Thinking Outside the Tourism Box

Adnan Morshed explains the need to inject some creative juices into Bangladesh's tourism industry

RECENTLY, I took a group of American colleagues and students on a study tour of Bangladesh and India. Four days were all we could spend in Bangladesh, so we decided to devote our whole time to exploring only Dhaka and its vicinity. The trip offered me an anthropological look into the state of tourism in Bangladesh.

Our primary goal was to study the architectural heritage of the capital city. But then I felt compelled to do a reality check: how would an architectural tour of Dhaka fare, compared to a tour of Delhi, Agra, and Mumbai? Wouldn't it be tricky to limit ourselves to a rather modest range of buildings, mosques, and other heritage sites in Dhaka, knowing that our next destination is India -- a recognised tourist destination filled with spectacular Buddhist biharas, Hindu temples, Mughal mausolea, colonial monuments, and modernist edifices? The exotic "Incredible India" commercial tag-line the Western media has lately sparked off a

