



# GOVERNANCE OF TOURISM STATISTICS IN BANGLADESH

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# Bangladesh: A Land of Rich Heritage and Natural Beauty

Bangladesh, a South Asian nation, boasts a vibrant culture, stunning natural landscapes, and a warm, welcoming population. Despite its potential, Bangladesh remains an under-the-radar tourist destination.

It offers World Heritage Sites such as the historic Mosque of Bagerhat and the Buddhist Vihara (monastery) of Paharpur. It has the vibrant folk traditions and culture.

Bangladesh is blessed by Natural Wonders such as the world's largest contiguous mangrove forest, the Sundarbans. It has world's one the largest sand beach in Cox's Bazar. The beach in Cox's Bazar has a gentle slope and with an unbroken length of 155 km which is often termed the "longest natural unbroken sea beach" in the world.



# TOURISM SCENARIO IN BANGLADESH

- ◉ The tourism scenario in Bangladesh has been steadily evolving and gaining momentum after Covid years
- ◉ The tourism sector in Bangladesh employing 1.73 million people in 2021, accounting for 2.6 percent of total jobs, and demonstrating its continued importance for employment and economic stability
- ◉ However, it has not been fully recovered as pre Covid years

# TOURISM SCENARIO IN BANGLADESH (CONTD.)

- ◉ According to the analysis conducted in 2019, approximately 35.2 million tourists visit Bangladesh, with 1.67 million being international tourists
- ◉ Out of these international tourists, 323,000 are foreign tourists, and the rest 1.35 million are in the diasporas
- ◉ Domestic tourism within the country shares a large number with around 48 million tourist trips locally. This number is expected to increase in the future as the country will see advancement in the tourism sector

# TOURISM SCENARIO IN BANGLADESH (CONTD.)

- ◉ TSA 2020 estimated that Tourism Direct Gross Domestic Product (TDGDP) as a percent of GDP of the total economy was at 3.02%
- ◉ According to the Travel & Tourism Competitiveness Report of 2019, Bangladesh achieved the greatest percentage improvement in its overall TTCI score, resulting in a five-spot rise to rank 120th globally
- ◉ However, as of 2021, Bangladesh has further progressed and now ranks 100th globally

# PRODUCERS OF TOURISM STATISTICS IN BANGLADESH

- ◉ **Bangladesh Bureau of Statistics (BBS):** The primary agency responsible for collecting and disseminating national statistics, including tourism data through the Tourism Satellite Account (TSA)
- ◉ **Bangladesh Tourism Board (BTB):** BTB as a National Tourism Organization collaborates with BBS to provide data on tourist arrivals, expenditure, and accommodation occupancy
- ◉ **Other Ministries and Government Agencies:** Immigration Department, Central Bank, National Board of Revenue, and local government bodies likely contribute data relevant to tourism
- ◉ **Non-government Agencies:** hotels, airlines, different associations of tourism enterprises such as TOAB, ATAB, BD Inbound, BOTOA etc.

# COLLABORATION AMONG INSTITUTIONS IN ORDER TO PRODUCE TOURISM STATISTICS

- As per the “Allocation of the Business among different ministries and divisions of Bangladesh” and “Statistics Act, 2013”, the BBS is sole responsible for preparation and maintenance of official statistics as well as coordinate and cooperate with other national and international agencies regarding statistics
- However, there is no cooperation mechanism (MoU or Committee) exist for the governance of tourism statistics in Bangladesh
- Every national organizations are bound by law to cooperate NSO as required by official communication

# COLLABORATION AMONG INSTITUTIONS IN ORDER TO PRODUCE TOURISM STATISTICS (CONTD.)

- ◉ During conducting TSA 2020, A Project Implementation Committee (PIC) consists of experts from both BBS and outside the BBS was formed
- ◉ This committee provided overall technical support regarding survey methodology, sample design and questionnaire development
- ◉ An in- house working group was also formed with representatives from different wings of BBS during conducting TSA 2020



# COOPERATION MECHANISMS (POTENTIAL)

- ◉ **Memorandum of Understanding (MoU):** An MoU between BBS, BTB, and other key data providers could formalize data sharing protocols and responsibilities
- ◉ **Technical Committees:** A joint committee with representatives from all stakeholders could oversee data collection methodology, standardization, and quality assurance

# SUPPORT NEEDED

- ◉ **Technical Assistance:** International organizations can offer technical expertise on governance of tourism statistics best practices
- ◉ **Training:** Support for training for relevant personnel on cooperation mechanisms

*Thank You!*

