

Session 4

Inbound tourism Statistics of Bangladesh



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Outline of the Presentation

Inbound tourism Statistics of Bangladesh

- Experience and methodology implemented
- Areas of improvement
- Support needed





Ratargul Swamp Forest, Sylhet

Introduction

Tourism is a significant contributor to the global economy, generating **employment, revenue, and development opportunities** for many countries worldwide. However, tourism can also have adverse impacts on the **environment, local cultures, and socio-economic conditions**, if not managed sustainably.

Policy Concern

- Statistical Act 2013**
- National Strategy for the Development of Statistics**
- National Tourism Policy 2010 and other related Act**
- Tourism Destination Management Plan for the Bandarban Hill District, Bangladesh (2017 – 2027) and so on**

Short, Middle and long term plans in light of SDGs

SDG targets	Global indicators for SDG targets	7th FYP goals /targets related to SDG Targets and Indicators	Short Term Plan (0-2 years)	Middle Term Plan (3-5 years)	Long Term Plan (5 or more years)
1	2	3	4	5	6
8.9. By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products	8.9.1.Tourism direct GDP as a proportion of total GDP and in growth rate 8.9.2.Number of jobs in tourism industries as a proportion of total jobs and growth rate of jobs, by sex	1. Ecotourism and community based tourism to be encouraged as a means of income generation for the local people 2. Introduce measures to address issues pertaining to the supply and quality of work-force in the tourism industry 3. Substantial investments in education and tourism infrastructure 4. Adopt a proper strategy and policies to address inadequacy of domestic air connectivity combined with heavily congested land transport to boost growth of the tourism industry 5. Preparation of Short Term, Mid- Term and Long Term Tourism Master Plan for the country for guiding development activities for tourism.12.9 million additional jobs will be available during 7th FYP, including some 2 million jobs abroad, for the 9.9 million labour that will join the work-force.	1. Enactment of Tour Operator Act-2019. 2. Arrangement of training on Tour Guide, Tour Operator, Street Food Vendor and Community Based Tourism Development in different places across the country. 3. Arrangement of different workshops to include tourism in development activities 4. Promotion of Responsible Tourism to develop Climate Resilient Tourism Industry in Bangladesh (July'18-June'20) 5. Development of basic amenities for tourist at different places. (July 2018-June 2021).	1. Development of some tourist attractions. (June'18- June'21) 2. Expansion of community based tourism (2018-2023) 3. Development of tourist information centre across the country 4. Development of Tourism Circuit, Backwater Tourism, Riverine Tourism, Religious Tourism and Adventure Tourism 5. Expansion of International Sea Cruise line	Implementation of tourism master plan to develop Bangladesh as a sustainable tourism destination (July 2018-June 2029).
12.b Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates job and promotes local culture and products	12.b.1 Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools	1. Promoting and revitalize tourism industries, an integrated land use and transport planning for all the potential water front sites viz. Cox's Bazar, Jaflong, Kuakata etc should be adopted in an urgent basis.	1. Preparation of Tourism Master Plan 2. Master Plan will include Action Plan and monitoring and evaluation tools for implementation 3. Monthly staff meeting 4. BTB governing meeting 5. District Tourism Development Committee meeting 6. APA and its achievement 7. Inspection, Monitoring and periodic review 8. Alteration of management plan	Research for the 1. Measurement of community and destination economic benefits: i. Tourism employment ii. Tourism ways iii. Number of indigenously owned tourism business iv. Spending per tourism v. Revenue generated by tourism vi. GDP and % tourism contribution 2. Maintaining Economic benefits from tourism: i. Tourist arrivals by month ii. Occupancy rates by month iii. Number of local employees in tourism 3. Conducting tourist satisfaction survey: i. Level of satisfaction ii. % of satisfaction iii. Rating by guide book / travel sites. 4. Measuring impact of tourism on poverty reduction: i. Total number of workers in community, % of workers in tourism ii. Increase in individual or household	1. Development of tourism satellite account (July 2018 - June 2029) 2. Recommendation in 5 years planning

Most Popular Tourist Destinations of Bangladesh

Bangladesh has several popular tourist destinations, ranging from historical landmarks to natural attractions. Here are some of the most popular tourist destinations in Bangladesh:

1. Cox's Bazar: This is the longest natural sea beach in the world, stretching over 120 km along the Bay of Bengal. It is a popular destination for swimming, sunbathing, and water sports.
2. Sundarbans: This is the largest mangrove forest in the world and a UNESCO World Heritage Site. It is home to the Royal Bengal tiger, as well as other endangered species such as the estuarine crocodile and the Indian python.
3. Srimangal: This is a scenic region known for its tea plantations, forests, and wildlife. It is also home to the Lawachara National Park, which is a popular destination for bird watching and hiking.
4. Paharpur: This is an ancient archaeological site in northern Bangladesh, dating back to the 8th century. It is home to the ruins of a Buddhist monastery and a UNESCO World Heritage Site.
5. Dhaka: The capital city of Bangladesh has several historical landmarks, including the Lalbagh Fort, Ahsan Manzil, and the National Martyrs' Memorial. The city is also known for its vibrant street food culture and colorful markets.
6. Rangamati: This is a hilly district in southeastern Bangladesh, known for its scenic beauty and ethnic diversity. It is home to several indigenous communities, as well as the Kaptai Lake, which is a popular destination for boating and fishing.

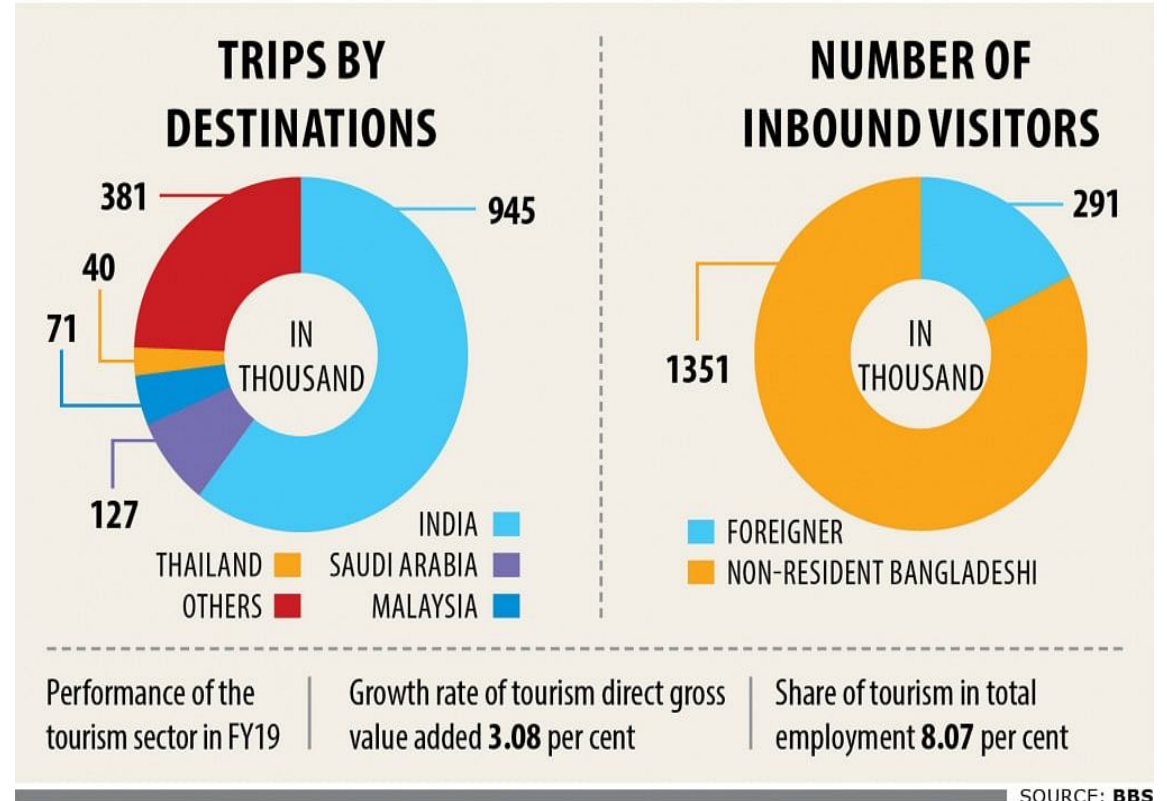
Overall, Bangladesh has a lot to offer to tourists, from its scenic natural attractions to its rich cultural heritage.



Cow Cart Rural Bangladesh

How Important Is Tourism Sector for Bangladesh

- Tourism's contribution to the gross domestic product (GDP) is estimated at 3.08 per cent by the Bangladesh Bureau of Statistics (BBS).
- In local currency, this amounts to Tk 76,690.7 crore. The sector also accounted for 8.07 per cent of total employment, according to the BBS's Tourism Satellite Account 2020, which was based on the data of the fiscal year of 2018-19.



Tourism Satellite Accounts (TSA) of Bangladesh 2020

Objective

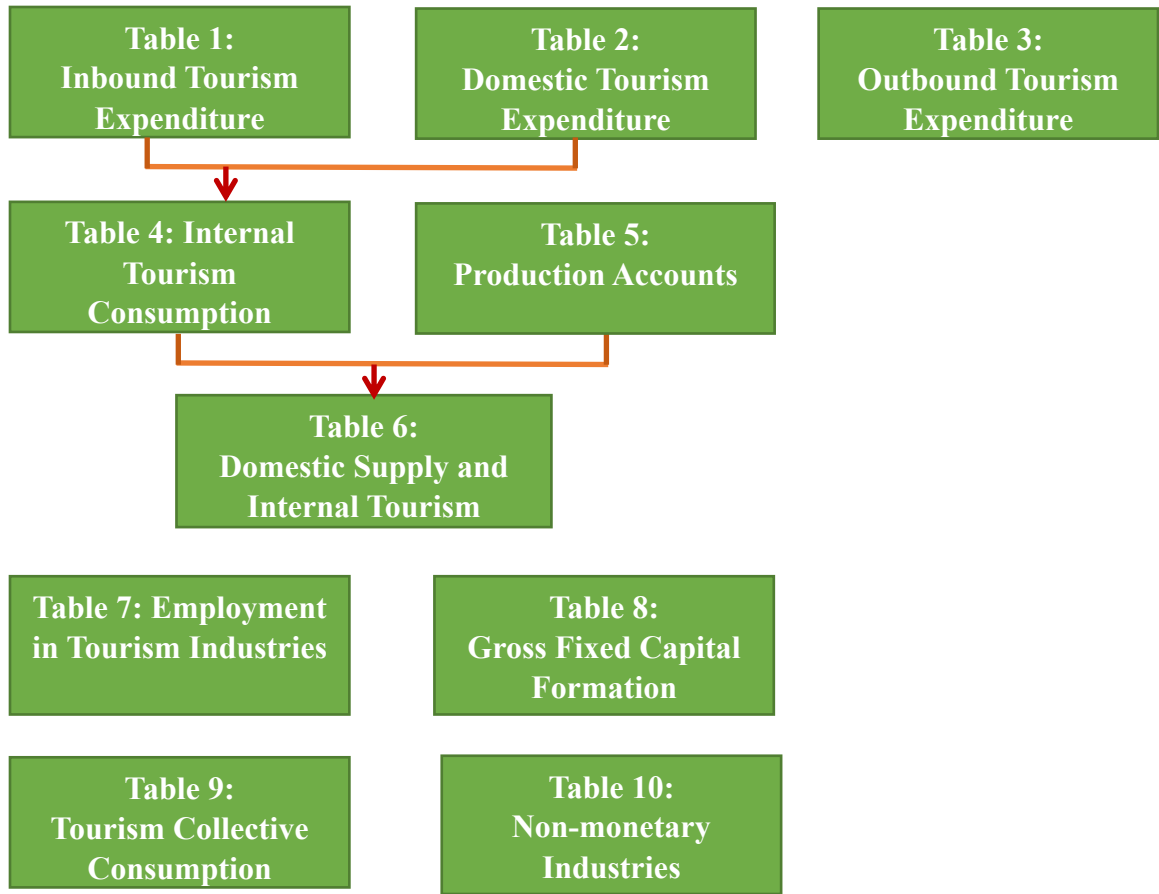
Two large-scale household based sample surveys namely (i) Survey on Domestic Tourism and (ii) Outbound Tourism were conducted during the month of March, 2020 with a structured questionnaire and face-to-face interview. The proposed inbound tourism survey was not implemented due to COVID-19 pandemic. However, varied and essential information on inbound tourism was collected from different secondary sources. Based on the data available from the surveys and others secondary sources, the second Tourism Satellite Accounts (TSA) of Bangladesh with reference year 2018-19 was constructed. It is to be noted that the first TSA of Bangladesh was constructed with reference year 2011-12.

- ✓ To describe the structure of a country's tourism activities;
- ✓ To provide information on the importance of tourism by providing macroeconomic concepts such as value-addition and tourism GDP.
- ✓ Providing detailed information on tourism industry consumption and how it is met by domestic supply and imports.
- ✓ To provide detailed production accounts of the tourism industry, information on employment, linkages with other productive activities.



Sundarbans

The 10 Tables of The TSA



Meghna River, Char Fashion, Bhola

Survey

For preparation of TSA, three surveys mentioned below are conducted;

- Domestic Tourism Survey (Household based survey);
- Outbound Tourism Survey (Household based survey); and
- **Inbound Tourism Survey (Survey based on international visitors to Bangladesh).**

But due to the Covid-19 situation, it was not possible to conduct a survey regarding Inbound Tourism. Estimates are based indirectly on TSA (Pilot) survey conducted in FY 2011-12.

Background of Inbound Tourism Statistics of Bangladesh

- ✓ The information on the number of the international tourist arrivals, mode of travel, inbound tourism expenditure by types of product. It is crucially important to mention that the information and data presented in the tables appended below with respect to inbound tourism are not based on the findings available from the survey or statistical exercise, as is usually done.
- ✓ It is needed to iterate here that a comprehensive survey on inbound tourism was scheduled to be conducted from April 2020 and all the preparatory works were also completed, but regrettably, the survey programme could not be done because of a global health crisis due to COVID-19.
- ✓ In the absence of up-to-date survey data, selected key information relating to the inbound tourism survey was carefully worked out on the basis of data available from various secondary sources. Bangladesh Bank, Parjatan Corporation and Bangladesh Civil Aviation Authority were the main sources of data required for.

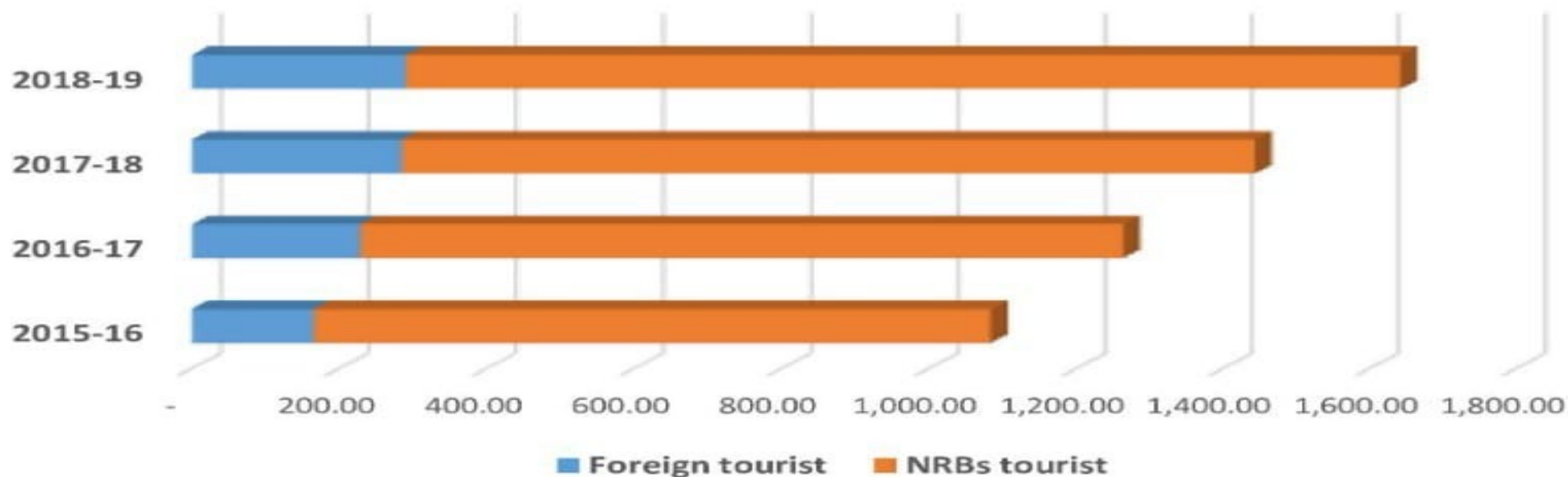
Inbound tourist arrival

- The following table shows that a total of 1.64 million inbound tourists visited Bangladesh during the financial year 2018-19. Among them, 1.35 million (80.28%) were non-residents Bangladeshis (NBRs) and 0.29 million (19.72%) were foreign tourists. Moreover, it is revealed from the following table that the international tourist arrivals in Bangladesh have been continuing to grow from 1.08 million in 2015-16 to 1.64 million in 2018-19. On the contrary, it is equally evident that the annual growth rate of international tourist arrivals in the country has been decreasing gradually (at 13.75% from 14.26%).

Table 6.1: Inbound tourist arrivals, 2018-19

(Number)

Year	Foreign tourist arrival in Bangladesh	Percentage change over previous year	Non-Resident Bangladeshis (NRBs) Arrivals	Percentage change over previous year	International tourists arrival	Percentage change over previous year
2015-16	166,207	-	918,091	-	1,084,298	
2016-17	229,165	37.88	1,034,826	12.71	1,263,991	16.57
2017-18	284,826	24.29	1,159,351	12.03	1,444,177	14.26
2018-19	291,162	2.22	1,351,615	16.58	1,642,777	13.75

Chart 6.1: International tourist arrivals

Mode of travel

- Table 6.2 shows the distribution of international tourists visited Bangladesh by the mode of travel.
- Out of total international visitors visited Bangladesh, as much as 90.93 percent international visitors preferred air as a mode of travel.
- The share of arrivals thorough land check post was pegged at only 9.07 percent.

Table 6.2: Mode of travel, 2018-19

Mode of travel	Arrivals in number	Percentage distribution
Foreign tourist		
Air	209,637	72.00
Land	81,525	28.00
Sea	-	-
Total	291,162	100.00
Non-resident Bangladeshis		
Air	1,284,163	95.01
Land	67,452	4.99
Sea	-	-
Total	1,351,615	100.00
International tourist		
Air	1,493,800	90.93
Land	148,977	9.07
Sea	-	-
Total	1,642,777	100.00

Average expenditure per inbound tourist

Table 6.3 shows the average inbound tourism expenditure per international tourists by types of mode of travel.

- It is seen that the average inbound tourism expenditure per foreign tourist was recorded at TK. 185,038 and TK. 38,193, respectively, for those who came to Bangladesh by air and land.
- At the same time, average inbound tourism expenditure per non-resident Bangladeshi stood at TK. 149,319 and TK. 61,367 for those who proceeded to Bangladesh via air and land respectively.

Table 6.3: Average expenditure per inbound tourist

Mode of travel	Average expenditure per inbound tourist (in TK.)
Foreign tourist	
Air	185,038.00
Land	38,193.00
Non-Resident Bangladeshi (NRB) tourist	
Air	149,319.00
Land	61,367.00

Chart 6.2 Average expenditure (in TK.) per inbound tourist



Inbound tourism expenditure



- As can be seen from the table below, the inbound tourism expenditure amounted to TK. 237,803 million in 2018-19.
- Out of total inbound tourism expenditure, non-residents Bangladeshis (NRBs) accounted for 82.38 percent and foreign tourists accounted for only 17.62 percent.

Table 6.4: Inbound tourism expenditure, 2018-19

(Million TK.)

Types of tourist and mode of travel	Tourism expenditure	Percentage distribution
Foreign tourist		
Air	38,791	92.57
Land	3,114	7.43
Sub-total	41,905	100.00
Non-Resident Bangladeshi (NRB) tourist		
Air	191,750	97.88
Land	4,148	2.12
Sub- total	195,898	100.00
International tourist		
Air	230,541	96.95
Land	7,262	3.05
Total	237,803	100.00

Inbound tourism expenditure by product

- Table 6.5 examines the expenditure components of inbound tourism by type of product. It is seen that out of total expenditure made by international tourists, the highest expenditure (23.78%) was attributable to food and beverage serving services, followed by accommodation services (18.39%) and then road passenger transport services (17.24%), respectively. It is also a matter of observation that for foreign tourists, around 41.48% of the total expenditure was incurred for accommodation services.



Table 6.5: Inbound tourism expenditure by type of product

(Million TK.)

Product	Inbound tourism expenditure					
	Foreign tourist		NBRs tourist		Total	
	Expenditure	Percentage	Expenditure	Percent	Expenditure	Percent
A. Tourism Characteristics Product						
Accommodation services for visitors	17,382	41.48	26,352	13.45	43,734	18.39
Food and Beverages serving services	8,029	19.16	48,531	24.77	56,560	23.78
Air passenger transport services	763	1.82	39,087	19.95	39,850	16.76
Water passenger transport services	30	0.07	3,066	1.57	3,096	1.30
Railway passenger transport services	327	0.78	2,818	1.44	3,145	1.32
Road passenger transport services	2,369	5.65	38,619	19.71	40,988	17.24

Contd.

Table 6.5: Inbound tourism expenditure by type of product

(Million TK.)

Product	Inbound tourism expenditure					
	Foreign tourist		NBRs tourist		Total	
	Expenditure	Percentage	Expenditure	Percent	Expenditure	Percent
Recreational , cultural and sporting services	1,780	4.25	8,545	4.36	10,325	4.34
Travel agencies and other reservation services	32	0.08	5,608	2.86	5,640	2.37
B. Tourism Connected Product						
Health and medical services	1,041	2.48	243	0.12	1,284	0.54
Shopping	2,926	6.98	11,935	6.09	14,861	6.25
Banking and other financial institutional services	117	0.28	955	0.49	1,072	0.45
Purchase of different types of goods and services	2,456	5.86	7,394	3.77	9,850	4.14
Minor repair and Maintenance services	376	0.90	300	0.15	676	0.28
Total monetary expenses made by others	149	0.36	204	0.10	353	0.15
ICT Expenses	245	0.58	405	0.21	650	0.27
Other tourism connected products (not elsewhere classified)	1,931	4.61	1,407	0.72	3,338	1.40
C. Non-specific product	1,953	4.66	430	0.22	2,383	1.00
Total	41,905	100.00	195,898	100.00	237,803	100.00

Present Situation of Tourism in Bangladesh

Tourism in Bangladesh is a growing industry, but it is still in the early stages of development compared to other countries in the region. The country has diverse natural and cultural attractions, including the Sundarbans mangrove forest, the Cox's Bazar beach, and the ancient archaeological sites of Mahasthangarh and Paharpur. However, tourism infrastructure and services in the country are still relatively basic, and the industry is facing several challenges, including:



Buriganga River, Dhaka

Lack of Infrastructure: Bangladesh's tourism industry is still developing, and the country lacks proper infrastructure, such as transportation, accommodations, and tourist facilities. This can limit the growth of tourism in the country and make it difficult for tourists to access and explore the country's attractions.

Safety Concerns: Bangladesh has been affected by political instability and security concerns, which can deter tourists from visiting the country. However, the government has taken measures to ensure the safety and security of tourists, and the situation has improved in recent years.

Limited Promotion: Bangladesh's tourism industry is not well-known internationally, and the country has limited promotion and marketing efforts to attract tourists. This can limit the growth of tourism in the country and make it difficult to compete with other destinations in the region.

Support Needed

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



