

Inbound tourism: The economic boost Bangladesh keeps ignoring



CONTINUED FROM PAGE 22

Cox's Bazar, the darling of tourist destinations in Bangladesh, would greatly benefit from the inclusion of more entertainment alternatives after the sun sets, and the beach's appeal subsides.

Raxy Dominic Gomes, Senior Manager, Sales & Marketing at Mermaid Eco Tourism Ltd, shares his opinions on the matter.

"Cox's Bazar has a strong global appeal, being the longest unbroken beach in the world, and we see that in the number of tourists that visit here. Plus, the Marine Drive road joins the ranks amongst some of the most beautiful roads in the world, because on one side, you have hills, and on the other, the sea. However, once night falls, activities that tourists can take part in drop sharply. At Mermaid Beach Resort, we try to alleviate this with movie nights, games, and more importantly, our Full Moon Parties, where guests can enjoy themselves by the seaside with music."

"We also feel that if there was a mall or movie theatre, foreign guests wouldn't be so bored once night falls here, because these tourists are used to such facilities in other countries they visit. It only seems to be lacking here."

GETTING THE WORD OUT ABOUT BANGLADESH

In this day and age, having a great online presence is essential for drawing foreign tourists. To establish itself as a distinctive vacation destination, Bangladesh needs a well-coordinated marketing plan. Our traditional cuisine, natural beauty, and cultural festivals can be promoted on social media platforms like Instagram, YouTube, and TikTok. Working together with famous travel-focused influencers to produce interesting content can blow up online and become trending all over the world.

"For further promotion to a worldwide audience, we must take a more proactive presence at international travel fairs like ITB Berlin and WTM London, both of which, we attended last year to great fanfare," says Wahid.

The Sundarbans Mangrove Forest, the Ruins of the Buddhist Vihara, and the historic mosque city of Bagerhat are UNESCO World Heritage Sites, a fact oblivious to many Bangladeshis and the global audience. We can also pull in eco conscious tourists if we focus on much-needed sustainable tourism practices, while history buffs may be drawn to heritage tourism. Creating guided tours that visit, say, Dhaka's Old Town, or perhaps, Paharpur's historic ruins, and even Sylhet's tea fields and waterfalls, could result in unforgettable experiences.

STEPS FOR THE GOVERNMENT

The government can do a lot to improve the influx of inbound foreign travellers to Bangladesh.



an in depth involvement by the government, first by educating the masses, and secondly, by maintaining an active cleaning programme.

"It's crucial to maintain these spots," Shehriina Wahid notes. "I improved clean-up processes and environmental

policies are essential to preserving our country's beauty for future visitors."

Additionally, if the government created an interactive, bilingual tourism website with detailed itineraries, virtual tours, and safety recommendations, it would make it simpler for foreign visitors to plan their vacations.

The tourist industry of Bangladesh is both an unrealised opportunity and a challenge. We can develop our tourism into a substantial economic contributor by making infrastructural investments, rebranding our country in the eyes of potential foreign tourists, and marketing our ecological and cultural riches.

Besides the economic benefit, inbound tourism shall take Bangladesh to the world, showcasing all its beauty, hospitality, and rich cultural heritage. The country has the potential to become the leader in tourism in South Asia with governmental, corporate, and local sector cooperation. Now is the time to do it because everyone who visits this nation, takes back home more than memories – they carry a piece of a country ready to welcome the world.

By Intisab Shahriyar

Photo: Shahrear Kabir Heemel
Location: Mermaid Beach Resort



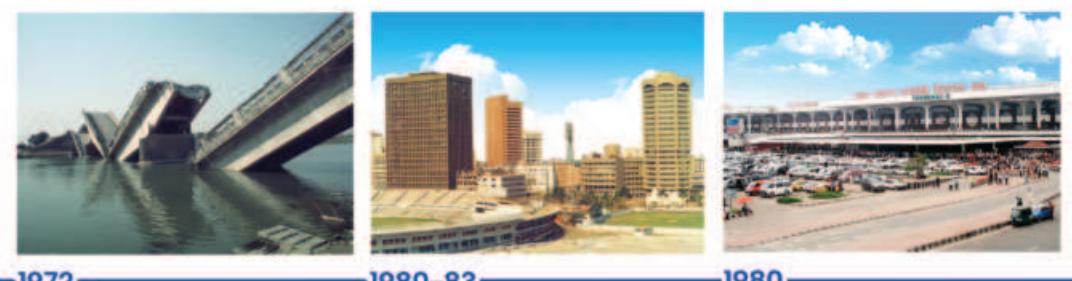
CONCORD

The Daily Star
CONGRATULATION ON THE 34 ANNIVERSARY

Building a Stronger Bangladesh

With a commitment to innovation, Concord has delivered iconic infrastructure and architectural feats for half a century. From constructing National Martyrs' Monument to landmark commercial high-rises & First Satellite City of the country, Concord leverages the nation's best engineering talent to manifest definitive landmarks.

By consistently raising benchmarks and embracing new frontiers, Concord sets the pace for the future of business – and lives – to be built.



1972 Re-constructed 6 bridges of DHK-CTG Highway damaged in the great liberation war
1980-83 Crafted the skyline of Motijheel C/A by building Shilpa Bank Bhaban, Jibon Birma Tower & Janata Bank HQ
1980 Constructed Main Passenger Terminal of HSIA



1990 First Concrete Batching Plant of Bangladesh was set up by Concord
1984 Constructed Telecom Building in Singapore
1982 Constructed National Martyrs' Monument in only 89 days



1998 First commercial production of Concrete Blocks in Bangladesh were started by Concord in 1998
2000 First satellite township of Bangladesh, Lake City Concord was built at Khilkhet with over 4000 apartments, shopping & commercial blocks, school, mosques, landscaped gardens and all other lifestyle facilities



2006 Introduced Top Down Construction Method in Bangladesh through construction of WTC in Chattogram
2005 Developed Foy's Lake Amusement World in the picturesque hill area of Chattogram
2002 First international standard amusement park, Fantasy Kingdom was established



2008 Constructed iconic Police Plaza Concord on the bank of Hatirjheel, a leading shopping & lifestyle destination of Dhaka
2010 & BEYOND Building its reputation as Bangladesh's most trusted developer of luxury residences and iconic commercial spaces, setting the benchmark for quality and service



Credit Rating Of AA+ In The Real Estate Sector
ESSAB Safety Excellence Award
BID International Quality Summit Award
President's Award for Industry Development
International Quality Crown Award
Daily Star - DHL Bangladesh Business Award
National Environment Award
Highest Taxpayer in Real Estate