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developed so they cannot be trusted with pleasing all the senses and being THE stand out experience. While places like the Surma Valley promise many adventures, one cannot always find the best food or there aren't many activities to take part in.

The services themselves may not be up to the mark. While this is fine for those who want to rough it out, that clientele may not be most liberal with their wallets. Any tourist location must be geared towards making itself a more feasible and hence more sustainable entity instead of being something that we can put on the brochure.

The Lawacherra is a case in point. A great rainforest once, it has now been reduced to a shadow of its former self, hardly exuding the aura of mystique a rainforest usually does. Unplanned tourism and lack of supporting acts have made it a picnic spot instead of a trekking ground, defeating the original purpose of its preservation.

Another strength that we can tap into lies in Bangladesh's manpower. The presence of such a thriving labour market ensures low wages and for a sector that is heavily reliant on manpower, Bangladesh offers highly price-competitive services, which can only be another boon.

With the proper training and

facilities in place, Bangladesh can easily vie to become the next big tourist destination, something some claim they already are.

The hospitality sector is itself growing with many pursuing serious careers in the industry, armed with degrees and a professional manner of conducting business. Using their knowledge and experience gained from around them, the sector seems to be picking up steam and if properly nurtured can now guarantee a growth in tourism in the near future. The year of tourism does not end with 2016 but this is the point where we start, so an eye towards the future can only help in the endeavour.

Going back to the five senses and how they can be worked,

another simple example comes to mind. Think of how the lights are darkened in numerous restaurants; of course, it is to create an ambience but what ambience exactly? When the lights are dimmed, the dominant sense, that of sight, recedes to the background and your other senses are heightened. That is when you begin to enjoy more of the smell, the taste and even the texture of your food.

This is not to say Bangladesh should turn away from offering all their delicious sights on a plate, but to use another analogy, the plate itself must be decorated and not cracked or worn. The entire package is what draws a tourist back and not just one snapshot vista.

Starting from when they land in our airports, every resulting activity can be an economic boom for us. Anticipating how their senses would influence their behaviour, we can now start targeting those areas and building on them.

Perhaps in the future when you are lying in your hammock, looking down over the Bandarban hill tracts not only will you not be worried about the quality of your next meal, the smell in the air or whether there will be soft pillows and clean sheets ready for you, your hot water Jacuzzi will be prepared to wash all your worries away.

The writer is a sub editor for Lifestyle, The Daily Star.

Photo: Sazzad Ibne Sayed

## আপনার সোনামণি বেড়ে ওঠার প্রয়োজনীয় জিংক পাচ্ছে কি?



**জিংক**

- শারীরিক বৃদ্ধিতে ভূমিকা রাখে
- মানসিক বিকাশে সহায়তা করে
- রোগ প্রতিরোধ ক্ষমতা বাড়ায়

**সাধারণ দুধ**

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