tourism development in least developed destinations.

Tourism development often results in a rise in real estate demand which can dramatically increase building costs and land values. As tourists' arrival increases, the price of daily required things, the transport fare and other core category of products or services price all may also rise up. This makes it more difficult for local people to meet their basic daily needs, especially in less popular areas. Authoritative bodies need to keep a balance between tourism development and their overall economic diversification strategy. It is an absolute must that tourism investors do not engage in or promote child labor and prostitution. Moreover, it is appropriate that the industry should not let suffer the tribal habitants also their way of living and their culture and maintain the regulations against such and any other violation of human rights.

Mohamaya Lake as a Destination Competitive Landscape (Present Study)

A tourist destination is the focal point or geographical space where thousands of visitors fly to seize the pleasure of visiting real or artificial attractions. There is another understanding about destinations as a product or brand since the destination represents the catalyst links that unites, maintains and drives all sectors of tourism industry (*Heath & Wall, 1992*). Since this thesis study is introducing few new tourists' destinations to Bangladesh tourism circle and it certainly analyses what reaction this tourists places cause to allocentric and psychocentric travelers.

Mohamaya Hillside Lake in Mirsarai, Chittagong is the second largest and an eye-catching artificial attraction site of Bangladesh. After Rangamati Kaptai Lake, this lake is the largest in this county with 11 square kilometer area. This particular destination presents a unique charm in its beautiful landscape, unique features combined with natural and service system like green high hills, waterfalls boat ride, kayaking (hour basis). Kayaking and fishing are becoming the way more impressive things which are of most interesting to pleasure-seeking travelers.

As this destination's current status is 'developing' one rather other famous tourists' destinations of Chittagong, promotion is the process that involves modification and continuous enhancement of the destination environment for the tourists. Assessing present situations in the a socio-economic context will help community leaders, government and residents identify the potential development indicators that will evaluate the adequacy of specific services and determine whether the project may majorly affect overall social well- being of the area.

For the research purpose, in-depth interviews were done to collect data from the local people of Mirshwarai. In accordance with the primary data from local authorities and people, the current status of Mohamaya Lake in a brief:

Potential Factors

- * Open for everyone.
 - * Tourist can visit any day (7 days in a week). There is no holiday or special off- day.
 - * About 200 - 300 people come to this place every day. During the festive season, on last Eid time, there were about 50000(on average) people visited the destination.
 - * On Pohela Boishakh, about 1500-2000 people come to this destination for boat rides or specially Picnic purpose.
 - * Young people travel this place most in groups.
 - * In the survey it was found that, most of the regular tourists are coming from different districts of Bangladesh. Also there are some international organization groups coming to get the actual scenario of the place.
 - * There is another project going on just like the Mohamaya Lake in Mirshwarai as the tourists
- In separate interviews it was found that, currently, the scenic location of the country's second largest lake suffers from a lack of publicity, adequate infrastructure and maintenance. The place is also on the top list of foreign tourist who wants to visit the destination but for the lack of any proper accommodation spot they are rejecting to visit. Moreover, the destination lacks the system of healthy restaurants, sanitation arrangements. Even the inbound tourists with family do not consider staying for longer if they do not belong to the area by any relations.
- This seems the destination do not have the standard or systematical patterns to compete with the established places.
- * Roads are not convenient to use. During monsoon seasons, the roads become useless
 - * Concurrently, lack of promotion and proper information number of potential tourists both outside and inside of the country do not know the core features of the place.
 - * Annual or any gross data of tourists arrivals and relevant data have not been reserved buy the local authorities.

Other Newly Discovered Destinations of Mirshwarai

Chittagong is one enough resourceful destination to tourists. Since, 17th century few particular areas of this division have been remaining special demands to tourists, amongst of all the local natural waterfalls enriching the existence gradually. If to count, there are enough recently found attraction sites that are often unique and exceptional. Their representative elements can become the interest of many travel- lovers. As per the goal of this thesis paper, the less popular destinations should be the concentrated tourists' areas even though they lack core arrangements.

A major benefit of gathering the raw information taken from the local people was, to know about the other several yet to explored destinations. They are named as:

1. **Shonaichhori**
2. **Napitta Chhara waterfall**
3. **Komoldaho Ruposhi waterfall**

Naming is also an important stage destination formation model. The above mentioned areas were named by the local citizens as per the feature of the place or any historic reason might work behind that. The above places have certainly been discovered by local people. Hence these people and other information about the destinations may also be utilized for the whole community.

IV. Research Methodology:

This research has primarily based on quantitative data that collected from a structured questionnaire and a quantitative survey method was used. This study is basically descriptive in nature. An online-based questionnaire has been used to conduct this survey and this survey followed the rules of both close-ended and open- ended questions and this study presents the compounded form of Dichotomous or Two Points Questions, Multiple Choice Questions as well. A few general questions about respondents were asked by using open-ended method (short-answer). The analysis of findings is composed by both the collected primary and secondary data accordingly to the purpose of the paper.

In-depth interviews were conducted to collect primary data. Officials of local government authority and local public of Mirshwarai were interviewed to collect the primary data. The process was done over telephone communication and email. Respondents have also been interviewed to know about their responses to the actual demand and condition of the Mohamaya Lake and other tourist destinations and projects of Mirshwarai upazila.

Regarding the secondary data, those are consisted of information which was collected from different sources previously. The useful secondary data were collected from several online sites such as; business websites, annual report of tourism Stakeholders, global presentation and economic and regional reports of World Tourism Organization (WTO), travel blogs and other relevant sites like Trip Advisor, books, Newsletter, Articles.

A sample of **215** respondents was surveyed online and offers some relevant information, pointing out the necessary actions that should be taken immediately. And this sample group for the survey consisted mostly of urban middle to high income families. A major part of the answerers were male (59.5 %) who mostly get the chance to travel alone or with friends for once or more groups around the year and others were female respondents (40.5%) who are taking major part of the travelling stories in Bangladesh.

For better insights, few industry personals were also involved with the survey process. Most of the interviewees had experience in travelling either on leisure, work or study purpose.

Sample Size

The final sample size was 215. The online survey had a male majority consisting of unmarried younger men living with families or individually. The female portion (40.5%) of the sample group also includes a standard portion of the enthusiastic tourist group and is prone to trying out newer options. To find out what age groups of people are really motivated and interested in travelling, the respondent's age were asked with bracketed options rather than exact figures. **53.5%** of the sample group of Bangladeshi youths represents respondents in the (18-24) age group. This is mostly because the online sample group was dominantly young. This paper tries to represent general demands whereas the online survey was conducted mostly on people living in Dhaka and a few amounts of respondents were also from Chittagong. The answerer's portions include the students or professionals who are residing in Bangladesh with family or accommodated with friends or others and prefer travelling and are often open to new tourist destinations. Face to face survey was conducted mostly over telephone and the interviewees were the local residents of Mirshwarai, Chittagong.

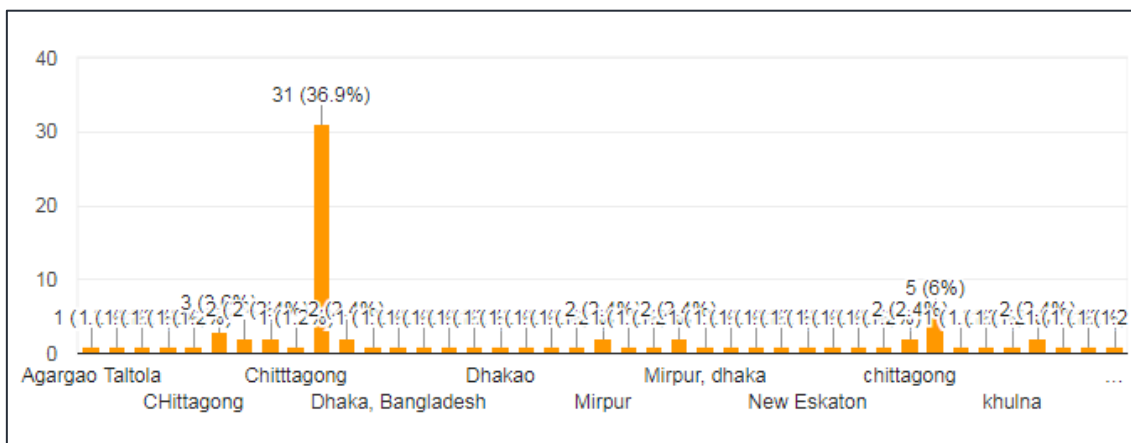


Figure 1: Geographical Distribution

As mentioned, only quantitative data was used in this survey part. In the first process, a structured but uncomplicated questionnaire was designed. In the second step, the questionnaire was spread out for respondents through Google link. After assembling data, transforming and analyzing the respective information with the actual view of respondents was the main major period of presenting a brief overview of collected information. Some statistical data have also added to the descriptive part to make it easier for the viewers. Finally the author concluded the findings part of this report.

Limitations

1. As there are no accessible scholarly article on this particular issue that has been published before in Bangladesh, literature review was limited to theories of tourism and articles based on similar situations in global market.
2. Local authorities have no accurate information or data for a portion of a year. The data are partially correct.
3. As the topic instructs to follow the details of newly discovered tourists' destinations of Bangladesh, there are rarely any travel blogs from government end.
4. Yet there are many people as interviewee do not know about the less popular destinations. They did answer the questions generally though they seemed to be very interested to know about.

5. An approximate industry size and related statistics was derived from casual assumptions across matching of topic from different sources.

Regression Analysis

For assessing the nature and degree of dependence of criterion variable, regression and correlation analysis have been processed in descriptive statistics part. These variables are indicators of emergence of new tourist destinations possibility components in market as well as tourists' perceptions regarding the objective.

For dependent variable(X1) one: Preferring a less popular but potential tourist destination the result is:

Regression Statistics	
Multiple R	.085a
R Square	.007
Adjusted R Square	-.012
Standard Error	1.248
Observations	215

Table 2: Regression Analysis

For another dependent variable (X2): Tried to or planned for exploring a newly discovered tourists place

The result is:

Regression Statistics	
Multiple R	.341a
R Square	.116
Adjusted R Square	.100
Standard Error	.464
Observations	215

Table 3: Regression Analysis

As seen from the results contained, the condition is at average stage meaning tourists are yet to be adjusted with the belief that new tourists' destination even can make them satisfied or they may find the variations. This present study requires more attention and an association between tourists and stakeholders thus the possibility of huge growth may come up.

There is one primary reason why this survey analysis has been determined with regression statistics:

* To model some phenomena in order to better understand it and possibly use that understanding to affect policy or to make decisions about appropriate actions to take. To measure the extent that changes in one or more variables jointly affect changes in another. Example: Understand the key concerns of the tourist's motivations of valued elements in particular destinations.

Regression Analysis Components

Each independent variable is associated with a regression coefficient describing the strength and the sign of that variable's relationship to the dependent variable. In this survey, the two independent variables have been taken from the view of both local and foreign tourist context.

The findings of the study confirm the validity of the two dependent variables that are about the current demands of tourists that significantly affect the possibility of accepting the new and emerging tourist destinations of Bangladesh. In the same way, the independent variable's standard and positive findings recommending destination management authorities should manage their strategies according to the specialized rules to achieve the optimal arrival rate of tourists. The other independent variables, irrespective of their nature of relationship with the criterion variable, were found to have no significant relationship with ROA. The findings were proved and accepted and could be the solution to balance the processes.

- The one main **independent** variable is: Impact of preference or other issue? (Why would you prefer visiting a distant and less popular tourist destination) can be related with putting more value to foreign tourists who travel or serve business purpose by visiting Bangladesh and its tourist places. This is the variable representing the process that is trying to predict or understand.

- Among the determinants of frequency of visit © , decision to travel to a remote area (I) , possibilities to travel within next twelve months (Q) and recommending acquaintances about the destinations(P) showed a significant positive influence, while reasons for avoiding those destinations (L) exhibited a significant negative influence but a concerning factor to function it properly.
- Organizing the tour plan (O) and the willingness to spend a basic amount to visit the destinations (M) both had positive relation with both dependent variables.

Multiple R-Squared and Adjusted R-Squared are both derived from primary data findings statistics for the regression equation to quantify model performance assessment.

The findings suggest that there is much to be done in the area of progressing the less popular destinations with specializing the core nature of every destinations and hereby enhances average tourists collection to a certain period.

Concluding Remarks

The path to discover the unexplored destinations began when people had accepted the tourism fundamentals. Local people act as the genuine informant of directions to the places. But today, there are plenty of sources if tourists show up the interests and government bodies come forward to fund the destinations, the country will be able to keep its tourism treasures gain new dimensions and turn them into wealth.

These newly developed tourist destinations are becoming popular among the local tourists, in whatever form of situation, but Bangladesh should also try to expand its hidden gems to foreign tourist itinerary list with a significant participation in general progress. The essential objective is focusing on the other, alternate destinations that are not always in the priority list of an annual travel plan. Because many of the established destinations Cox's Bazaar, Sundarbans, Kuakata beach are already at stake and placed in the list of environmentally polluted tourist's areas.

In accordance with the findings, the average results of tourist's perceptions are much appreciable and better than what was expected during the beginning of this research and positively the majority of the respondents are already quite well experienced in travelling the recent discovered tourist's destinations. Therefore, these destinations need attention and demand to be developed in major fields in the models of all-inclusive growth as like as a recognized tourists destination of Bangladesh.

Summarized Recommendation - A Destination (recently discovered or less popular) Image Formation:

The tourism industry makes the tourists ethically strong and does not only belong to viewing the best scenic beauty of any destinations but this industry should cover the whole process of making a tourist happy. Generally, people will get to know the newly discovered tourists destinations in their areas or outside of the area, they will manage somehow to visit the places however if the place does not become worthwhile or has not any carrying capacity for the arrivals, all stages will go in vain. It is a matter of achieving balance and harmony in thriving view on the long run.

Setting up the proper plan for future of these less popular destinations is the most important fact. Without setting proper plan it will be very difficult to reach the goal. So, Bangladesh government and tourism and hospitality management sector have to make clear and concise plan for doing well in the upcoming potential days.

Preparing destinations model for the newly discovered destinations is quite dissimilar than the established plans that are currently showing its performance to the recognized tourists destinations. Therefore, in order to ensure competitiveness, viability and long-term prosperity, less popular destinations should put more emphasis on full integration of sustainability concerns in decision-making and the management practices and their instruments.

Based on the objectives, a survey, analysis and synthesis, a draft tourism area plan is prepared. The resulting draft plan will include an implementation and management plan. This draft and route can be changed according to the quality and environment of the destination.

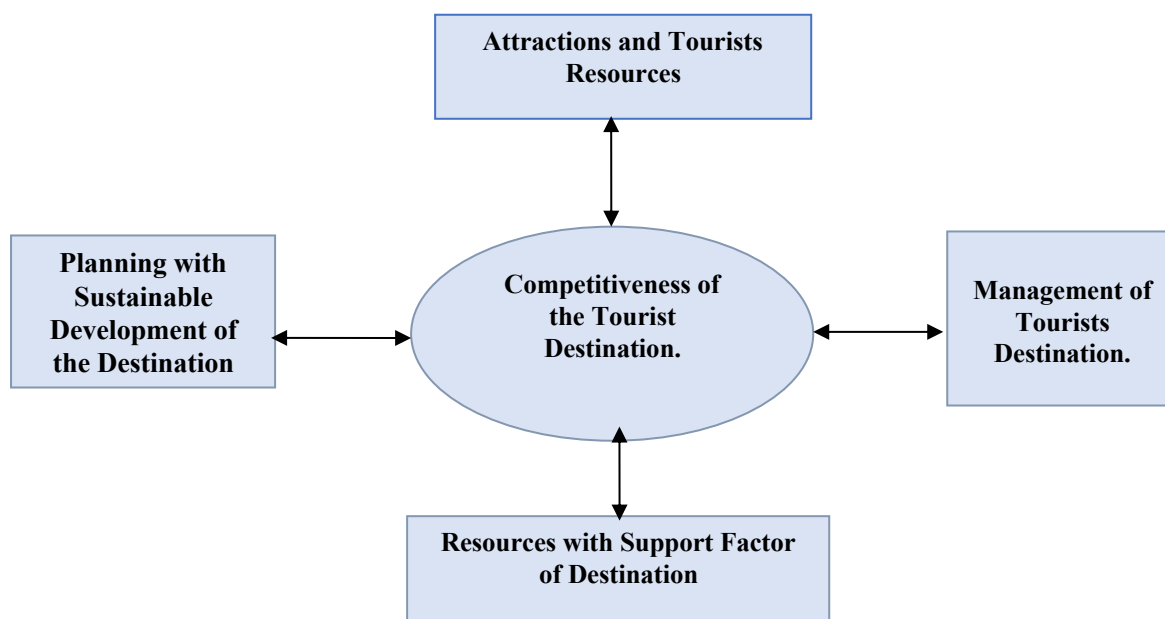


Figure 2: Newly Discovered Destination's Competitiveness Model Formation

This Proposed- draft plan should maintain few techniques when trying to establish tourism market. The techniques should collaborate each of the required materials on the things that traveler focuses in new destination and decision making in travel destination of choices.

Future Directions

The marketing performance of any tourism destination can be evaluated based on the earnings over a period. Tourism is a growing market, especially in Bangladesh, where it has started to grow increasingly bolder wings. Since each and every country is trying to increase their share in the world tourism market. It is high time that Bangladesh tourism stakeholders must come up with innovative and strategic measures that are urgent to improve the health of this industry of our country.

The real information that have been gathered from the thesis survey, expressed several concerning factors of the recently acknowledged tourism destination, Mohamaya lake, Mirshwarai. Just like this destination, most of the newly notices destinations and less popular Bangladeshi tourist destination's conditions are alike in nature.

Global trends and priorities are changing: more than ever, the challenge for the Bangladeshi tourism sector is to remain competitive and sustainable, recognizing that long-term competitiveness depends on sustainability. It is hoped that the following steps may be effective for the development and promotion of tourism industry and attracting more foreign tourists in the country.

Tourism authorities need to understand that successful tourism promotion is dependent on a broad range of external influences. There are many types of promotional techniques that may use by the tourism sector in Bangladesh.

1. **Online Promotion**-As mostly are young tourists, social media updates make a huge impression.
2. **Promotion through Satellite** -TV channels frequent travel story program concentrating the new tourist destination, Radio programs, TV Ads by government stakeholders.
3. **Promotion through Agencies**- International and Local NGOs, Ad agencies
4. **Sales Discount on Tickets** - No extra charge for foreign tourists
5. **Transport Tickets Discount** - By the suggestion and command of govt. authorities, transport stakeholders can follow it for initial periods for the specific destinations. This method can especially applicable to foreign tourist and youth tourists.
5. **Publishing articles about holiday destination in English newspapers.**
6. **Attract the teenagers.**

Continuing the promotion work has both direct causes and effects as part of integrated marketing communication efforts that attempt to influence pre-visit destination images of the new and less popular tourists' destinations.

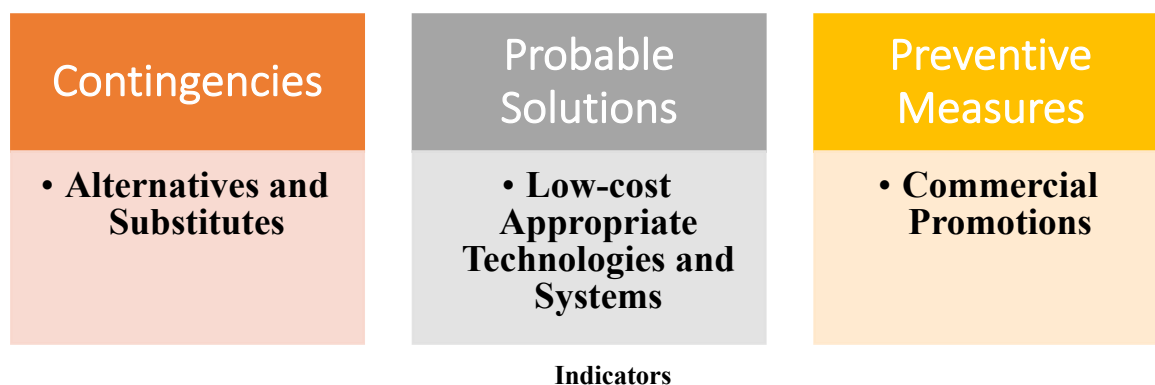
Drawing Attention of Young Tourists

Designing strategies that enable destinations to catch this tourist segment is, therefore, becoming more and more important for competitiveness. There should be no existence of any single model that does not correspond with youths and universally applicable to the sustainable development of a territory. Bangladeshi tourists are always enthusiastic to travel related activities. Young tourists are one of the main targets to the less popular destinations. They can be considering as the 'new visitors'.

This research survey was mostly addressed by the 18-24 age groups. Analyzing their perceptions and expectations, the summary could be like this; this particular group as 'Backpackers' or adventurous are influenced by their socio- cultural backgrounds. Female tourists are the potential customers into the list of travelers.

Implementation under Actions

A new tourist destination can play a vital role contributing highly to economic development of local economy and well-being. Actions may cover for economic goals (income growth, diversification and integration of activities, control, development potentiating and zoning), social goals (poverty and income distribution inequality improvement, indigenous socio-cultural heritage protection, participation and involvement of local communities) and environmental goals (protection of ecotourism's functions, conservation and sustainable use of biodiversity)



The successes of a tourist destination, the effect of its competitiveness are determined by the process of attraction, satisfaction of the clients' needs, and especially by gaining their loyalty, offering good benefits to suppliers. The good results are also determined by the way in which authority manages to guarantee and at the same time to ensure its visitors, through its entire offer, an experience that can equal or exceed the multiple alternative destinations.

Additional components that may also influence policy and monitoring of sustainability could include:

Historic or cultural associations & unique local customs and traditions

The appropriate indicators will need to be selected taking account of the character of the local area, but they will normally include:

- * The economic profile of the area, including employment by sector and the levels of unemployment (usually defined in travel to work areas)
- * The demographic profile of the area, including the absolute numbers of residents
- * The composition of the local tourism sector, notably the retail and catering sector
- * Leisure and recreation provision levels for the local residents
- * Development pressures and constraints.

If Bangladesh tourism is to get the full benefit from the newly explored but potential tourist destinations, few following suggestions can be followed by the regulatory bodies:

- I. Take into consideration option for differentiation for every destination.
- II. Update the present tourism policies in Bangladesh compare to the local and global tourism market so that new tourist destinations can easily compete and be recognized
- III. Infrastructures around the tourism sector should be built and maintained.
- IV. Actions and policies against the existing social security system of Bangladesh tourist zones.
- V. Update the actual annual or monthly tourists' arrivals or sort-out the correct information behind every performance.
- VI. No unprofessional practices or low standards should not be in considerations.

VII. Adequate facilities for foreign tourists.

VIII. The common arrangements of local markets and food restaurants.

For every nation, who is pursuing or establishing itself to the world of tourism, the country must protect and enrich all quality places. New tourist's destinations of Bangladesh which are now minor in category or less recognized but have the full resources for being the successful tourism sites. Directing tourism growth toward local needs, interests, and limits can greatly enhance this industry's value if the principles are appropriately maintained and making these destinations really fit for the community would help Bangladesh tourism to dominate the market coming ahead.

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Appendix

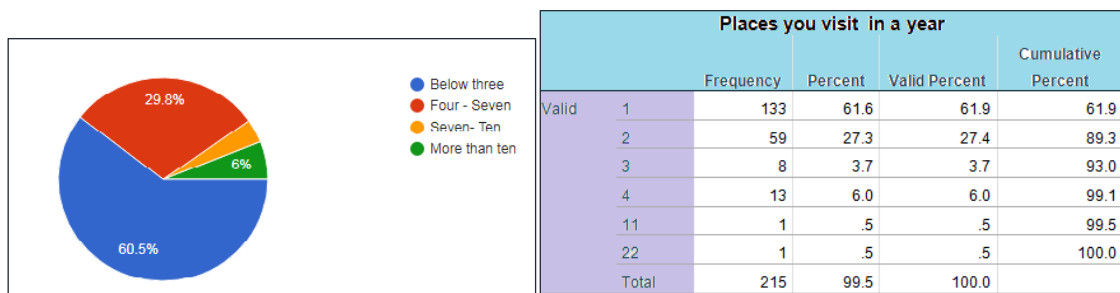
Survey Part: “Exploring the potentiality of newly discovered and less popular tourist’s destinations of Bangladesh.”- Tourists’.

In line with the descriptive aspects, this survey too helps to stress the importance of proper conception and behavioral perspective of tourist to newly discover and less popular destinations and suggests that this travel industry should be more careful to its yet-to-explored destinations. If not that, Bangladeshi tourism industry will not detect their alternate options in future when tourists begin to show unwillingness to visit for the regular destinations.

To overview the resulted details, this chapter is added as it contains the actual primary data for letting people understand what is appropriate for the comparisons or development of Bangladesh’s newly discovered or less popular tourists destinations.

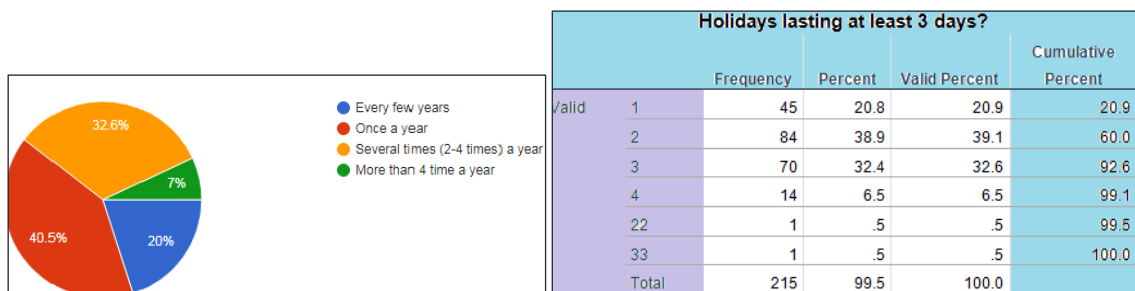
Analysis:

According to survey report, about 60.5% of the sample group consists of respondents who travel below three places around in a year whereas 29.8% people expressed that they visit at least four to seven destinations in Bangladesh in a year.



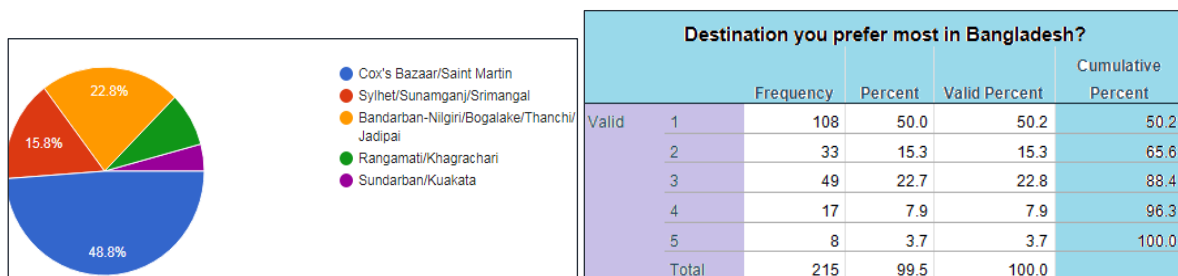
Frequency of Visit

One- day trip or two-day trip has become a trend nowadays. This survey question relates to the fact that how many percentages of tourists are enjoying the particular destinations for three or more day. About 40.5% tourists expressed the amount that they stay in the destination for three or more days ‘Once in a year’. Hence, the percentage is getting lower indicating that tourists of Bangladesh diverting themselves towards the less stressful or more proximate areas.



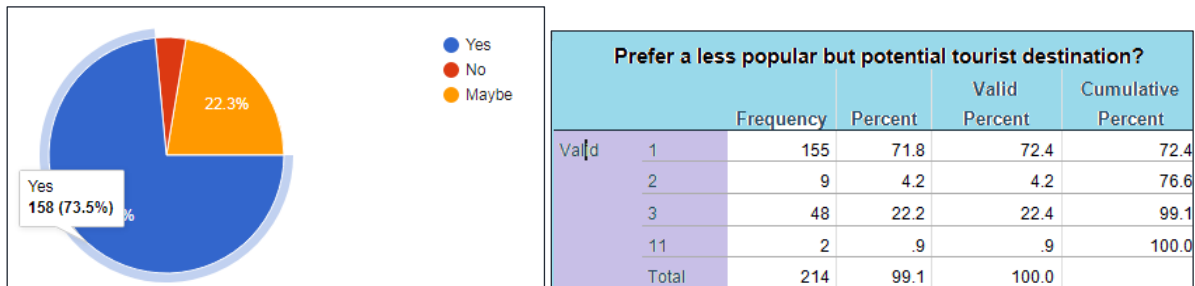
Holidays Lasting Three Days

Nearly 48.8% of the respondents valued Cox’s Bazaar/St. Martin as travel destinations to some level of regularity. The second most preferred place to visit is Bandarban region with 22.8% respondent’s consents.



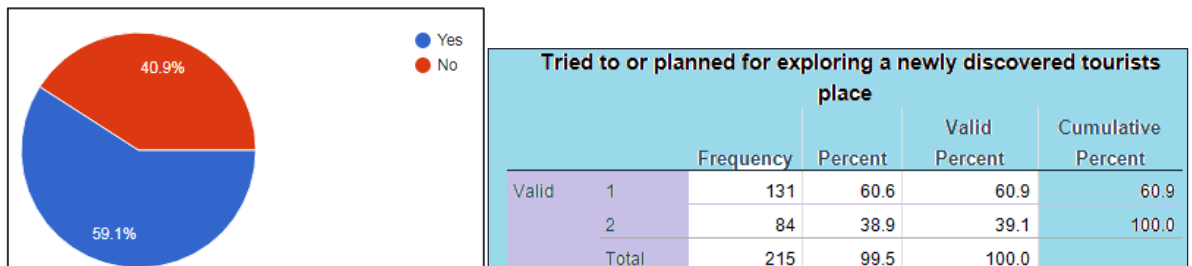
Most Preferred Destinations to Tourists

For research findings, this question would suggest about the tourist perception about the less popular destinations which is very core to this topic. Of the 215 respondents about 130(73.5%) of the correspondents were found to be interties about the less popular tourists destination and they want to explore those areas.



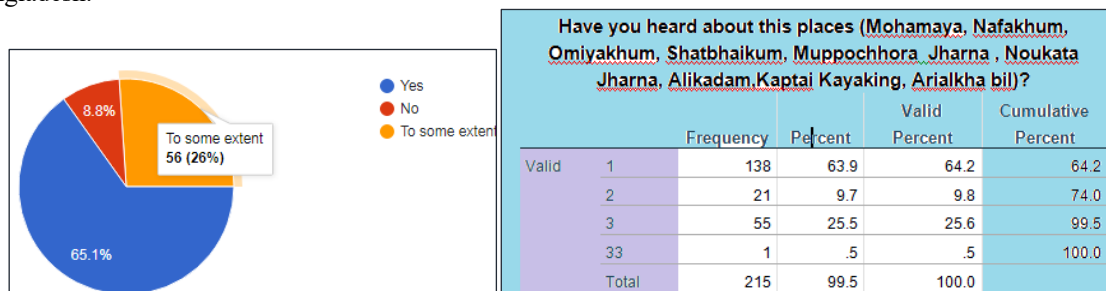
Tourists' preference to a Less Popular but Potential Destination

Currently, the prospect of broadening the brand portfolio of new tourist's destinations is being evaluated. Averagely, 59.1% people informed that they had even though to try or visited the newly discovered destinations of Bangladesh. Through the data we can conclude that younger citizens are more prone to visit the destination once the places got discovered.



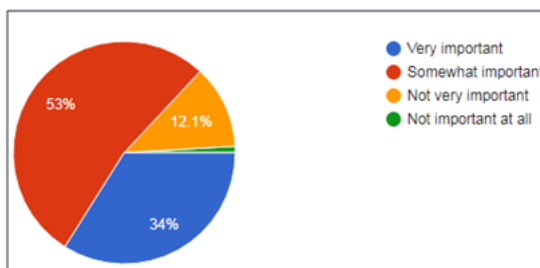
Percentage of Visitors of New Tourists Destinations

The Purpose of this question is to identify whether the tourists are well-informed about the emerging tourists destinations or not. The data can be used while considering counting the number of aware tourists. From the descriptive statistics it was seen that majority of the population (65.1%) are aware about the specific destinations. This is an optimistic sign if government really wants to develop the new tourists' places of Bangladesh.



Percentage of Tourists Who Are Informed about the Destinations

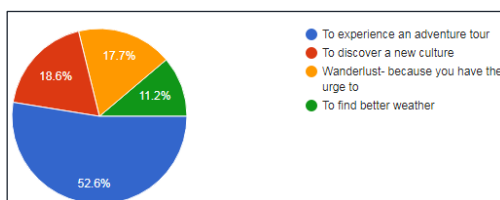
Although aware of the destinations, awareness regarding destination's features and willingness to visit varied from people to people. Majority stated that about 53% respondents would likely to visit the less popular or new tourists' destinations. Certainly, this question has also valued as independent value, considered as (x). Because only being known about the destinations does not indicate that tourist will surely travel to the places. Tourist wants a full- package of comforts only the urge or interest does not affect always to everyone. Positively, a moderate amount of respondents felt the urge to visit instant or later.



When you hear out a newly discovered tourist destination, how much importance or willingness do you feel in deciding whether or not to visit?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	74	34.3	34.4	34.4
	2	113	52.3	52.6	87.0
	3	26	12.0	12.1	99.1
	4	2	.9	.9	100.0
Total		215	99.5	100.0	

Eagerness to Visit the New Destinations

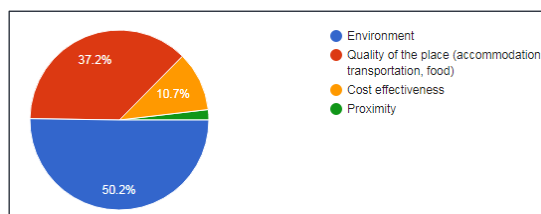
The findings will generate the exact reasons behind why the tourists might get interested to travel those places. The useful data will be used by the stakeholders to improve the opportunity sectors. The below graph indicating that about (52.6%) respondents expressed their major interest to visit those destinations is having an adventure tour.



Why would you prefer visiting a distant and less popular tourist destination?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	119	55.1	55.3	55.3
	2	36	16.7	16.7	72.1
	3	37	17.1	17.2	89.3
	4	23	10.6	10.7	100.0
Total		215	99.5	100.0	

Tourists Preference to Travel a Distant and Less Popular Destination

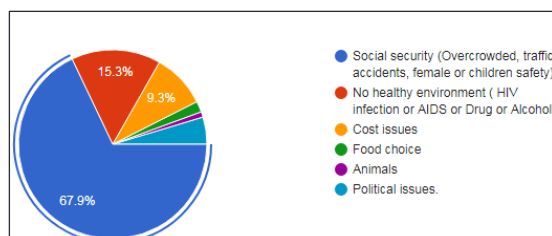
Of the 215 surveyed, about 50.2% were found to be concerned about the environment of the destinations. This seemed to be the standard cause amongst the others because tourist are not much concerned about the quality of the place or cost issues. Hence, local authorities have to be more careful about the secured and healthy environment of the newly discovered destinations.



What would you value most while travelling a new tourist destination?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	111	51.4	51.6	51.6
	2	79	36.6	36.7	88.4
	3	21	9.7	9.8	98.1
	4	3	1.4	1.4	99.5
	22	1	.5	.5	100.0

Important Attributes to Tourists when Travelling a New Destination

A major portion of respondents 67.9% stated that they are worried mostly about social securities (Overcrowded, traffic accidents, female or children safety). Other responses included 15.3% are conscious about the health issues during travel times.

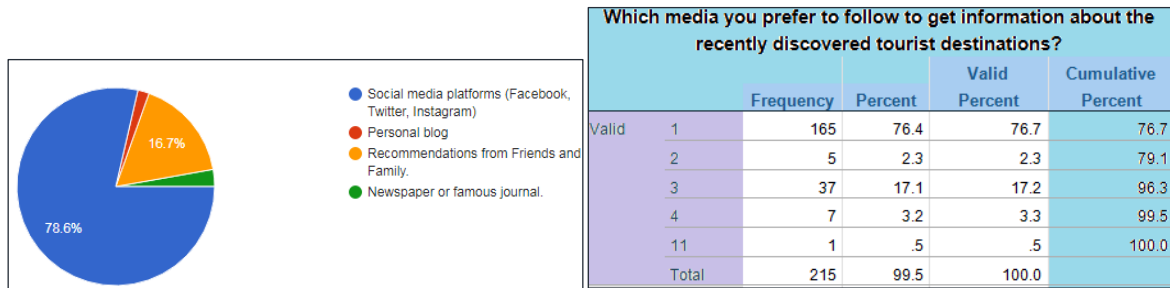


For what issue you would definitely avoid or would hesitate to visit a newly discovered tourist or remote place?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	148	68.5	68.8	68.8
	2	32	14.8	14.9	83.7
	3	19	8.8	8.8	92.6
	4	4	1.9	1.9	94.4
	5	2	.9	.9	95.3
	6	10	4.6	4.7	100.0
Total		215	99.5	100.0	

Reasons to Avoid Less

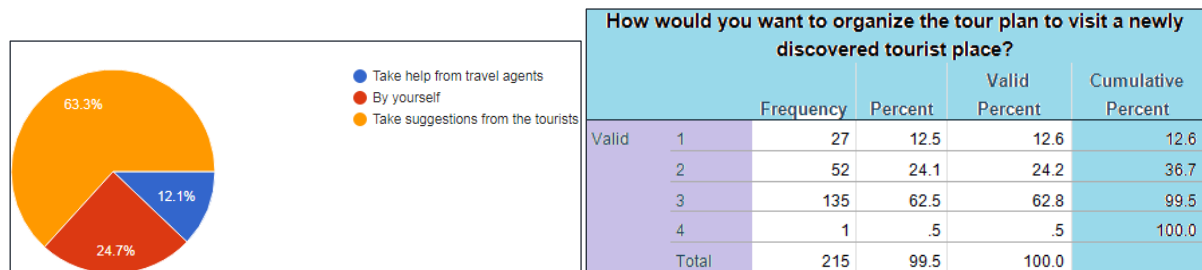
Main aim of this question was to know how many of each of the respondents wants to spend for travelling the new tourist's destinations. For the reason, this was formatted as open-ended question. Respondent replied accordingly to their plans depending on the quality, location. About 24% people implied that they would spend 10000 BDT TK per destination.

78.6% out of 215 respondents expressed that they are habituated mostly by social media-Facebook, Instagram platforms to look for the information in details and at some level they can interact with stakeholders of any tourist place. People are also using YouTube in the context of plan for any tour as it shares every particular details of any destination in a homemade video. Also 16.7% respondents preferred to be informed about the destinations from relatives or known person as the plan it about to explore a new destination so they want more reliable information.



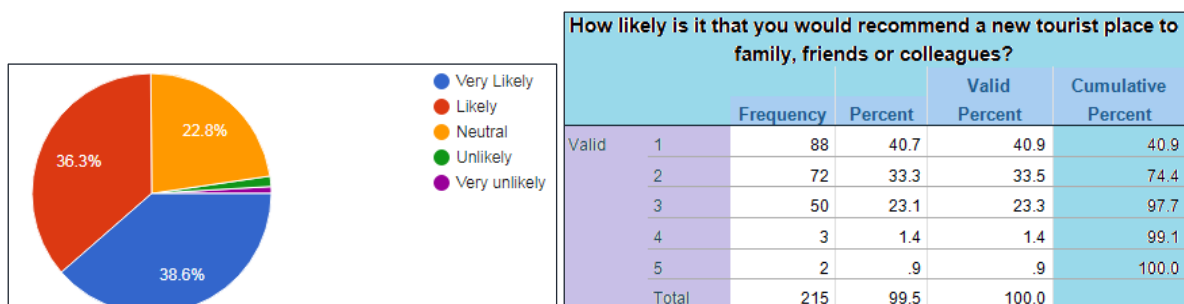
Most Used Media for Gathering Tour Information

Survey finding implies that people about 63.3% would first gather information from the tourists who have already visited the place. 24.7% respondents are much eager to organize the tour plan by themselves.



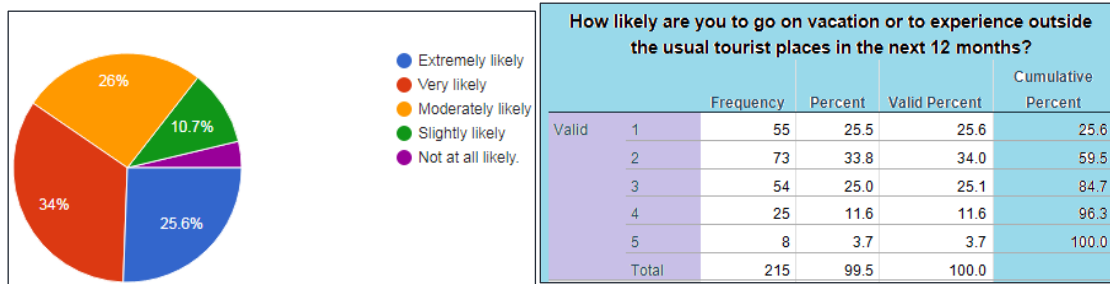
Tourist's Opinion about Organizing Tour Plans

38.6% out of 215 respondents stated that they are likely to recommend any destination which is less popular but worthwhile to visit. From the graph, it can be stated as respondents would definitely not compromise with the standard level of service.



Recommending People to Visit the Destinations

34% agreed with the portability of 'very likely' to explore the destinations. This showed how the perceptions are positively changing towards the hidden tourism resources of Bangladesh.



Possibilities to Tourists Arrivals

Kahkasha Wahab. "Exploring the potentiality of newly discovered and less popular tourists' destinations of Bangladesh." *IOSR Journal of Business and Management (IOSR-JBM)*, 23(06), 2021, pp. 11-26.