



The Daily Star
CELEBRATING
33
years of
JOURNALISM WITHOUT
FEAR OR FAVOUR

LIFESTYLE DIARIES

SEGMENT 4

ANNIVERSARY SUPPLEMENTS 2024

DHAKA SUNDAY FEBRUARY 25, 2024

FALGUN 12, 1430 BS

17

The rise of DOMESTIC TOURISM

Challenges and opportunities

Bangladesh is fast becoming a popular tourist destination. One quick YouTube search would fill your screen with various vloggers, showcasing our rich cultural heritage, diverse landscape, and warm hospitality.

There is no doubt that the effects of structural and infrastructural changes and social media have brought tourism a long way from where it was. By consistently fuelling our knack to travel and explore, while also shedding light on the untapped beauty of Bangladesh, social

media has given rise to many new emerging destinations.

However, there is still a lot to be desired, so we reached out to avid travellers, as well as figures from the hospitality sector to gather insights and analyse what comes next for Bangladesh's tourism.

CHANGING TRENDS

"If you look back even a decade ago, there were only a select few destinations that the general masses would travel to," stated Apu Nazrul, a seasoned traveller of 19 years, who has been to every corner of the country.

"Cox's Bazar during winter and Sylhet during summer used to be the go-to destinations but social media, along with improved economic conditions,

SEE PAGE 18





KFC

TUESDAY

Special

SAVE

55%

20 PCS OF CHICKEN

৳ 999





Order online kfcbd.com

f kfcbangladesh
@ kfcbd_official
kfcbangladesh
▶ KFC Bangladesh App