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**DEVELOPMENT OF AUTHENTICITY IN PERSPECTIVE OF  
TOURISM IN BANGLADESH**

**Bachelor's Thesis**

**CENTRIA UNIVERSITY OF APPLIED SCIENCES**

**Degree Program in Tourism**

**April 2015**

**ABSTRACT**

<b>Unit</b> Kokkola-Pietarsaari	<b>Date</b> April 2015	<b>Author</b> Md. Mominul Islam
<b>Degree programme</b> Degree Programme in Tourism		
<b>Name of thesis</b> Development of Authenticity in Perspective of Tourism in Bangladesh		
<b>Instructor</b>		<b>Pages</b> 58+4
<b>Supervisor</b> Katarina Broman		
<p>Bangladesh is a developing country; people can find the development processes in every field for example accommodation, transportation, technology, service, natural resources and security. These sectors are very important as well as directly connected to the tourism industry. As the most revenue earning sector in the world, tourism service industry should be authentic and also develop the authenticity regarding service, product, destination and facility to keep growing.</p> <p>The main subject of this research study was to find out about the importance of development of authenticity in Bangladesh tourism industry. In addition, the way to make the authentic tourism industry in Bangladesh more developed as well as the respondents' activities and their responsibilities about it have been explained. The aim of this thesis is to portray the urgency of development of authenticity in terms of tourism industry as well as the responsibility of the tourists, governments, local communities and tourism related organizations such as tour operators and travel agencies.</p> <p>In this research, data was gathered from secondary sources for example Bangladesh Tourism Board, government and non-government's websites and the Bangladeshi people who are living in Finland more specifically at Pietarsaari.</p> <p>Last in this research, the researcher found some recommendations and suggestions such as along with the Bangladesh government all the inhabitants, organizations and communities should be conscious and come forward to develop this sector authentic to the tourists.</p>		
<b>Key words</b> authenticity, Bangladesh, development, experience, tourism.		

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## **ABBREVIATIONS**

BN	Billion
GDP	Gross National Product
OECS	Organization of East Carrabin States
SPSS	Statistical Product and Service Solution
UK	United Kingdom
US	United States

## 1 INTRODUCTION

Recently, authentic tourism has been the fastest rising sector in tourism industry. Tourists want to find themselves in an area which is completely different from the home environment and want to get an authentic experience from the destinations. Today's tourists are educated enough, more sophisticated, intercultural, concerned about the environment and want a better life. These facts lead them to have a desire for an authentic experience rather than something fake or impure. As a result, tourists are very much interested to visit those places which are original and authentic. Moreover, things of those destinations, for example landscapes, products, culture and activities should be original and unique as well as they have to have cultural history with identity elements because they may have cultural-historical facts those are almost erased from the tourist's perception. Then, visitors can find authenticity with the identity elements of those destinations. In the authentic spots poor have to stay the poor as well as the undeveloped have to remain undeveloped though reality is quite different and never can be forgotten but authenticity is something seen through human eyes while things and authenticities are still alive.

As a service industry, tourism is flourishing rapidly and spreading its branches in various sectors. Authentic tourism is one of the biggest sectors of this industry. People want to visit unique destinations to find phenomena things and want real feelings from their trip. There are numerous authentic or unique destinations visited by the people every day. Those places might be in the cities, towns and villages in every country in the world.

Nowadays, authenticity has emerged as a selection criterion to the people to make a decision on where to go on their holiday trip. People consider even one of the basic conditions of a holiday tour to go to a real place where past and present are still alive and have facilities to do some activities by themselves to get an authentic experience. Authentic tourism helps people to escape from everyday life



and get in touch with one's true self through real services for example hiking, bird watching, enjoying untouched landscape beauty and so on.

Authentic tourism does not only mean visiting an authentic spot or using an authentic tourism product or service but also everyone and organizations as well as their activities related to the tourism industry should be authentic. Any kind of fake information should be prohibited in authentic tourism. For example, when selling a package the travel agency cannot provide any kind of wrong information to the tourist which does not exist anymore. The websites of tourism organizations which are used widely for providing information, buying and selling packages or products are responsible to provide exact information to the people. If the tour operator promises to the customers their services then they have to do those and any kind of excuse should not be accepted on those cases. In one word, authentic tourism is all about the trust between the services providers and customers as well. (Drumond 2013.)

The main purpose of this study is to find out about the development of authenticity in tourism industry practice in Bangladesh. Furthermore, in this research the way to make the authentic tourism sector more developed in Bangladesh as well as the respondents' responsibility and their activities and acts about it have been described clearly as well. The aim of this thesis is to portray the urgency of the development of authenticity in perspective of tourism service industry as well as the responsibility of the local and international tourists, government, local inhabitants and tourism related organizations such as tour operators and travel agencies.

The outcome of this research will be conducive to the researcher to figure out the present scenario of Bangladesh authentic tourism sector as well as the facts that are needed to execute for developing this sector. Furthermore, it will help the general people to get a clear view about the necessity of development of authenticity in the tourism sector as well as they will also perceive the advantages of this, for example the environmental, social and economic, for them and their next generations. In addition, it will also be assistance to the people to raise

awareness against harmful actions with the authentic destinations, natures and commodities.

## **2 AUTHENTICITY AND TOURISM EXPERIENCES**

Tourists visit various destinations all over the world to get experiences and refreshments. To get authentic experiences, visitors travel from one corner to another in the world, use authentic products and services as well as do some activities for example paragliding, swimming and hunting. Moreover, travel organizations help a lot to give real experiences to the tourists through offering various packages or events. This also helps to preserve and develop authenticity which is really essential for the tourism industry. In this chapter the author is going to describe and also make a relationship between the authenticity and the role of tourism organizations in terms of getting an authentic experience from tourism industry.

### **2.1 Authentic Experiences of Tourism**

Tourism is the biggest service industry in the world. It has so many branches and people visit each branch by their demand. There are some reasons to visit such as sightseeing, weekend break, festival, conference, trade fair, study tour; activities etc. However, today the trends in tourism are authenticity; activity, adventure, independence, long-haul flight and online holiday bookings. So, it can be seen that authenticity has the first position of tourism trends. Now some questions can be asked about authenticity, the interest of tourists about it, as well as differentiation among other tourism products. Surely, there are many answers such as authentic refers to actual and unsullied things which have historic identity elements, tourists look for a connection with something unspoiled, unique and rooted within the destinations that authenticity connects among them, people are very much interested in real experience from unspoiled or untouched destinations and actual product for example culture rather than manufacturing products as well as over development spots. (Yeoman 2008, 166-174.)

Authenticity also indicates making or doing something in the original or traditional way, for example the restaurant serves authentic Finnish foods. The owner of this restaurant can be from another nationality and the location can be another country but the way of serving meals or foods seems authentic Finnish foods (Gisolf 2010). Besides, authenticity must have united cultural-history and identity elements to prove itself as authentic. Cultural-history and identity elements are on the border line of authenticity those help to find authenticity. Today trends of travelers are to see and get experienced of these genuine destinations, culture and even any kind of activities.

Furthermore, the whole process of getting and providing services as well as information should be real. Tourists would like to get information and buy services from an authentic organization which is reputed to do those. People always try to avoid anti-authentic organizations to get services as well as information because it is waste of time and money as well. Therefore, in perspective of the development of tourism industry, first they should ensure their authenticity to the customers in every single step for example providing information, selling packages, services, destinations and activities. (Drumond 2013.)

Tourism is an activity where tourists take a central spot and do some activities to get experiences from the specific landscapes, products as well as activities. It is all about exploring the untouched and unspoilt environment where tourists have to stay overnight and this environment must be unique and different from the tourist's usual environment or place where they live every day. Now, the question is how a link can be built between the authenticities and tourism experiences. For this it can be considered that authenticity is a goal of experience. Basically, authentic experiences are about escaping places as well as activities where tourists are available because most of the tourists visit development spots and participate in usual activities and these things are contradicted with authentic experiences.

Authentic experience also refers to something special and desire to explore unspoilt as well as untouched beauty. However, regarding this fact, tourists contact with a tourism related organization for example a tour operator or a travel

agency, buy a package or services, visit authentic destinations, use authentic products as well as do some activities to get authentic experiences for example volcano and water fall meaning the real wow moment to a tourist. Taj Mahal and the Great Wall in China may be an unforgettable moment as well as an experience in the tourist's life. (Yeoman 2008, 172-174.)

Tourism is a vast service industry in the world where tourists can be familiar with different kind of experiences which are difficult to get from the other industries. So, in the perspective of getting authentic experiences, authenticity can be distinguished in three different approaches in terms of tourism. These approaches are Object related authenticity, Symbol related authenticity and Activity related authenticity. In below paragraphs, these three different approaches are discussed to get a clear idea. (Gisolf 2010.)

Firstly, objective related authenticity refers to the originality which means whether the originality is real or not. It does not matter who is organizing or where it is organised but the things must be real. For example Samba dance is originated in Brazil but when it is danced in different parts in the world, it is not actual Brazilian samba but the things are genuine. Another example is one restaurant serving authentic American meals in Finland. Now, the question is how it is possible to serve real American food in Finland? Yes, it is possible to follow making real American foods. That means the process of making American food must be real. (Gisolf 2010.)

Another one is symbol related authenticity. It is being organized on things or objects through the travel organizations or by the tourists on the basis of belief, preference and expectation. There can be different versions in the same object. Such as in the same exhibition there can be art gallery, book fair, cultural gallery and musical event. Basically, symbol authenticity is directly related to how the real experience is felt by the tourist. For example one tourism organization arranges an art exhibition where people can see famous artists' arts and will get a real experience. (Gisolf 2010.)

And the third one is activity related authenticity. It refers to the tourist's activities in the purpose of getting authentic experiences. For this, tourists have to do something to get an authentic experience. Here people willingly participate in some activities, for example cycling, boating, fishing, mountain biking and swimming are exciting experiences to the tourists. Through this way activity converts the experience into the authenticity. (Gisolf 2010.)

## **2.2 The Role of Travel Organization**

In tourism industry a tourist takes a central spot or even more. Without tourists, it is beyond imagination to form and run a tourism related business, for example a travel agency and a tour operator. On the basis of tourists' demand there are huge travel organisations built up and running their business successfully. (Gisolf 2010.)

Authentic tourism is a flourishing sector in tourism industry. In addition, it has been increased sharply during last 10 to 15 years. Nowadays, it is quite demanded by the different organizations, customers, visitors and general people in the purpose of getting real experiences. On the basis of the rising demand for authentic experiences, a large number of authentic tourism based organizations are being built up and run their business successfully through providing excellent services as well as real experiences along with affordable costs to the customers. Among them GreenFORCE is the most demanded and popular to the customers for their unique packages and services. (Yeoman 2008, 174.)

GreenFORCE is the most famous authentic tourism organization in the world that helps the customers to get a real experience through providing real events, activities and packages. It is situated in the United Kingdom. Among the other authentic tourism organizations, it is the most popular and familiar to the customers for its unique programs and services. It organises holiday trips in several countries around the world with some unique programs such as wildlife viewing, sleeping under the open sky, meeting with the local culture and so on.

Customers can contact, buy packages and get any kind of information about their services at their office, over mobile phone, by E-mail and from their website as well. The Contact information is, Office 21 Heathmans Road, London SW6 4TJ, UK (Opening hours Monday to Friday: 9:15 to 18:00 UK time and it is closed on Saturdays as well as Sundays), E-mail [info@greenforce.org](mailto:info@greenforce.org) and the website is [www.greenforce.org](http://www.greenforce.org). (GreenFORCE 2015.)

In the below chapters the researcher is going to explain how GreenFORCE's packages, programs and destinations help to people to get real experiences. The author will also describe the target groups of authentic related tourism business for example GreenFORCE.

### **2.2.1 Package and Services**

Greenforce's programs depend on the country such as wildlife and culture for African countries and elephants and road trips for Thailand because they organize vacation trips for the customers in many countries all over the world. Their package cost and length of the trip also depend on the country for example in South Africa, the trip duration is six weeks and the cost is at least £2,900. On the other hand, if tourists want to visit South American countries such as Peru and Ecuador then they have to buy an 8 week package at £2,900.

Some facilities are the same even though countries are different such as three delicious meals a day according to tourists' demand, 24-hour emergency backup, all sorts of training equipment, T-shirt, all kind of transport facilities as well as luxurious accommodation. It also provides a tour guide that is free of cost. Tour guides help tourists to know the destinations, activities and products as well as raise awareness about using tourism products; destinations and how to keep the environment clean for the next generation as well. (GreenFORCE 2015.)

GreenFORCE normally offers some real activities such as a bird watching tour in the forests where birds are available, a photographic tour to capture nature's spontaneous wonder, a fishing holiday tour in great rivers, a golf tour, a walking/hiking tour, wildlife viewing, sleeping under the open sky and meeting with the local culture. These services are for those who want to get an authentic experience by doing something by themselves. In their package activities, people willingly participate in each activity and event to get real and wow experiences. Here all services and activities belong to activity related authenticity.

In addition, GreenFORCE also offers the customer various kinds of training programs such as volunteer research assistances who want to make a real difference as well as develops their careers in the perspective of conservation. In these training programs, there is also a great opportunity to work with the scientists for the customer's own research projects. (GreenFORCE 2015.)

### **2.2.2 Destinations and Target Groups**

Destination is an essential fact to organize an event or program in the purposes of getting an authentic experience. Before organizing an event, the organizers have to think and consider some popular, available as well as easy accessible places so that participants and visitors can easily attend the events.

GreenFORCE designs their packages with some authentic destinations around the world that means where people can find authentic facts, untouched beauty and unspoiled landscapes with historic identity elements. These destinations are Africa, Fiji, Thailand, South America, West Africa, Borneo and Bahamas. These destinations are famous in the world for historic elements and authentic tourism products. From these destinations tourists can get unforgettable experiences as well as wow moments in their lives those they did not get yet. (GreenFORCE 2015.)



Every business package or product has a target group. Before making products or packages, the company has to think about and take into consideration their customers, products, and ability of customers to buy their products. Here it can be seen that customers or target groups are discussed in every question. It is beyond imagination to make and produce a package or product before selecting the target people because they are the buyer and consumer of that product.

Therefore, by the consideration of GreenFORCE package services and activities, their target groups should be wildlife lovers, golfers, Bird watchers, fishing lovers, adventurous, culture lovers and photographers. In addition, through their cultural and historical programs people will get enough information about different types of cultures and histories around the world. So, culture as well as history lovers are also their target customers. Therefore, they design their packages on the basis of these groups. (GreenFORCE 2015.)

### **3 DIFFERENT ASPECTS OF AUTHENTIC TOURISM**

This part of this thesis study will picture out the different approaches of authentic tourism such as the contribution of authentic tourism in the country's economy, top five authentic tourism countries and their authentic products, an ideal country and its popular authentic tourism form. In addition, in this chapter sustainability, sustainable development, localism and ways of marketing in perspective of authentic tourism have been described properly.

#### **3.1 Contribution of Authentic Tourism in Economy**

Tourism is the biggest earning foreign currency sector in the world. Day by day it is blooming and contributing a lot in the country's economic development where other business sectors are trying to survive and continue their business somehow. However, among the other sectors in tourism industry, authentic tourism is the fastest rising service sector. The economic stability and development of a country not only depend on industrial economy but also service industry for example tourism industry. For a long time, people want to enjoy their leisure time as well as visit unique destinations to find phenomena things and want an authentic experience from their holiday trip. As a reason, tourism industry is moving toward and spreading its branches in various sectors, new businesses have been established for example hotel business, restaurant and travel agency, offering the customers to spend their vacation in a comfortable way with affordable costs, providing better life to the general people through creating new jobs and business. Considering these facts many countries are seeing their economic future through authentic tourism.

Furthermore, there are already many countries such as the United Arab Emirates, Thailand, China, Singapore and Malaysia who have figured out their economic growth through developing tourism sectors such as authentic tourism. People can see the growing trend of economy of a country through authentic tourism and

even more some of the developed countries such as the United States, the United Kingdom as well as France are moving towards tourism based economy. (Cooper, Fletcher, Fyall, Gilbar, Wanhill 2008, 129-131.)

TABLE 1 shows the top five countries who have received the most tourists in the year 2005. Among these countries the United States is the most authentic destination with 81.7 billion tourists receipt whereas the United Kingdom is a little bit less authentic destination with 30.7 billion receipts which is less than half of the tourist receipt in the United States receives tourists in the year 2005. On the other hand, Spain and France have almost same, respectively 47.9 and 42.3 (\$bn) in perspective of authentic destinations to the tourist's views. Hence authentic tourism helps a country to get more tourists as well as earn foreign currency. those are essential to develop the country's economy.

TABLE 1: Top five destinations in terms of tourism receipts in 2005 (US\$bn). (Cooper et al 2008, 133.)

Countries	2005
United States	81.7
Spain	47.9
France	42.3
United Kingdom	30.7
Italy	35.4

Furthermore, these countries are authentic to the visitors in terms of authenticity in services, products, landscapes, cultures, history and security as well. The most authentic tourism products of these countries are the Statue of Liberty, health tourism, technology for example Microsoft and Apple as well as education tourism in the United States, wonderful beaches, untouched natural beauty and historic landscapes in Spain, the Eiffel Tower and perfume in France, London Bridge, historic destinations, education and culture in United Kingdom, fashion, romantic cities and unique history in Italy. Moreover, to any of the tourists who did not visit yet these countries but know about their tourism products and services. Hence a

country can be famous and welcoming tourists by its authentic products and services, not by the imaginary products.

### **3.2 An Ideal Country and its most Popular Tourism Form**

To get clearer about the necessity of authentic tourism to develop the country's economy, one particular country Singapore, can be taken into consideration as an ideal country where authentic tourism is practiced more and it plays a major role for the economic development.

Singapore is a small country located in Southeast Asia. The official name of Singapore is the Republic of Singapore and the capital is Singapore City. It is the only sovereign city state in the world. The official languages of Singapore are English, Malay, Tamil, and Mandarin. Singapore is the world leader in several economic areas, among them tourism is a large part. As estimated in 2007, 10.2 million tourists visited Singapore. To attract more tourists and take into consideration the tourists' real experience, the Government legalised gambling and also allowed two casino resorts in 2005. (BBC, News Asia 2014.)

Singapore has several authentic tourism products such as indoor skydiving (iFly), casino and health tourism. Every year millions of tourists visit Singapore and spend money for the purpose of staying overnight, travelling from one place to another, visiting historic landscapes, treatment and participating in some activities for example indoor skydiving to get an authentic experience. Furthermore, tourism is the third revenue earning sector of Singapore and earned 20.6 billion Singaporean dollars in 2013.

Tourism is playing a major role in developing Singapore's economy. Considering the tourists' demand, they are building new luxurious hotels, restaurants, hospitals and some activities related to tourism business such as indoor skydiving (iFly). Moreover, Singapore has an aim to develop in some authentic tourism areas in

2015 for example as a leading Convention and Exhibition City in Asia along with a strong and dynamic business environment.

Many of the tourists who have not visited Singapore know about it only for their tourism products and services for example iFly and health tourism (Singapore Tourism Board 2013). iFly is the most popular authentic tourism product in Singapore. It was launched in 2011 and it has been visited by around 100,000 visitors of which nearly half are foreigners. iFly is the largest vertical wind tunnel for indoor skydiving. The height of the tunnel is 56.5 feet and diameter is 16.5 feet. The tunnel has the capacity to accommodate up to 20 professional flyers at any one time. (AsiaOne 2013.)

iFly is popular to the visitors for its facilities. The facilities include eleven instructors who help to take off; sufficient training will be provided before takeoff, ensuring a high degree of safety by the latest technology. On the other hand, it is affordable to the customers costing for example adult/ \$99, youth under 18/ \$90 and family 2 adults and 2 youths /\$339. Therefore, being safe, adventurous and fun, lots of people come here to get real feelings of flying and pass their leisure time as well. (Singapore Tourism Board 2013)

### **3.3 Marketing of Authentic Tourism**

Marketing is not only an art of selling or advertising of products as well as services but also meeting the human and social needs. Marketing helps to introduce and gain acceptance of new products or services to the customers that become easy as well as enrich their lives. Marketing is an essential function of a business whose ultimate goal is to make a profit and it allows companies to prosper in the long run through meeting the human needs. Moreover, it also focuses on the satisfaction of consumers by ensuring and providing quality products and services. In one word, it is a revenue generating part of a business through satisfying the customer's needs. (Kotler et al 2012, 5-7.)

Basically, products create a market. Authentic tourism products and services have to be ensured and provide high quality to help the tourists to get a real experience. For example, the product would be an accommodation in a historic building or hotel, serving food from a cultural dish which was used one decade ago. Furthermore, a more important fact is positive complements from the customers which are possible to satisfy them through providing standard quality of products as well as services. Positive words create new customers besides existing customers. (Hargrove 2003.)

To sell products and services, authentic tourism needs marketing in proper ways. The business has to rethink the ways of marketing they have used during the last few years or more. This is an era of technology where customers spend almost half of a day using technology including internet browsing, online shopping, watching television, mobile phone and social networking. Therefore, the organization has to consider a new way of marketing for example social media, constant communication, online shopping, internet, E-mail and mobile phones rather than old systems such as leaflets and brochures. Moreover, the other effective ways of marketing are making an attractive website from where consumers can get any kind of information as well as buy products or services, advertising in the newspaper, radio, television and magazine as well, arranging an exhibition in different parts in the world .(Kotler et al 2012, 129-131.)

### **3.4 Sustainable Development of Authentic Tourism**

Nowadays, tourists are more conscious with the environmental sustainability especially when they select their holiday destinations as well as other type of activities for example hiking, climbing a mountain and cycling. People are also eager to spend more money if they get an authentic environment in the destinations, services and accommodation. Besides, tourists are much more interested to act sustainably with the destinations, culture and services during their holidays. They want to learn something new about sustainability during their trips that they can apply in their daily life because sustainability not only refers the

environmental but also socio-cultural as well as economic issues. It also teaches to make a suitable balance among these three dimensions to generate its long term. (George et al 2009, 177-179.)

Sustainability and authenticity go hand in hand and tie each other where local inhabitants build tourism products which belong to their communities. People visit these communities, stay overnight with them, gather around a campfire with the local inhabitants, tell stories and dance to search a non-material, authentic and deeper experience. For this the tourists have to pay the communities depending on their services. The more important fact is these revenues are used to develop infrastructure and heritage sites, establish new schools, recruit teachers in schools and create jobs for the local inhabitants. This concept is not new; it is repeated all over the world during last few centuries. To promote this concept there are several travel operators, among them Exploreworldwide ([www.exploreworldwide.com](http://www.exploreworldwide.com)) and Exodus ([www.exodus.co.uk](http://www.exodus.co.uk)) are famous to the tourists. These travel operators promote themselves as sustainable tourism operator where sustainability plays a vital role to shape the tourism demand. (Yeoman 2008, 174-175.)

Sustainable development of authentic tourism refers to meeting the needs of current visitors as well as host destinations while preserving, protecting and enhancing tourism products and services, for example culture, wildlife as well as heritage sites for the future. Furthermore, according to the Organization of East Caribbean States (OECS), it also indicates the proper utilization of cultural as well as natural resources together with the government, private organizations and local communities for the country's development through providing unique experiences to the visitors.

However, sustainable development in authentic tourism needs proper planning to implement it in tourism industry around the world. In the sustainable development processes international organizations and government are not alone responsible for implementation but also all the tourism organizations, consumers, local inhabitants and tourists as well. Tourism organizations, for example a travel

agency, hotel and a tour operator, play a major role in long term goals of proper planning and sustainable development of authentic tourism to recognize the importance of social responsibilities. On the other hand, consumers are also an important participant in terms of sustainable development of authentic tourism but they are used as short term needs and objectives implementers. (Cooper et al 2008, 215-218.)

The actual places and services only can provide the truly memorable experiences to the tourists. To provide an actual experience to the customers, original places and services need sustainable development. For this it needs infrastructure, sufficient parking areas, trained staff to help tourists, maintenance as well as appropriate operation hours. On the other hand, the sustainable development of heritage sites has to be considered since past and present must be alive because tourists want to get an experience about the past to stand in the present. (Hargrove 2003.)

Sustainability refers to three principles such as environmental, socio-cultural and economic approaches in perspective of authentic tourism development. Among these three aspects there should be an equal balance assuring the development for the long terms. According to the author's view, sustainable development in authentic tourism sectors such as landscapes, rivers, and forests should be used to the maximum by doing the less hampering for the environment. All the parties can be equal benefited of sustainable development regarding authentic tourism through maintaining the essential ecological processes of environment, helping to conserve natural heritages and landscapes, respecting the authenticity of socio-cultures and traditions of local communities; keeping safe their living ways, exchanging the cultural things and views among them as well as assuring the long times economic. (George et al 2009, 179.)



### **3.5 Authenticity and Localism**

A tourist attraction is a destination of interest where travellers want to visit, especially for its untouched and unspoiled natural beauty, unique culture and historical significance, offering leisure, adventure, real experience as well as entertainment. Fortunately, most of the desired commodities of tourists are found in the local areas, for example authentic landscapes, cultures and heritage sites.

Moreover, the new approaches of tourism appear deeply rooted in the localism. Local tourism gives the opportunities to the visitors to picture out the past in the present. Today's tourists can use their intellect and imagination power to create their journey as a self-discovery through visiting local communities. On the other hand, local communities are enlarging their economy by using their authentic products such as culture, unspoiled natural resources and history. (Aref et al 2010.)

Furthermore, normally a tourist prefers to visit their own country side destinations that are authentic. The reason for it is adjustment and it is much easier to get information. There are enough possibilities to find and arrange things by themselves and not only these but it is also cheaper than visiting other countries. In general, local people are more prone to talk and share their culture, history as well as customs with their countrymen rather than the foreigners. In this case a small village may enhance the experience of tourists, where authentic places and commodities can usually be found as well. (Gisolf 2010.)

## 4 TOURISM IN BANGLADESH

Bangladesh is located in South Asia bordered by India and Myanmar. It is one of the world's most densely populated countries with over 160 million inhabitants. Bangladesh is officially known as the People's Republic of Bangladesh. It got independent in 1971 from Pakistan after a nine-month bitter war. Dhaka is the capital as well as the largest city of Bangladesh. The official language is Bengali but English is used widely in everywhere for example schools, colleges, universities, banks and offices as well.

Bangladesh is a land of rivers, lakes, evergreen hills, rich culture, world heritage sites and the world's largest sea beach named Cox's Bazar sea beach as well as the world's largest Mangrove Forest which is preserved as a world heritage site. Furthermore, the long wide sea beach named Kuakata, where people can enjoy the sunset and sunrise together. Bangladesh is also known as an evergreen country, that means wherever you look at you will see green. In a word, everyone will be satisfied with the enormous beauty, rich culture, authentic destinations, products and environment as well.

Bangladesh is a developing country and most of the inhabitants are employed by agriculture. However, agricultural sectors are not well developed as well as unable to provide adequate jobs to the inhabitants. As a result, Bangladeshi people go to abroad to seek jobs. They are playing a vital role in developing the country's economy by sending revenue and nowadays it is the 3<sup>rd</sup> largest revenue earning sector in Bangladesh.

Furthermore, Bangladesh is trying to enlarge its economy by developing industrial sectors for example garments, shipping, cements and metals industries. Moreover, foreign investors are very much interested to pump money into service industries e.g. tourism sectors, manufacturing and energy sectors as well. The economists see it will be one of the "Next Eleven" tier of developing countries with

more foreign investments and will implement them into the various industries sectors. (BBC, News Asia 2014.)

#### **4.1 Tourism Service Industry**

The Bangladeshi have a worldwide reputation for being friendly. In Bangladesh, travellers are certain to receive a warm welcome wherever they go as well as they are the centre of attention. In Bangladesh, though, the tourism sector is not developed enough but if anyone wants to get an authentic experience by for example cycling on the green hills, taking boat trips, tracking tigers in the Sundarbans; want to see untouched natural beauty, undeveloped historic landscapes as well as enjoy making friends, mixing with the local communities to gather knowledge about history and culture, then Bangladesh is probably just a place they are searching for.

Over the last few decades, the tourism service industry has gradually become an essential operator of economy as well as social development in Bangladesh. It stimulates growth through creating employment and entrepreneurs and also contributes earning foreign exchange revenues which help to reduce poverty and unemployment as well. Besides, this industry also creates potentialities to reduce inequality among the Bangladeshi people, preserve natural resources as well as cultural commodities and develop infrastructure.

However, Bangladesh's tourism industry is still undeveloped and untapped, even though it has the world's largest mangrove forest, the world's longest sea beach named Cox's Bazar, the Royal Bengal Tiger which are available in the mangrove forest, attractive hills in Rangamati and Bandarban, evergreen tea gardens in Sylhet. After all, Bangladesh has an enormous capability to be an international tourist destination.

## 4.2 Background Information on Tourism in Bangladesh

Bangladesh published its first national tourism policy in 1992. The main purposes of this policy are creating interest about tourism among the domestic people as well as developing, maintaining, protecting and preserving tourism resources and commodities, for example landscapes and culture. Furthermore, this policy is also emphasized to reduce poverty by creating employment in tourism industry. Moreover, it builds a bright as well as positive portray of Bangladesh abroad; opens recognized private and governmental both capital investment sectors; ensures amusement, entertainment as well as strengthens national unity and integrity.

Except for this policy Bangladeshi government has taken some steps to develop tourism industry to attract more foreign tourists through building up special tourist zones in Cox's Bazar, Sundarbans as well as Kuakata. On the other hand, government emphasizes to protect, preserve and develop authentic tourism destinations and products to attract more tourists because recently authentic tourism has been the most booming tourism sector. (Bangladesh Parjatan Corporation 2015.)

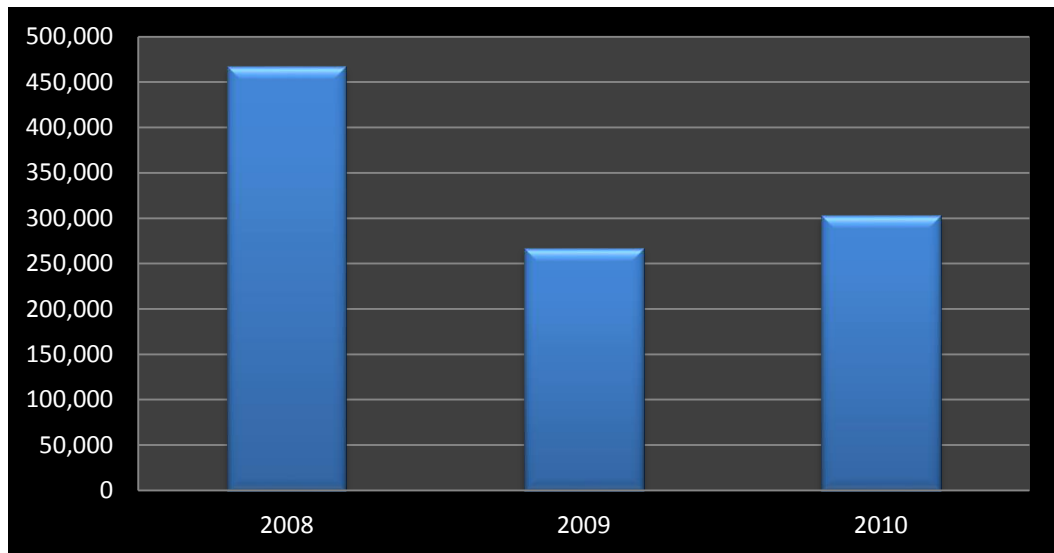
42 years have passed to get independent Bangladesh from Pakistan but still now industries sectors are not developed for example tourism service industry compared with the neighbouring countries for example Singapore, Malaysia and Thailand. Though it has all the capabilities to burgeon, the tourism service industry is escalating slowly. Bangladesh tourism industry is not widely well-known to the foreign tourists. It got only 300,000 visitors in 2010 from the international tourism market, among them around 70 percent visited for official as well as business motives. Tourism industry contributes only one percent in GDP because of being undeveloped and not well-known even though this sector was recognized as an industry in 1999 but because of the lack of the contemplation of the government as well as private investors it cannot flourish. (Bangladesh Tourism 2009.)

### 4.3 Present Scenario of Tourism Industry

In Bangladesh, around 40 percent of the travellers come from Asian countries, mainly from China, respectively India, Thailand, and Singapore. On the other hand, 20 percent come from European countries each year, mainly from France and Italy as well as 10 percent North America. So, it can be seen that the tourists arriving in Bangladesh from other continents for example Europe are minor compared to Asia. The reasons are lack of proper infrastructure development, undeveloped transportation and accommodation systems, political clash and antique tourist information services. (Newage 2012.)

Bangladesh received 152, 9,000 tourists over the last five years (2006-2010). Furthermore, tourism industry directly employed 132, 9,000 in the year 2011 which is 1.9% of the total employment of Bangladesh and in 2012 it increased by 3.6%. However, Bangladesh is trying to develop this sector by investing more capital and also foreign investment to attract more tourists to its destinations as well as to earn more foreign revenue. Moreover, the recent statistics on tourism industry show that both the tourism recipients and revenue from this sector are gradually increasing compared with the past. (Parveen 2013.)

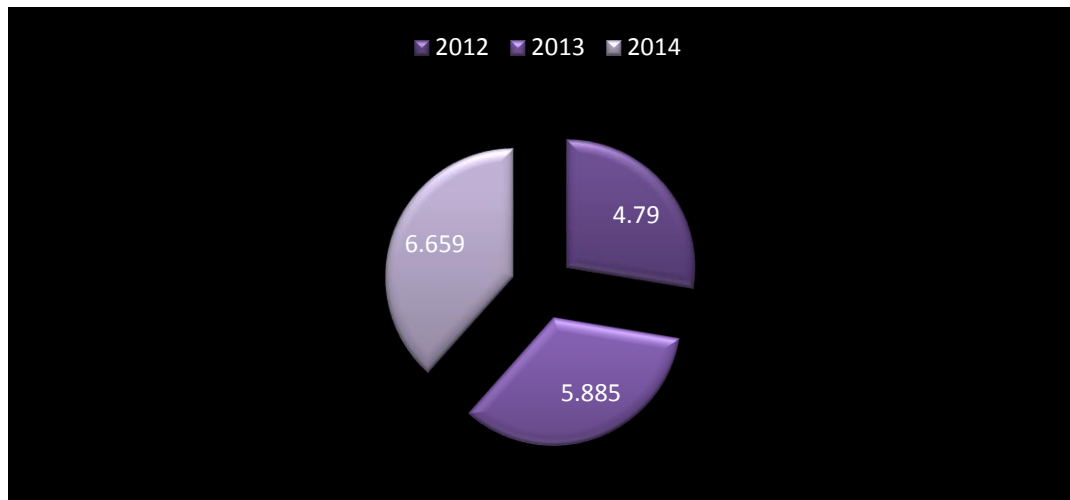
Recently, visiting other countries on holidays is increasing significantly rather than previous that is why touristic countries receive more visitors than the last centuries. Therefore, as a touristic country, Bangladesh is receiving a large number of foreign tourists each year though this number is fluctuating because of climate change, political unrest and world economic crisis.



GRAPH 1. International Tourist Arrivals

However, the collected data on international tourist arrivals shows that Bangladesh received over 450,000 foreign tourists in the year 2008. On the other hand, in 2009 foreign tourist arrivals sharply decreased to just above 250,000. After that, they increased gradually to 300,000 in 2010. (Parveen 2013.)

Tourism industry could not contribute as expected in Bangladesh's economy for being an undeveloped as well as unexplored sector. Now, time has been changed, this sector is rising rapidly and playing a significant role for the development of Bangladesh's economy. However, every year tourism industry is increasing its contribution in economy and this contribution is generated from accommodation and hotel business, resorts, travel agencies and tour operators, airlines, restaurants, leisure sectors and passenger transportations. Those are directly related with the tourism industry.



GRAPH 2. Total contribution to GDP (US\$ bn)

According to graph 2, in 2012, tourism industry contributed in economy with 4.79 billion dollars after that, it increased to 5.885 \$bn in 2013. In the year 2014 tourism industry contributed more in GDP with 6.659 \$bn rather than previous two years. This increasing trend might be the world's economic stability. (World Travel and Tourism Council 2015.)

## **5 A JOURNEY OF AUTHENTIC EXPERIENCE**

Bangladesh is blessed with having so many historic and cultural sites such as untouched and unspoiled natural resources as well as rich with various tourists activities for example river trips, hiking and tracking tigers in the Sundarban where tourists get an authentic experience like they never get elsewhere. Therefore, travelling to Bangladesh means to explore the authentic destinations with history and evergreen landscapes. The beauty of Bangladesh is composed of sea beach, forests, rivers and gorgeous landscapes. However, from the below mentioned destinations and activities tourists get an authentic experience.

### **5.1 Mangrove Forests**

Mangrove Forest is known as Sundarban to the Bangladeshi people. It is situated in Khulna Division, South Bay of Bengal. It is the biggest mangrove forests in the world with approximately 6000 sq km. It is playing a major role in developing the country's tourism sectors. Every year a large number of foreign visitors come to Bangladesh only to visit this unique place. Moreover, local inhabitants also visit whenever they get a chance.

Sundarban is a home of Royal Bengal tigers. Around 400 Tigers are roaming in this forest. What can be a more authentic and adventure experience than to see Royal Bengal Tigers! Normally people buy a 4-day boat tour package from the tour operators and go to search tigers. The tour starts from Khulna and during these four days tourists will stay on the boat and move through the rivers around the Sundarban. On this trip tourists also enjoy the unspoiled natural resources and gorgeous landscapes of Sundarban on both sides of the river. All kind of facilities such as foods and accommodations are provided to the travelers. To see the tigers, the boat trip is quite safe, cheap and more adventurous than the others. (McCrohan 2012, 6.)



In addition, the main attractions of it are wildlife viewing, Royal Bengal Tigers, boating inside the forests, honey collectors, landscapes, natural resources, wood cutters and meeting with the fishermen. If tourists want to get a genuine experience of the natural resources as well as beauty then they are welcome to visit the world's largest Mangrove Forests. (Travel Bangladesh 2015.)

## **5.2 Cox's Bazar and Kuakata Sea Beach**

Cox's Bazar is the most attractive tourist destination in Bangladesh. It is the longest sea beach in the world with approximately 120 km. Every year a huge number of local and foreign tourists visit here to spend their holidays. It is the busiest tourist destination in Bangladesh. Winter is the best season to visit even though it is crowded throughout the year.

The attractions of this place are surfing waves, delicious sea foods, boating, fishing, golden sands, locally made cigars, handloom commodities and Buddhist temples. Besides, the most fascinating and captivating scenery is to see the sunset behind the waves of the sea. There are lots of four-star and five-star hotels where tourists can easily book their rooms through mail, website and by calling. Here accommodations and transportations are world class, convenient, affordable and comfortable. (Cox's Bazar 2013.)

Sagar Kannya (Daughter of the Sea) is a local name of Kuakata sea beach. It is located in the southern part of Bangladesh; it is 30 kilometres long and 6 kilometres wide. It is the place from where people can enjoy both sun set and sun rise. Besides, other charming facts are a sandy beach, a huge number of coconut trees, blue sky, Kuakata Buddhist Temple, Seema Mandir, Ecological Park, natural beauty, evergreen forests and so on.

Furthermore, tourists can see fishermen coming back after fishing in the sea as well as they also can buy fresh fish from them and it is cheaper than the market price. Moreover, tourists also can go fishing with the fishermen on their fishing

boat and honestly that would be a wow and real experience which they will not get from anywhere else in Bangladesh. On the other hand, from here people can visit a small part of the world's largest mangrove forests. The best and most suitable season to visit here is winter even though all over the year it is crowded with the local as well as foreign tourists. (Beach Haven 2015.)

### **5.3 Old Dhaka**

If someone wants to be experienced with narrow streets, twisting roads as well as nonstop chaos, unrivalled traffic they should visit old Dhaka. Old Dhaka is a part of Dhaka city. Here tourists can easily find 17<sup>th</sup>, 18<sup>th</sup> and 19<sup>th</sup> centuries architectures such as LalBagh Kella, Ahsan Manzil and Star Mosque. That means, by standing there people can imagine the previous centuries buildings. On the other hand, if someone is looking for fabulous food and a unique culture they must visit here to get experience of tasty food such as Biryani as well as meet with the unique customs. In a word, anyone can get experienced with something that they never got yet. (Virtual Bangladesh 20015.)

### **5.4 River and Rickshaw Tour**

Bangladesh is a land of rivers. There are around a thousand rivers such as Padma, Jamuna and Mehgna flowing through this small and densely populated country. Therefore, travelling along them is an awesome experience for a tourist. Normally, tourists can find more various types of boats in Bangladesh than in any other countries in the world. Basically, ferries, steamers, launches, traditional wooden boats and so on are used to make a river tour. So, whether tourists get a chance to visit the countryside or city they should not miss making an adventure trip with the traditional wooden boats, launches or ferries. It is a wow experience to sit on the boat just before evening, enjoying sightseeing and listening to bird songs.

The rickshaw is widely used all over Asia but in Bangladesh it is probably more polychromatic, more widespread and fundamental to everyday life than in any country. In every city and town it is available whether at midnight or day, but in Dhaka it is used widely and largely. Dhaka is the capital city of Bangladesh. This city is well-known and famous for rickshaws, mosques and muslin saris. Here it is not possible to avoid travelling on them at some stages. It is quite cheap, convenient, environmental, fun and sometimes the quickest compared to other vehicles. It is hired hourly or per kilometer. Sitting on the rickshaw, people enjoy the open sky, natural beauty, architectures of the city and natural wind. (McCrohan 2012, 10.)

## **5.5 Meeting with the Local Community**

Bangladesh is a developing country. Everything is becoming developed every day; old is being new for example infrastructure, architecture, transportation, accommodation and so on. Even though in some parts of Bangladesh, development has not yet reached particularly in the country side. A large number of the inhabitants, around 80% of total Bangladeshi, live in rural areas.

Many local communities and cultures are still alive as well as available in Bangladesh. It is not difficult to find a local culture and community. Anyone can make a one day trip by oneself to visit a village and meet with the villagers, their living style and customs. Villagers are welcoming, honest and helpful. They eagerly wait to help others whether they are Bangladeshi or foreigners. (Discover Bangladesh 2015.)

## **6 DEVELOPMENT OF TOURISM RESOURCES**

As a developing country Bangladesh has lots of opportunities to develop various sectors such as service, technology, accommodations, transportations, industries, securities and natural resources. Among them service sectors such tourism are the most potential as well as revenue earning sectors and other sectors are directly connected to tourism service industry. Now, these sectors need a proper policy and executing this policy in the field to develop tourism resources. To make this policy government should take opinions from the general people, private as well as foreign investors so that they can consciously follow and implement in perspective of development of tourism resources for example destinations, natural beauty and heritage sites. (Shamsuddoha 2015.)

### **6.1 Transportation and Accommodation**

Transportation and accommodation are connected to each other and go hand in hand in tourism industry. A touristic country should be authentic in terms of providing world class, affordable and comfortable transport and accommodation services. These two resources are crucial in tourism industry to attract more tourists to any country all over the world. As a densely populated country, Bangladesh is facing a big problem with the transportation and accommodation to make these convenient, affordable and standard.

Therefore, it is a great possibility and opportunity to develop these to the standard of developed countries because where the problem is there the potentiality is to develop. So, Bangladesh should gain an authenticity not imaginary to be convenient, affordable and luxurious in terms of transport and accommodation services for the travelers.

## **6.2 Technology**

This is the era of technology. One cannot imagine a single moment of everyday's life except using technology. Today's people are much more involved in using modern technology such as internet browsing, online shopping and social networking than in the previous decades. Technology is a blessing for human beings as well as makes human life much easier and more comfortable. Nowadays, people can communicate, buy and get information within a second from any corner in the world. Therefore, every country is using modern technology to provide and get services as well as market their countries to the others.

In addition, modern technology is being used widely in tourism industry. Tourists can get any kind of tourism information such as destinations, services and accommodations over the internet. In this case, Bangladesh is far behind the other touristic Asian countries for example Singapore, Malaysia, Japan and China. There service systems through modern technologies are quite old and sometimes it is really hard to collect information about different kind of sectors for example tourism sectors.

Therefore, there is a great opportunity to develop this sector in perspective of providing authentic information to the visitors and customers through making captivating and informative websites, availability of online shopping and internet communication systems without buffering all over the country. If this sector is developed and authentic like in Japan then Bangladesh will get more tourists than presently.

## **6.3 Security**

Security is a big issue for the tourism industry. Touristic places should be secured so that tourists can visit and pass their leisure time without any kind of hesitation. Nowadays, the world is fighting against terrorism but the thing is it is spreading day by day in everywhere. The Middle East countries such as Syria, Iraq and

Lebanon are suffering more than the other countries. Tourists are not interested to visit these countries because of terrorism; as a result these countries are losing a huge amount of foreign currency.

Bangladesh should attend more to fight terrorism than they are doing now. On the other hand, political clash should be controlled to make stability of safety and peace. Bangladesh should become an authentic country to the visitors in perspective of safety and peace. Tourists are looking for safe place and countries where they can spend their holidays with entertaining and amusement.

## **7 CONDUCTING THE RESEARCH**

The research conducting processes for the thesis are going to be presented in this chapter. In this part of the research, planning processes, objectives, target groups and the choice of research method will also be discussed. At the end of the chapter the researcher evaluates reliability, validity as well as moral cases.

### **7.1 Research Methodology and Quantitative Research Method**

Research is an activity that gathers on a phenomenon using scientific rigor and academic acumen (Jennings 2001, 13). Basically, the processes of the research consist of three steps such as delivering questions; collecting answers to the questions and analyzing and presenting answers to the questions (Human Kinetics 2015). However, in research project the researchers have to have a clear vision, object and intention about the result. By the consideration of the research object, researchers have to decide on which research method will provide the best result to reach the research goal. In this case, the research goal is to receive more opinions from the respondents on the development of authenticity in tourism industry to make an effective development plan and implement it within the authentic tourism sectors in Bangladesh. Therefore, the researcher has chosen the quantitative research method for this thesis which is described in this chapter.

Usually, the approach of the quantitative research method involves statistical analysis. It depends on numerical evidence to get the desired outcome and draw conclusions. In this research reliability is highly appreciated. Therefore, to be confirmed of the reliability of the results the researcher has to conduct study on relatively huge numbers of people or organizations. The computer is also an essential part of this research because after collecting data from the respondents it has been used to analyze the data. (Veal 2006, 1-40.)

Quantitative research mainly produces information on a particular survey or observation through statistical analysis. It tends to be more applied collecting data and analysing data from the target groups rather than other methods for example qualitative methods. It is quite easy to understand and execute in the field survey. The quantitative method helps a lot to make a policy for the future consequences both governments and business organizations. It is widely used in marketing, sociology, economics, human development, political science and community health. (Godfrey et al 2000, 191.)

On the basis of the data derived, the quantitative research method can be divided into three groups for example a questionnaire survey such as pose questions to the target groups to mark their answers. Secondly, a method called as observations such as direct observation or attendee's observation. And last type is to collect data from secondary sources such as a case study and a final analysis of texts. (Veal 2006, 1-20.)

When it comes to a questionnaire survey, it is distinguished into four types. The first one is on-site surveys. It is widely used in tourism industry. In this survey, a questionnaire can be answered either by one-self or an interviewer. Here participants may reject or give negative responses to the researchers. The second type is an en-route survey. It is mainly conducted on travel experience and the return travel phase. This survey has been used in airlines industry over the last forty years to keep update information about the travel market. The processes involved in it are choosing a place, for example an international airport, schedules, out-bound passengers, days and times and then providing questions to the travelers to mark their answers. Another type is called a household survey. This type involves gathering data on attitudes as well as opinions on travel and tourism commodities and progress. The last type is known as omnibus survey. It consists of a set of demographic questionnaires conducted by a different number of researchers, organizations, agencies and business. (Jennings 2001, 239-240.) An on-site questionnaire survey has been selected to gather data from the participants for this research.



## 7.2 Planning process, Target Group and Data Collection

The planning process of a research project is very essential as well as highly significant. In the research, there are so many tasks to do and each one has to be well implemented for the success of the study. On the other hand, the target group is another important fact because researchers have to select the right group of people and also set the most suitable answer to the question to gather relative information on the research study. Besides, the quality of the focus group plays a major role to set the accuracy and validity of the final outcome of research study. (Smith 2010, 110.) The target group for this research has therefore been selected very carefully.

The target group for this research topic is Bangladeshi people who live in Pietarsaari, Finland. Here around 35 Bangladeshi people have lived for a long time and most of them completed their study in Centria University of Applied Sciences in the Degree Program in Tourism. They are well informed and educated about tourism and especially authentic tourism. Therefore, the researcher believes that he will get an effective response for the research questionnaire from them as well as any kind of suggestions if needed.

Developing a questionnaire assures to compare the gathered information. The researcher will be able to explore all important topics by gathering accurate information and also essential unexpected new information. (Smith 2010, 110-115.) However, for the questionnaire, 18 questions were developed including background information of the participants, their experience and opinions. Besides, the researcher had the chance to take one suggestion or opinion from the participants' own word.

Data collection is an essential segment of a research study. Data collection process can be divided into two different groups. The first one is known as primary data which are gathered by the researcher himself/herself. Another one is secondary data which are collected from the existing data for example articles or other research projects. (Veal 2006, 147.)

In this research, primary data have been chosen to gather information from the participants. It is the most time beneficial for research study. In addition, by using this, the researcher can easily figure out the main as well as overall views about the topic of the participants. To know the target people views about the research topic the researcher posed a number of questions to answer. The target group of this research as mentioned earlier comes from different parts of Bangladesh and they are well informed about the destinations, services and current development of the authenticity in the tourism industry in Bangladesh. That makes the author more confident to get a successful outcome of this research project.

### **7.3 Validity, Reliability and Ethical Issues**

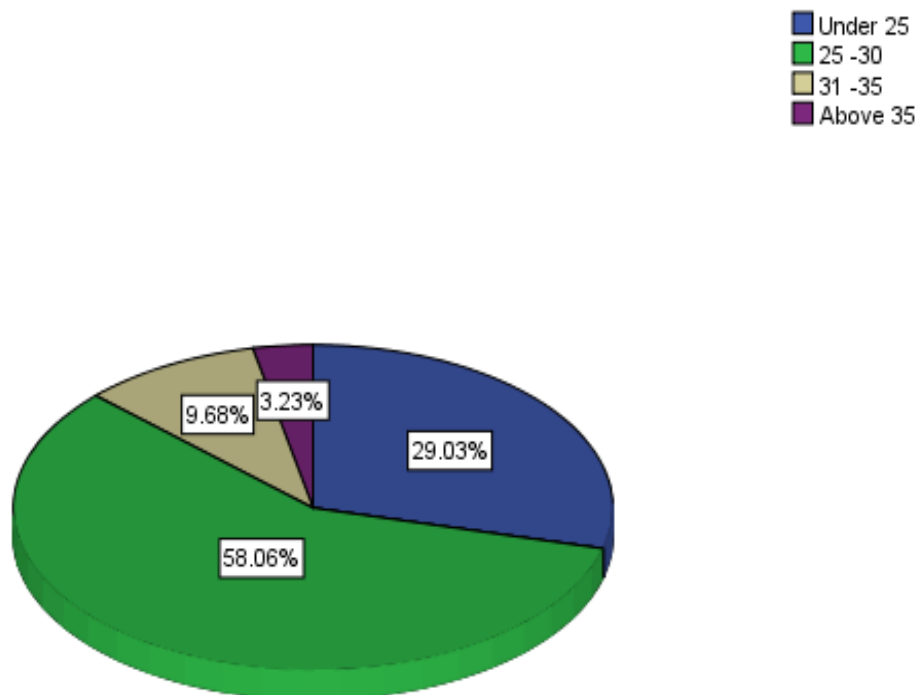
Validity, reliability and ethical issues are the most essential facts when conducting a survey for a research project. Validity refers to expanding the collected data which truly reflect on the research study. Reliability, on the other hand, describes how reliable the result actually is, when similar surveys are conducted on the same phenomena and two surveys would show the same result. For example five kg of mangos being weighted in different weight machines from different companies will be the same weight. Ethical issues, however, directly affect the final outcome of the research project because it is a matter of respect and honesty. (Veal 2006, 41, 116.)

The data were collected for this research study from Bangladeshi people staying in Finland more specifically at Pietarsaari. They are well educated as well as more concerned about the development processes of authentic tourism in Bangladesh. In addition, they also visit authentic destinations and use authentic tourism commodities and services whenever they visit the family in Bangladesh. Therefore, asking for answers to the questions to get information about the research topic is more valuable and reliable, besides ethical issues have been followed carefully and strictly.

## 7.4 Data Analysis

After gathering data from the target group through a questionnaire survey, the researcher used SPSS software and Microsoft Office Excel to analyze data to get an effective and successful result. Below, the author is going to explain and analyze the data with graphs and pie charts.

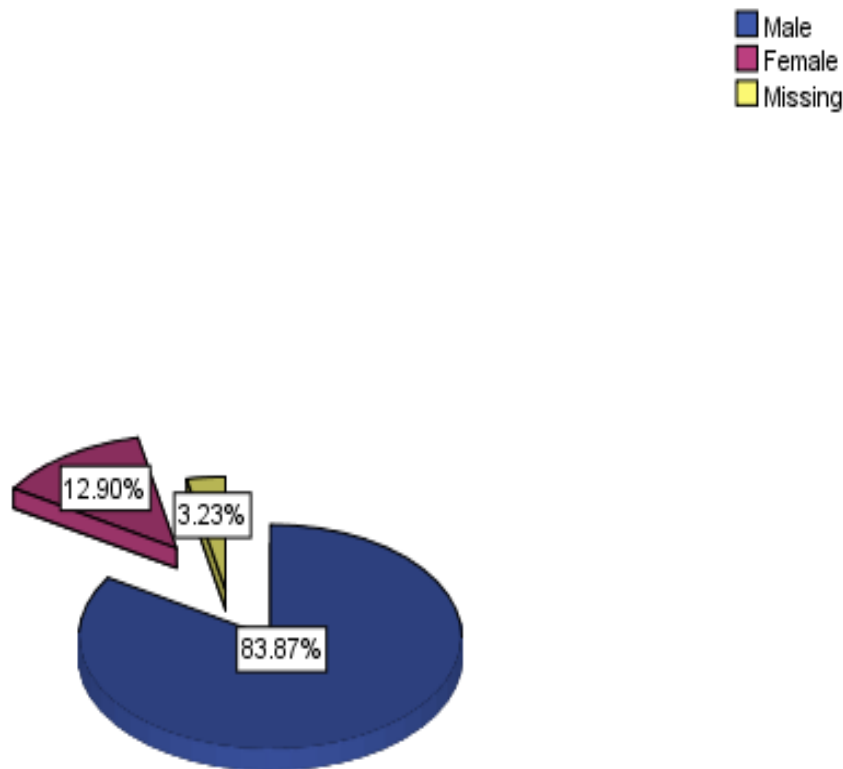
The first question was about the age groups of the target people of the research study. The purpose of this question was to figure out the age differences among the focus group. To know the age of the target group, the researcher distinguished the participants into four age groups for example Under 25 and 25-30.



GRAPH 3. Age

From the above graph, we can see that 25-30 age group of participants was the most at 58.06 % whereas Above 35 age group was the lowest at 3.23 %. On the other hand, Under 25 age group was the second in position with 29.03 % and the third age group was 31-35 with 9.68 %.

In the second question, the respondents were asked to mark their gender. It is essential to know which gender participated most in the research study. To do that, the research divided the target group into two groups in perspective of gender such as male and female.

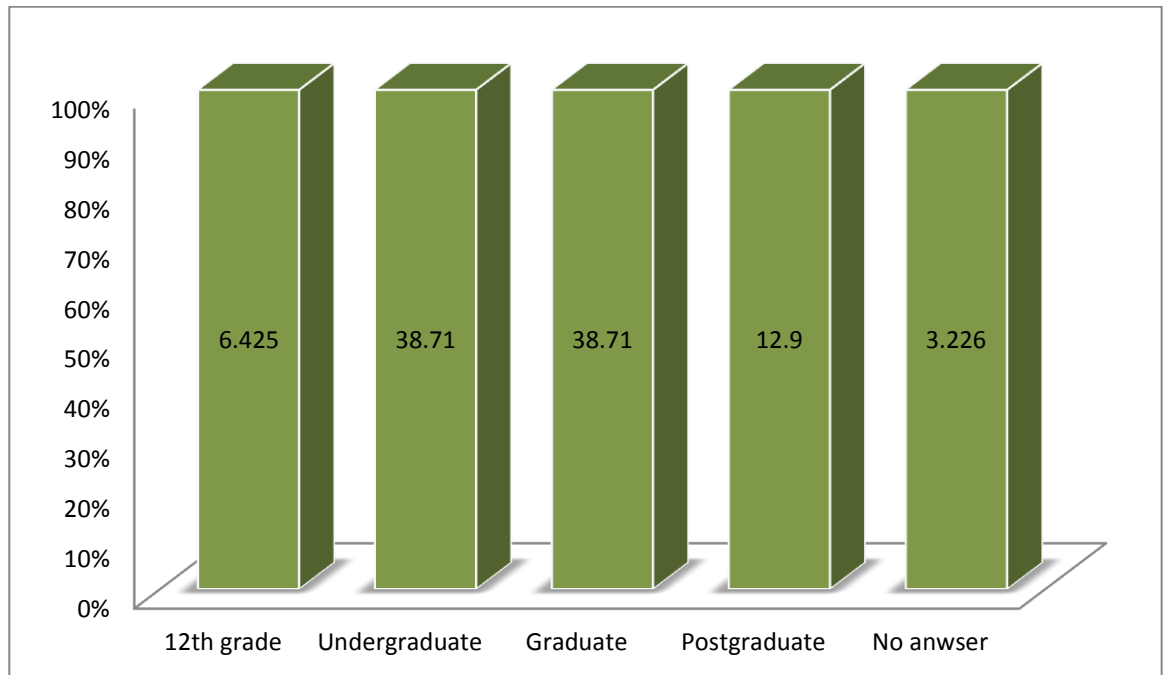


GRAPH 4. Gender

It can be seen that most of the respondents were male with 83.87 % whereas female was only 12.90 % and it is really fewer than the male. The above graph also shows that a little portion exactly 3.23 % of the participants did not mention their gender group.

The following question was about the educational background for example 12th grade, undergraduate and postgraduate of the target group. It is highly important to know about the educational qualification of the respondents because if the

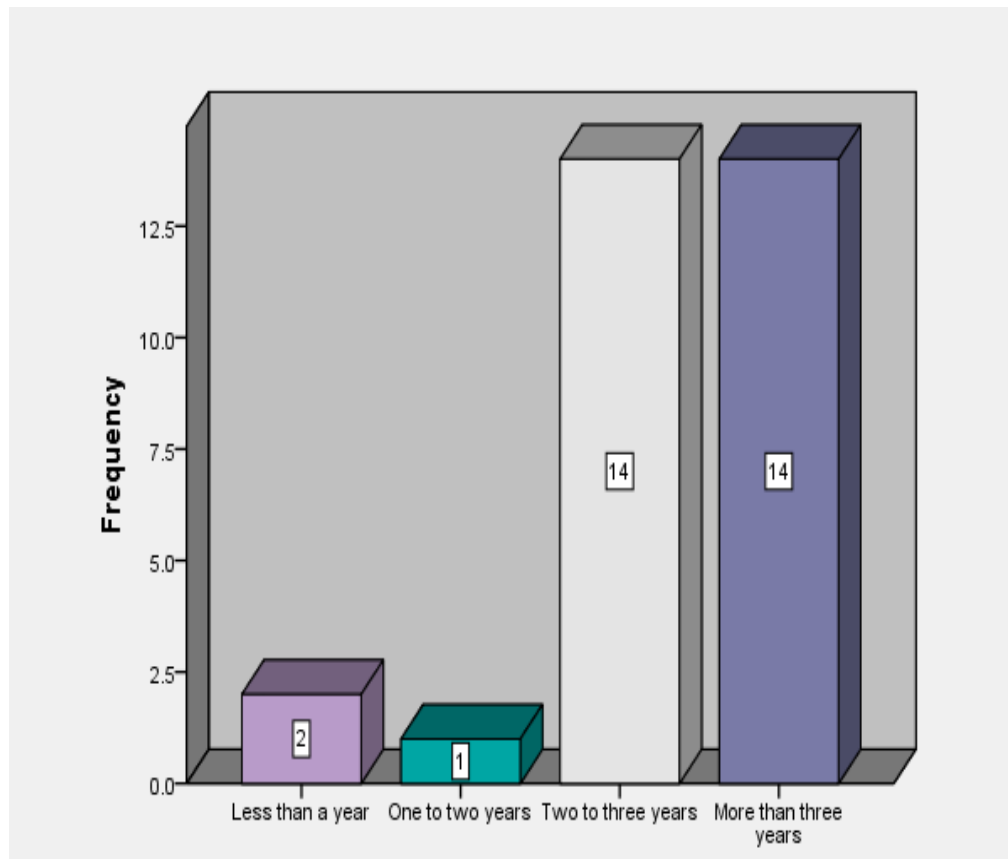
respondents are well educated then the researcher will get effective feedback and suggestions on the research topic.



GRAPH 5. Educational qualification

According to this graph, undergraduate and graduate respondents are exactly the same in point with 38.71 %. Postgraduate respondents are higher with 12.90 % comparing with the 12th graders around 6.45 %. This graph also shows that 3.226 % of the participants avoided answering this question. It can be seen that almost all of the respondents are well educated.

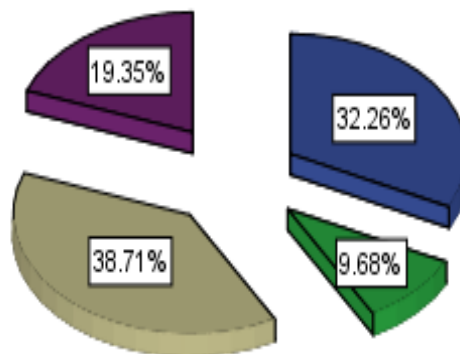
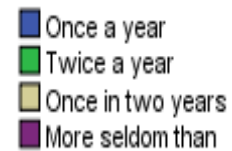
In question four, the participants were asked to mention the duration of living in Finland such as less than a year, one to two years and more than three years. The aim of posing this question to the respondents is to picture out, if they are concerned about the current development processes of Bangladesh tourism sectors.



GRAPH 6. Living time in Finland

From graph 6, it can be seen that two to three years and more than three years' groups among the target people are the highest with 14 % where 2 % of the respondents have lived here less than a year. On the other hand, only 1 % of the participants have lived in Finland one to two years.

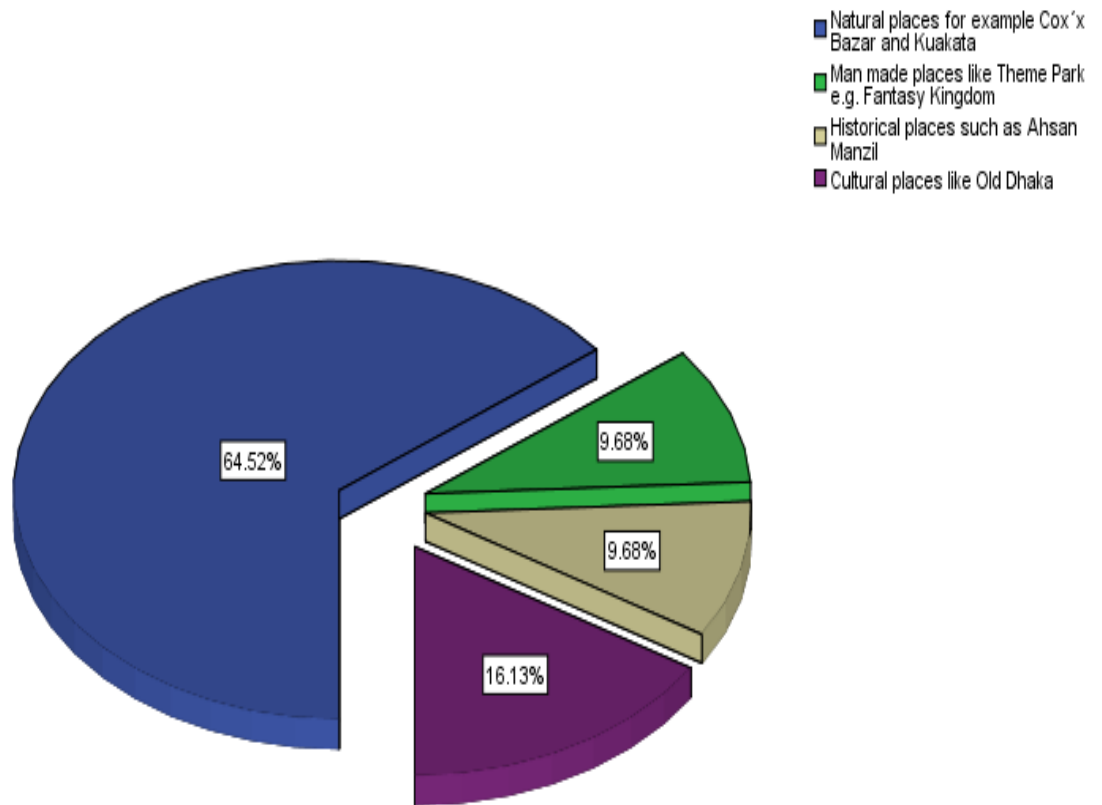
The next question was about how often the respondents visit Bangladesh. The purpose of this question was to know their knowledge of the present development of authentic tourism sectors.



GRAPH 7. Visit to Bangladesh

According to graph 7, once in two years as well as once a year are almost the same respectively 38.71 % and 32.26 % whereas only 9.68 % of the target group visits Bangladesh twice a year. Moreover, 19.35 % of the respondents visit the family in Bangladesh whenever they get a chance. Therefore, after analyzing the above pie chart, it is clear that they are well informed as well as concerned about the current development of authentic tourism in Bangladesh.

The following question was about the destinations such as natural places, manmade places and historic places. Which one attracts more attendees when they select their holiday trips?



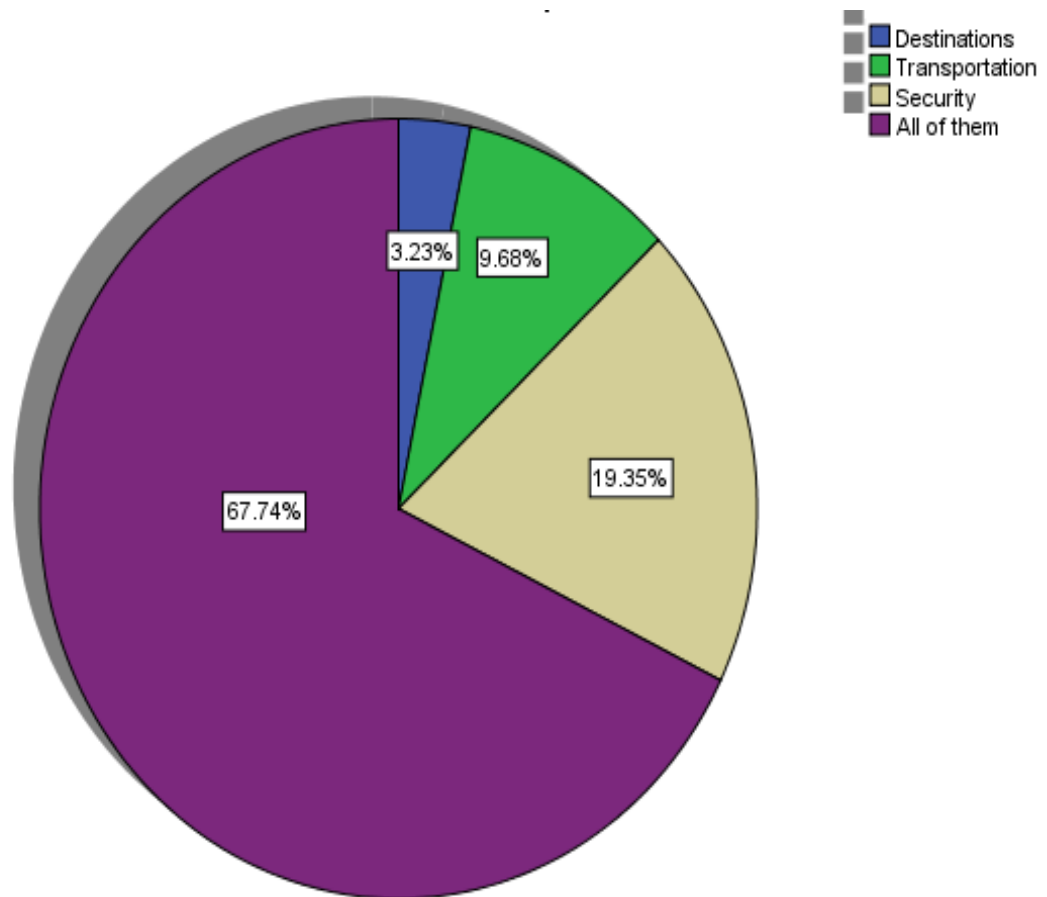
GRAPH 8. The most attracting place to visit in holiday in Bangladesh

According to the above pie chart, natural destinations such as Cox's Bazar and Kuakata pick the highest 64.52 % in perspective of choosing a destination for holiday trips whereas manmade places such as theme parks e.g. Fantasy Kingdom got almost 16.13 %. Furthermore, the above pie chart also shows that historic as well as cultural places have got the same percentage, 9.68 %, as holiday destinations of the respondents.

In question seven, the respondents were asked to mark their answer about the first priority to the development of tourism resources. For this, the researcher



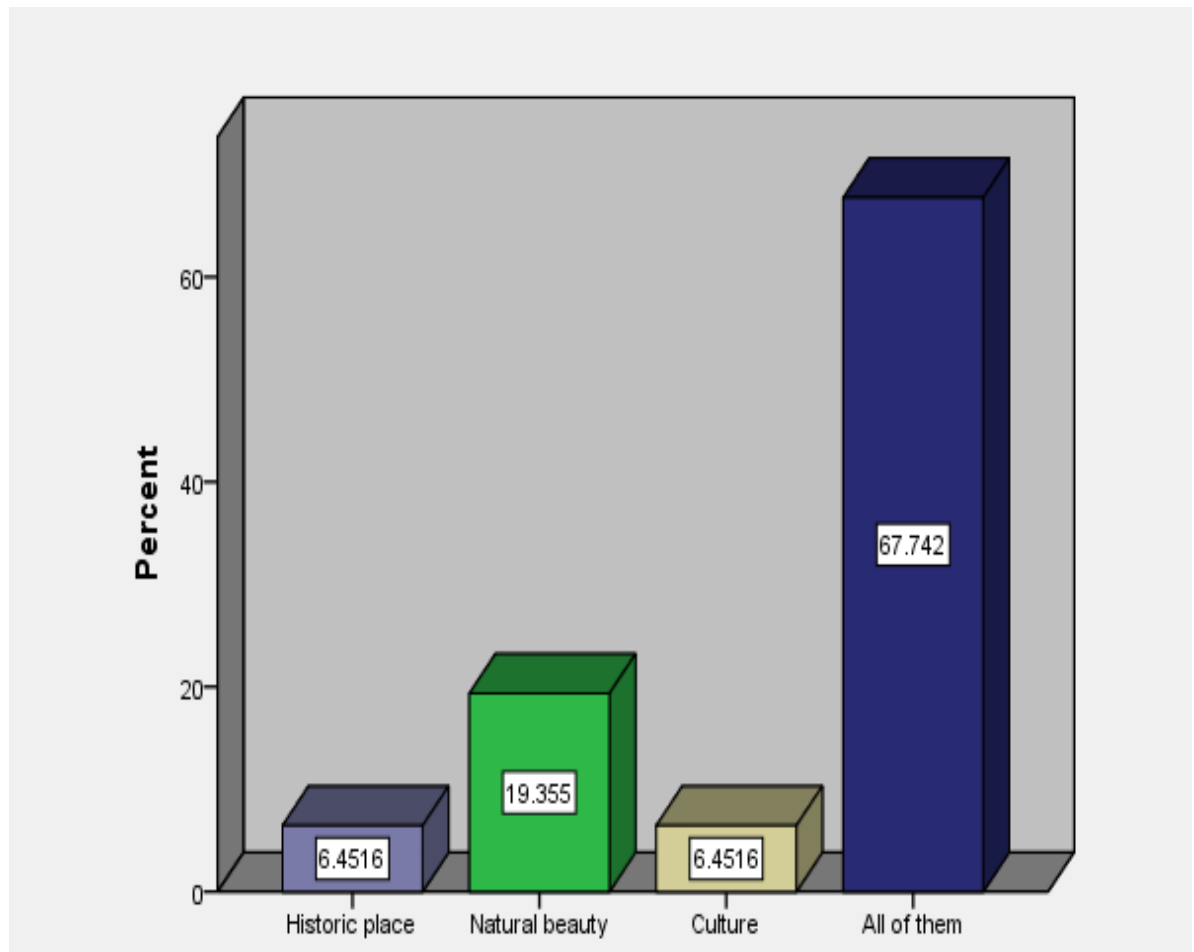
divided tourism resources into four different groups: destinations, transportations, security and all of them.



GRAPH 9. Development of tourism resources

Most of the respondents, 67.74 % think all of the tourism resources such as destinations, transportations and security should give more attention to development in Bangladesh. The above pie chart also shows that respondents also think of giving more priority to the development of the tourism resources separately for example 19.35 % of the respondents think security should be developed first whereas 9.68 % of the participants emphasize to the development of the transportation system. On the other hand, only 3.23 % of the participants give more attention to destinations development.

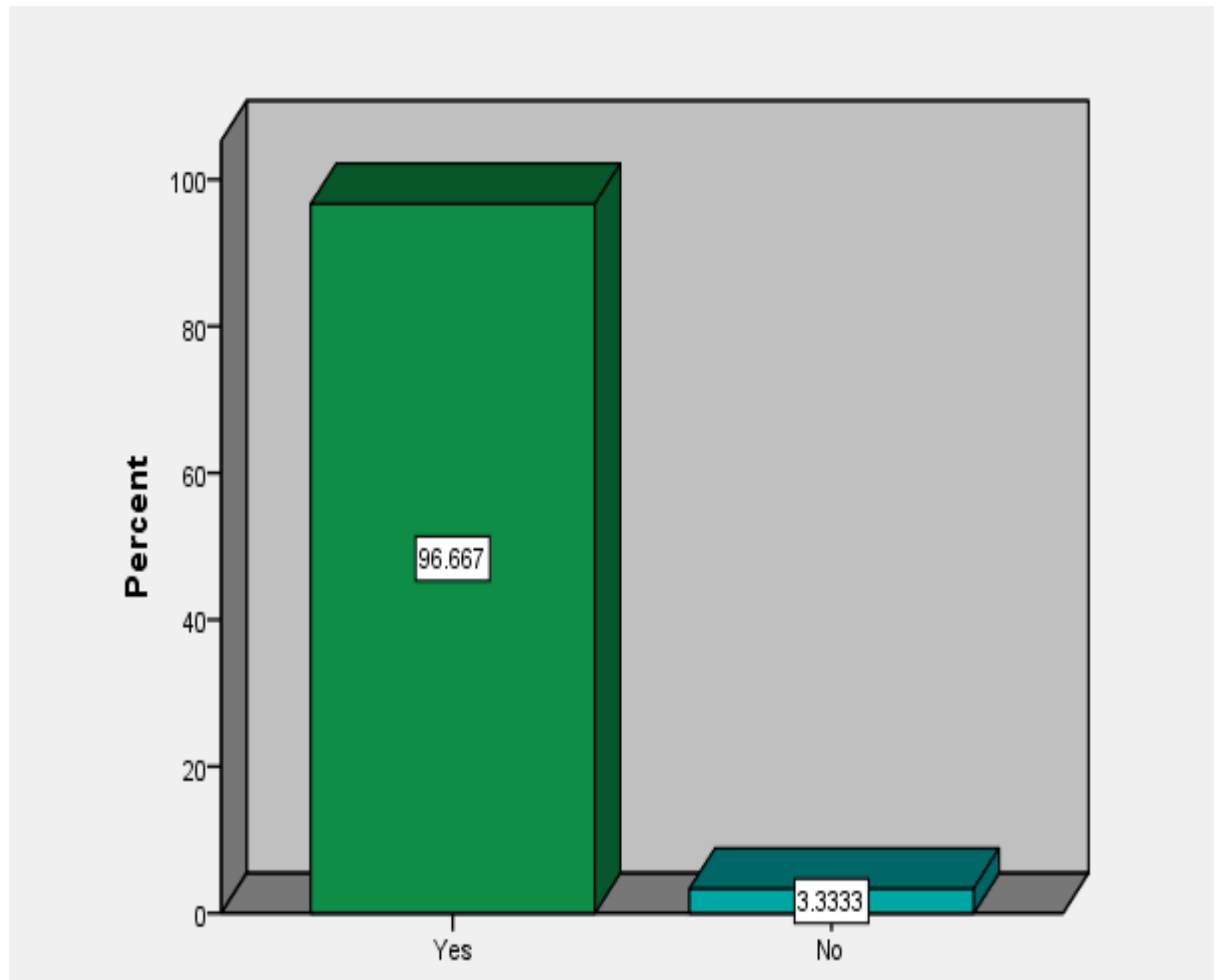
In this question, the participants were asked to answer which one such as natural beauty, historic place and culture attracts more the tourists to make a trip. The aim of this question is to figure out which one among the authentic tourism products such as natural beauty, historic and cultural places attracts more the tourists to travel.



GRAPH 10. The most Important fact to attract more tourists

The above graph shows, 67.742 % of the respondents think all of them, historic, natural and cultural destinations, attract more the tourists to visit. Separately, natural beauty for traveling purpose attracts around 19.36 % of the participants whereas historic as well as cultural place attract only 6.45 % of the respondents.

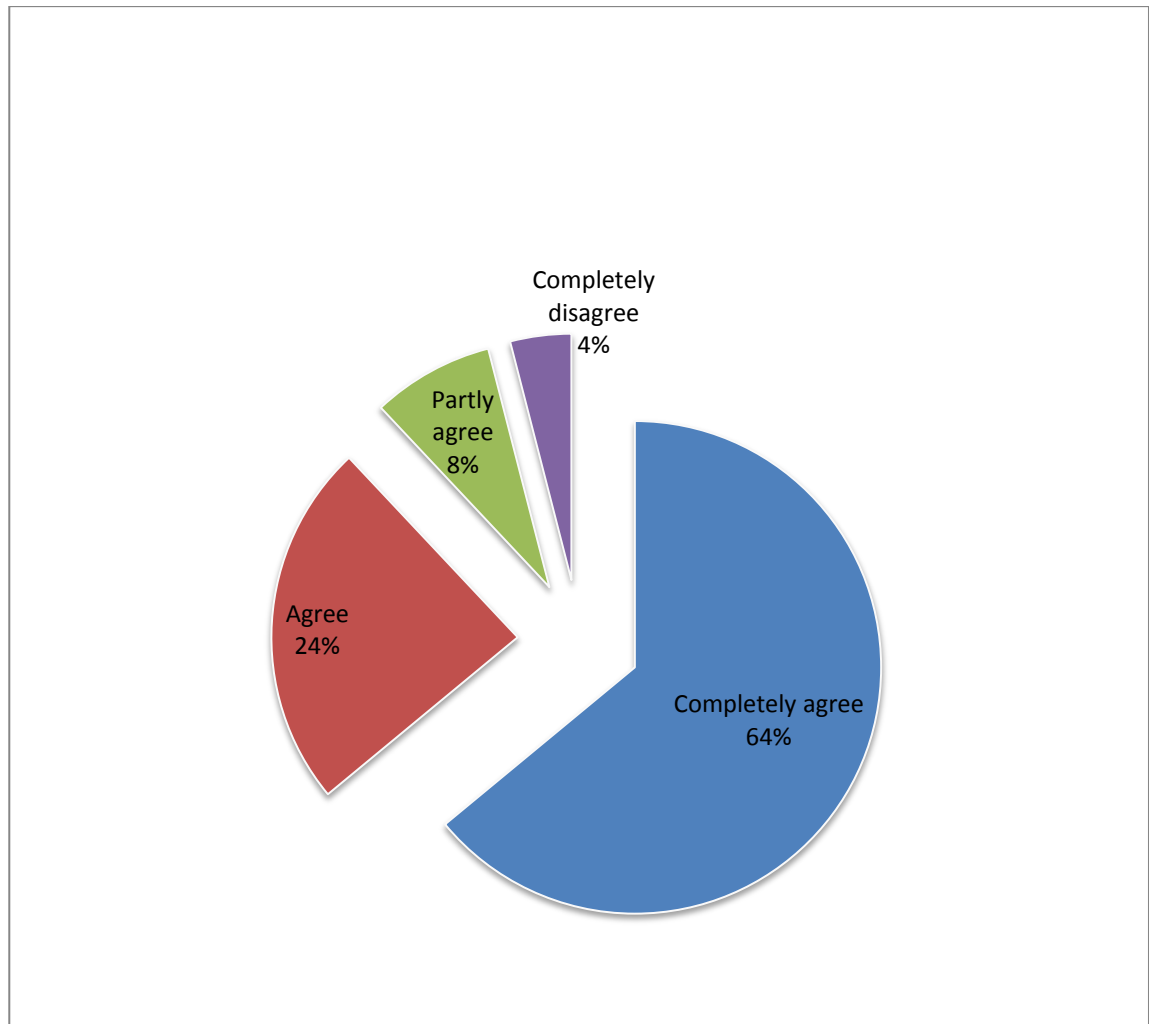
Tourists spend more money if they get their desired services, products and destinations. In this question, the participants were requested to choose their preferable place among authentic tourism destinations to spend more money for the purpose of traveling.



GRAPH 11. Preferable destinations to spend more money in perspective of traveling

It can be seen from the graph that above 96.66 % of the respondents would like to spend more money visiting an authentic tourism place for example Cox's Bazar. On the contradiction; only 3.33 % of the participants do not prefer to spend more money to visit authentic destinations.

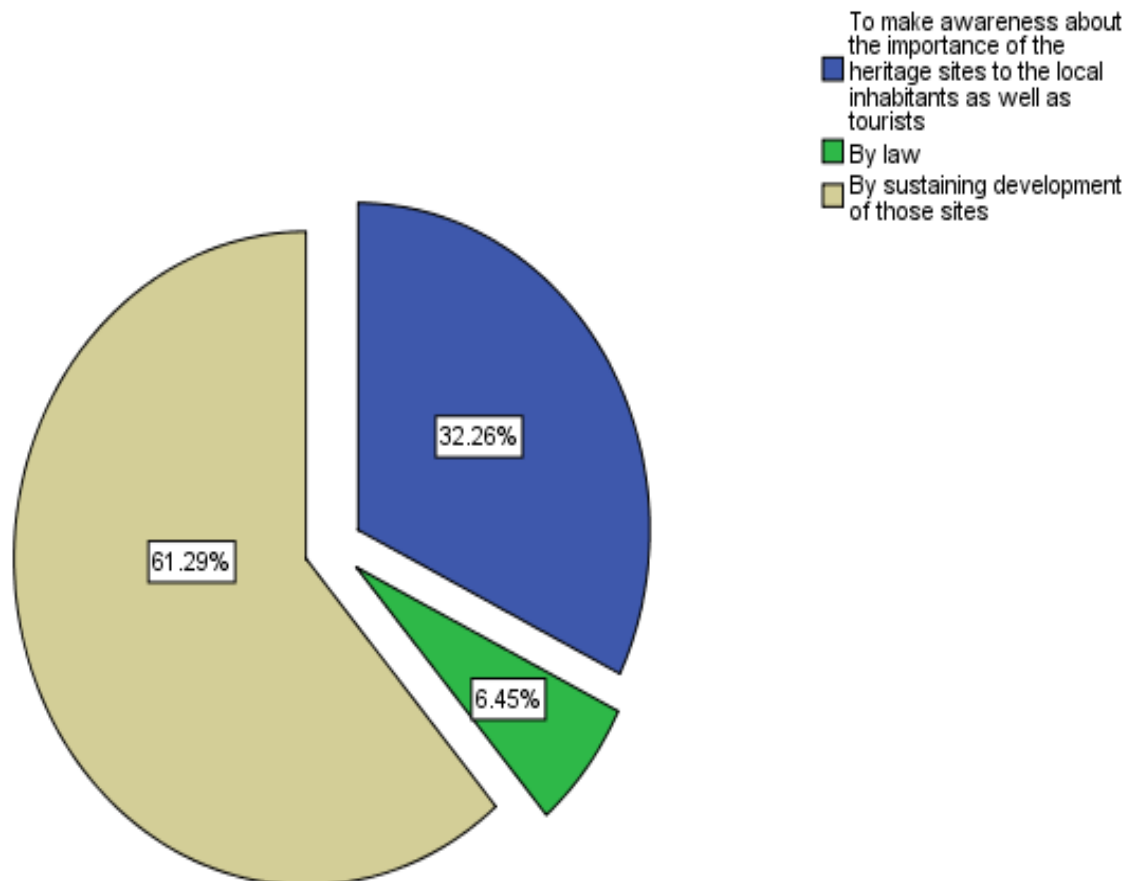
A touristic place can benefit economically and socially from visiting and staying a tourist. Through this question the researcher wanted to know the respondents' opinions about social as well as economical benefits of an authentic tourist destination.



GRAPH 12. Local people's benefits

In graph 12 it can be seen that 64 % of the total participants completely agree where only 4 % are found who completely disagree on it. Moreover, 24 % of the respondents agree comparing with only 8 % who partly agree about the economical as well as social benefit of authentic touristic destinations such as Lal Bagh Kella.

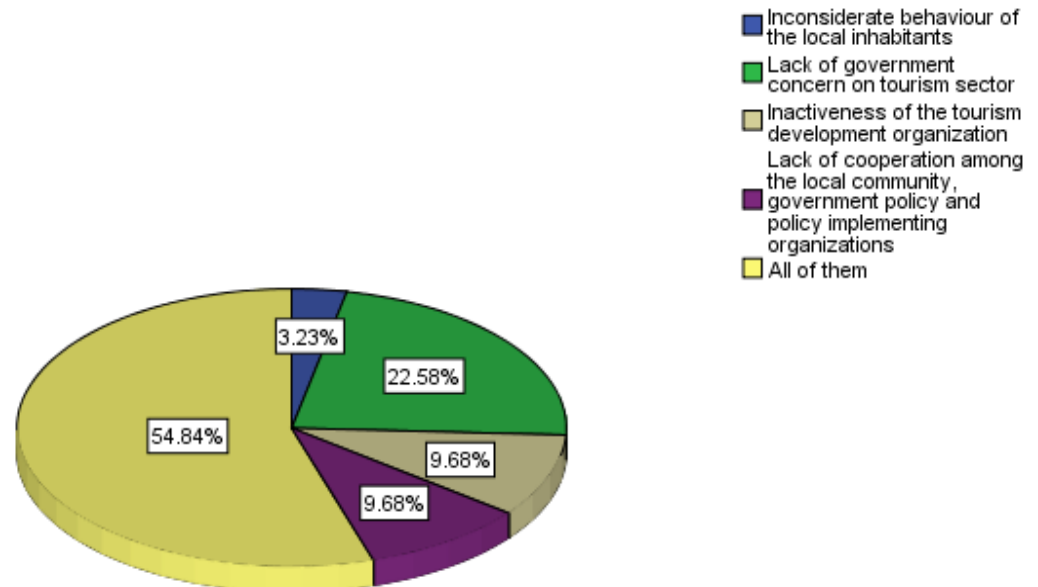
The following question was about the protection of heritage sites of Bangladesh. In question eleven the respondents were asked to give their opinion on the three different groups like to make awareness about the important of those, by law and by sustaining development of heritage sites about the protection of heritage sites.



GRAPH 13. The protection of heritage sites of Bangladesh

We can see from the above pie chart that most of the respondents, around 61.29 % think that sustainable development can protect the heritage sites of Bangladesh. Moreover, 32 % of the total participants think raising awareness about the importance of heritage sites to the local communities and also tourists. On the other hand, only 6.45 % gave the opinion that an effective law can protect t Bangladesh's heritage sites.

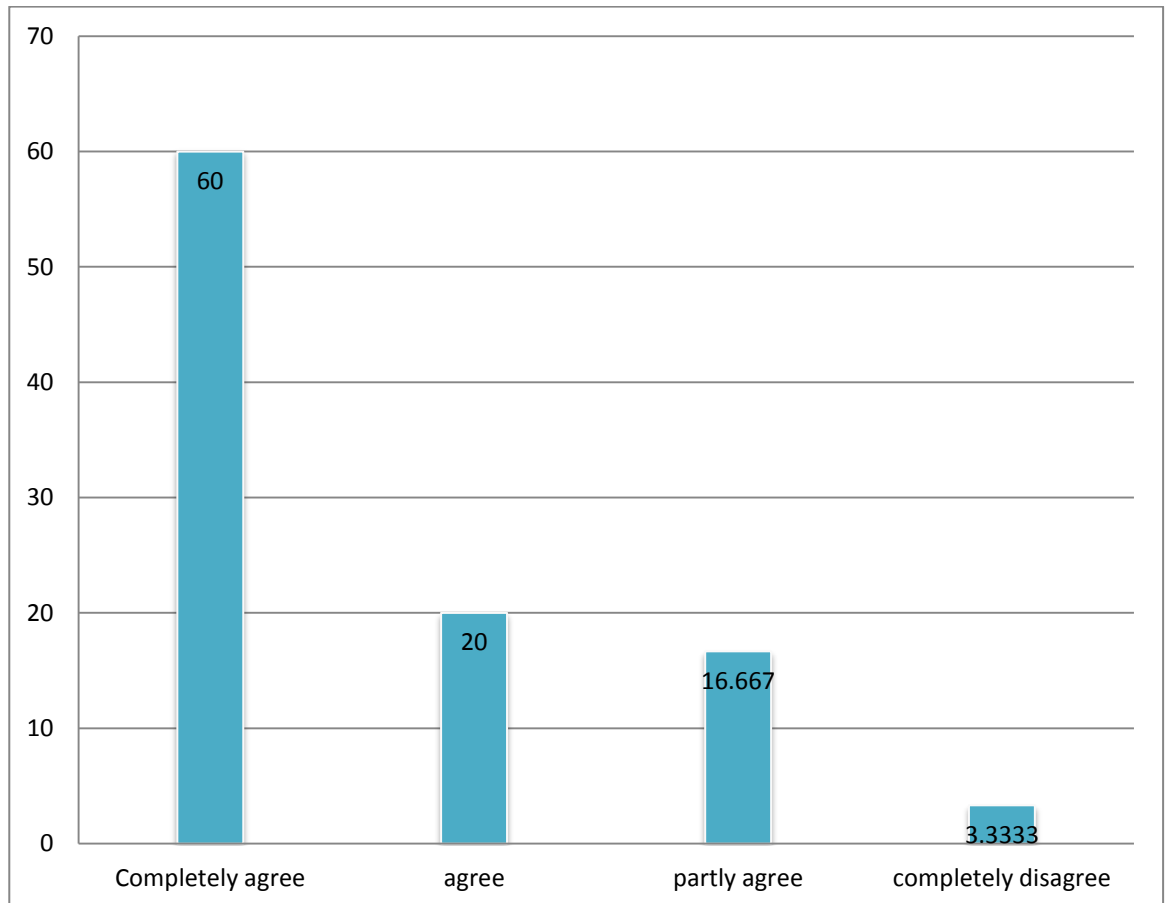
There might have many hindrances for the development of authenticity in the Bangladesh tourism industry. Therefore the attendees were requested to mark their answer among four different groups.



GRAPH 14. Hindrance for the development of authenticity in the Bangladesh tourism industry

In this question, the options were inconsiderate behavior of the local inhabitants, lack of government concern on tourism sector, inactiveness of the tourism development organizations as well as lack of cooperation among the local community, government policy and policy implementing organizations. According to the pie chart, most of the attendees, 54.84 % agree that all of these are an obstacle to develop the authenticity in the Bangladesh tourism sectors. On the other side, 22.58 % out of the total respondents think the government should be more concerned in the purpose of the development of authenticity in tourism whereas only 3.23 % think that the main obstacle is the inconsiderate behavior of the local inhabitants. Furthermore, 9.68 % of the people agree that inactiveness of the tourism development organizations and lack of cooperation among the local community, government policy and policy implementing organizations are the main hindrance in the way of development of authenticity in the tourism industry in Bangladesh.

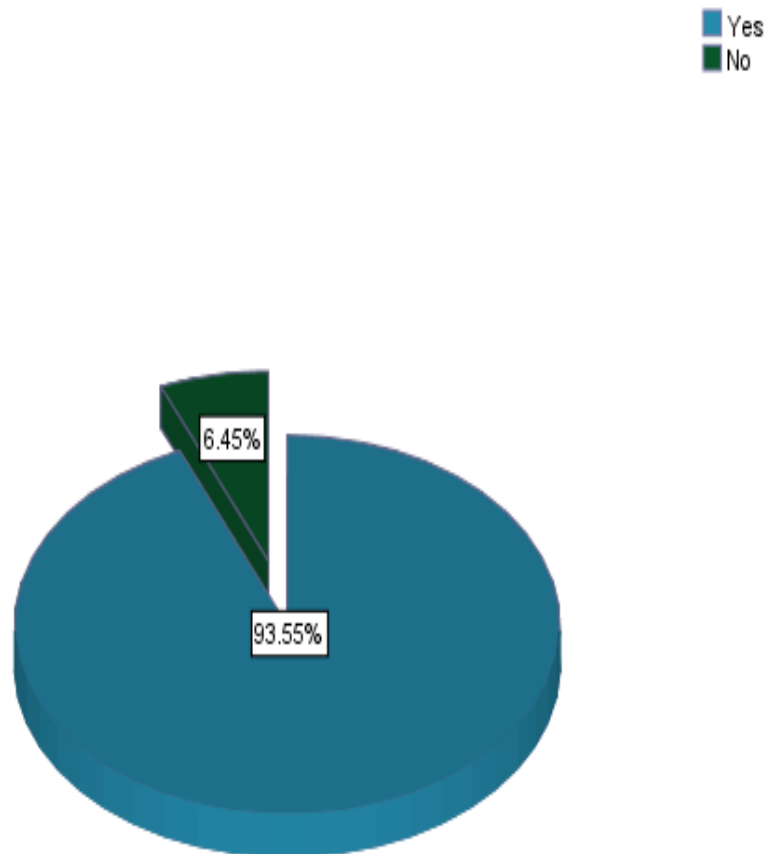
Local communities are responsible for protecting, preserving and developing their authentic tourism commodities for example culture and historic places. To do these, they need to be more active and conscious about the sustainable development of their authentic tourism products. Therefore, the researcher posed this question to the respondents to get their feedback on it.



GRAPH 15. Activeness and consciousness of local community about the sustainable development of authenticity in tourism

Referring to graph 15, 60 % out of the total attendees completely agree, contradicting 3.33% completely disagree that local community should be more active as well as aware in terms of sustainable development of authenticity in tourism industry. Besides, 20 % agree comparing with 16.67 % who partly agree with it.

Local people help a lot to develop their historic destinations and products. Therefore the government and tourism related organizations should inform them about the importance of their contributions on the local historic places as well as products. However, with this question, the researcher wanted to know about the views of the respondents.

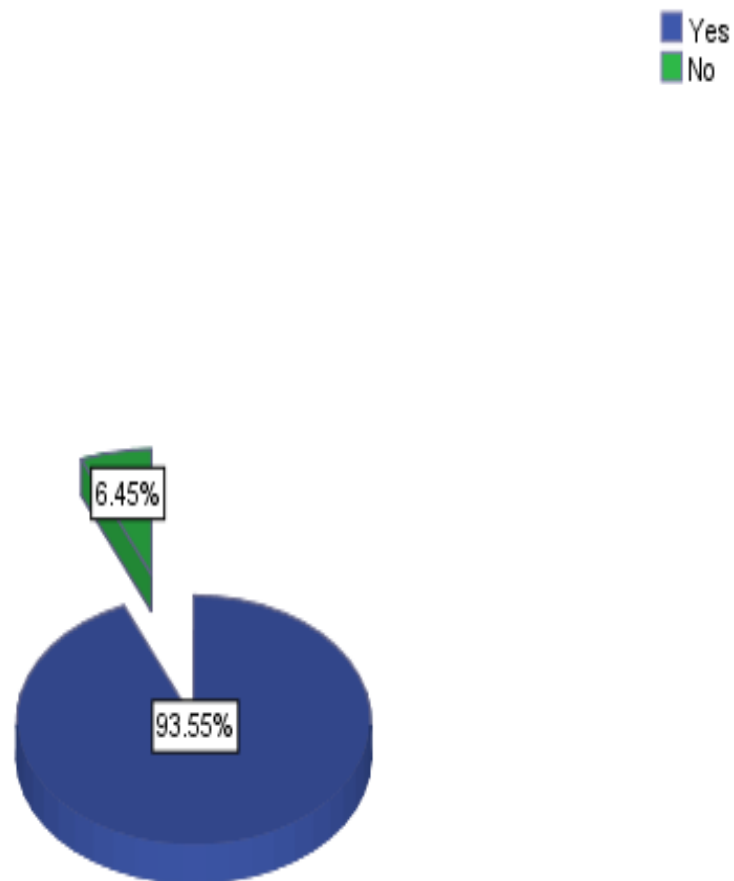


GRAPH 16. The contribution of the local inhabitants to the historic places and products

From the above pie chart we can see that almost all of the respondents, around 93.55 %, agree that local inhabitants should be well informed about the importance of their contribution on the historic places and products where only few of the participants, 6.45 % do not agree with it.



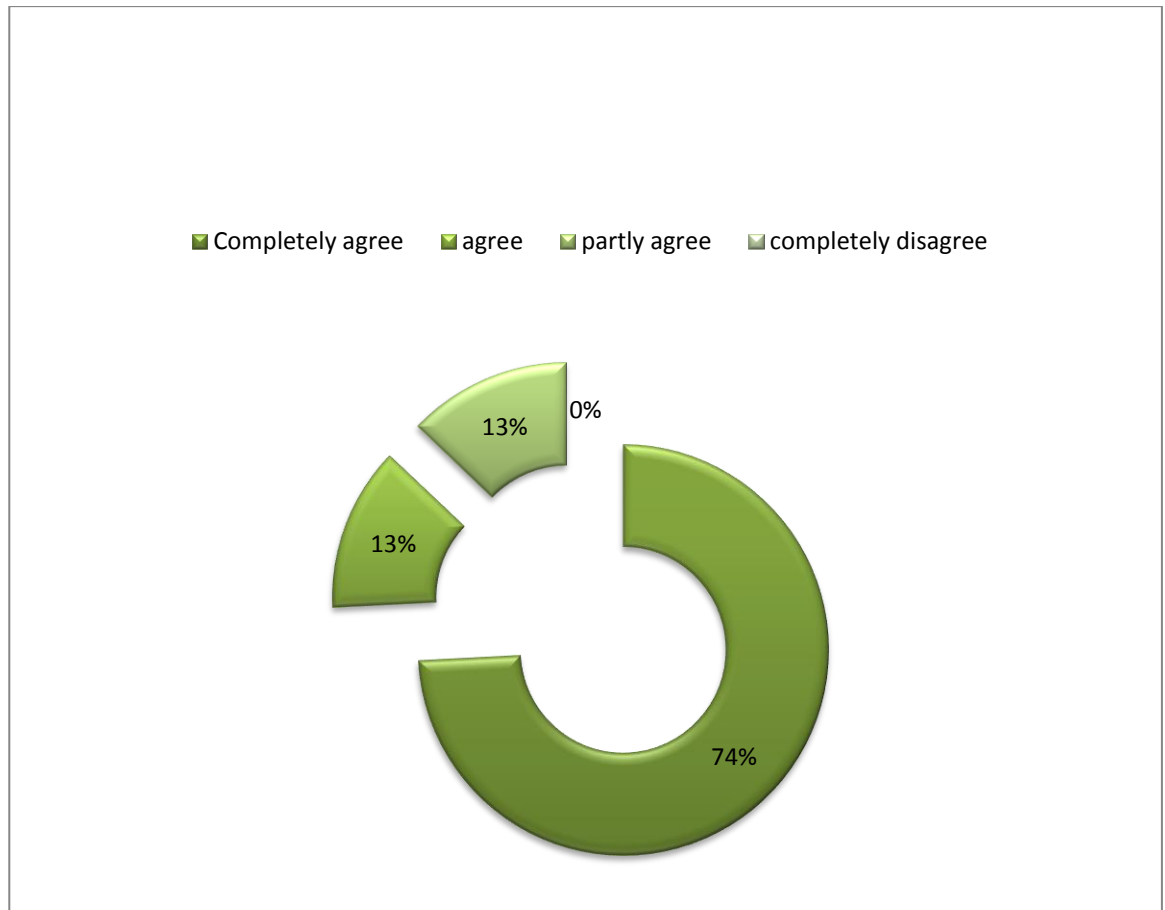
Tourists are the core character in the tourism industry because they visit tourist destinations and use tourism products all around the world. Besides, they also play a vital role to develop authentic destinations. Therefore, the purpose of this question is to know the respondents' opinions on the tourist's contribution to the authentic destinations.



GRAPH 17: Tourist's contribution to the authentic destinations

Referring to the above pie chart, a major part of the respondents, 93.55 % think that tourists should be aware about their contribution to the authentic destinations in the purpose of development. On the contrary, 6.45 % out of the total participants think that tourists do not need to be conscious about their contribution to the authentic places.

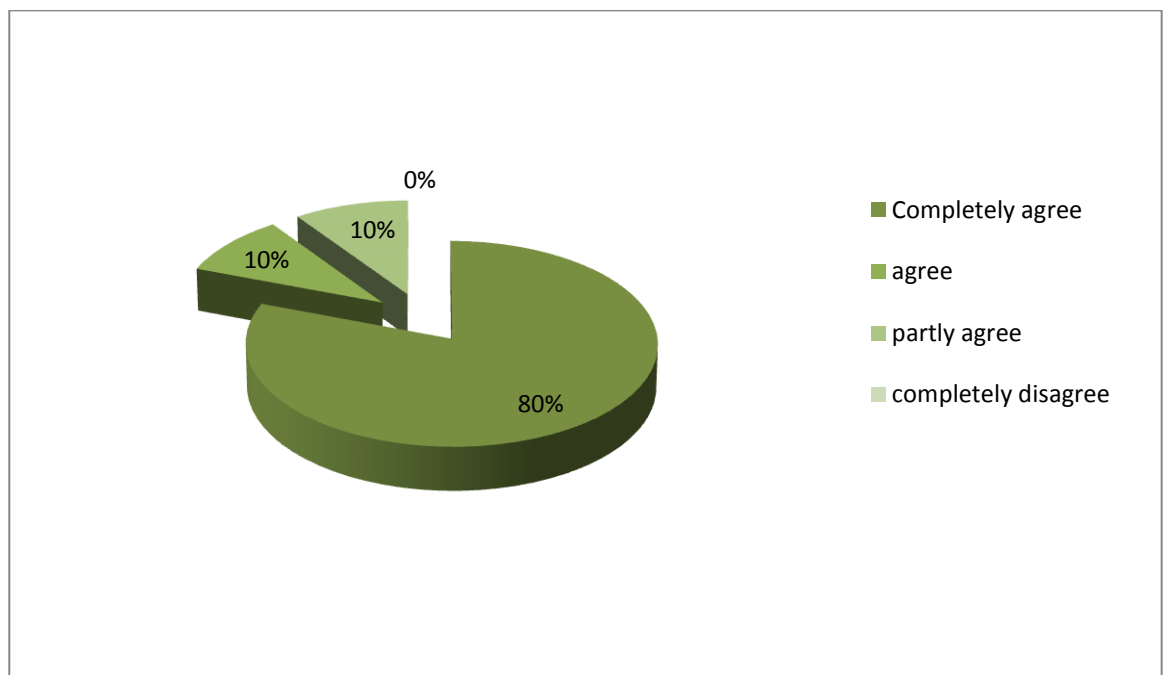
Government should come forward to preserve historic as well as cultural destinations through making an effective law. In question 16 the respondents were asked to give their opinions on making an effective law by the government to preserve historic and cultural places.



GRAPH 18. Making an effective law by the government to preserve historic and cultural destinations

According to graph 18, 74 % of the respondents completely agree to make an effective law by the government to protect and preserve the historic places compared to no one who completely disagrees with it. Moreover, 13 % both agree and partly agree as well as think that the government should take proper steps for example making a fruitful law to preserve cultural as well as historic destinations in Bangladesh.

The following question was about the role of tourism industry for example raising awareness among the visitors to use authentic tourism destinations and products in terms of future generation's uses. In this question, the participants were requested to give their opinion from four different groups such as completely agree, agree, partly agree and completely disagree.



GRAPH 19. The role of tourism industry to protect and preserve the authentic destinations and products for the next generation's uses

80 % of the total participants think tourism industry should take an essential action such as raising awareness among the travelers to use authentic destinations as well as products so that upcoming generations can use and enjoy these. The above pie chart also shows that the percentages of agree and partly agree are both the same, 10 %, and no one is completely disagreeing with the statement.

## 8 CONCLUSION

The significance of authentic tourism in the tourism industry has been rising rapidly every day. To continue this trend the requirement for proper and successful authentic tourism business has become a mandatory task for the personnel working in this sector. The managers of authentic tourism related business organize different kinds of events for the authentic tourists all around the year. From these events, tourists get unforgettable and real experiences that they did not get yet. Nowadays, people want to get real experiences from real destinations and events. People are eager to spend more money on real events from where they can get authentic experiences that is why authentic tourism is rising rapidly day by day.

Bangladesh is a developing country; people can find the development processes in every field for example accommodation, transportation, technology, service, natural resources and security. These sectors as the researcher mentioned earlier are very important as well as directly connected to the tourism industry. As the most revenue earning sector in the world, tourism service industry should be authentic and also develop their authenticity regarding service, product, destination and facility to keep growing. Therefore, the target groups of this research project were requested to give their opinions, suggestions and recommendations in the perspective of the development of authenticity in the Bangladesh tourism industry.

In the questionnaire, there was an open question for the respondents where they could give suggestions as well as recommendations. Different kinds of recommendations came out regarding the development of authenticity in the Bangladesh tourism sectors. Therefore, the researcher is really thankful to the participants for giving such precious suggestions to develop Bangladesh tourism sectors as authentic to the visitors and also for assistance for the success of this research project.

Firstly, to develop the authenticity in Bangladesh tourism industry, some factors should be taken into consideration as major for example consciousness of the local community, government, non-government organizations and tourism related companies about the necessity of authenticity as a touristic country, organization, destination, product and culture. All of them should come forward to make the country authentic in every sector to the visitors. Besides, tourists should be aware about their responsibility and behavior to the authentic destinations, products and services.

Secondly, tourism industry is a potential revenue earning sector in Bangladesh. It is playing a vital role to develop the country's economy and also reducing the unemployment through creating new businesses, jobs and entrepreneurs. This sector can contribute more through exploring new destinations that are available in the countryside to the rest of the world's tourists. To do this, we should develop all kind of facilities such as world class accommodations, transportations, technology and sufficient security in those destinations.

Thirdly, Bangladesh is quite behind in marketing of tourism products to the tourists. Therefore, it is time to wake up and show the world that Bangladesh is a country where tourists can find authentic destinations, products, services, cultures, history and experiences through doing some activities such as boating, fishing and cycling. For this marketing is an essential fact to promote and introduce the country's tourism industry to the travelers. Modern technology is quite fast to do this e.g. Facebook, Twitter, E-mail and Search Engine Optimization. Besides, participating in the exhibitions around the world is also helpful to promote the country's tourism sectors.

Lastly, authentic destinations and products are a gift and it is our responsibility to make as well as keep these sustainable for us and our future generations. It is also our duty to preserve and protect untouched beauty of nature and unique culture that give authentic experiences to the tourists. Moreover, through authentic tourism, many countries for example the United States, the United Kingdom, Spain and Singapore have been developing their economy as well as attracting the tourists to visit their countries. Besides, many tourism organizations

are playing a major role in developing and keeping this sector growing by helping the tourists to get authentic experience. Therefore, along with the Bangladesh government all the inhabitants, organizations and communities should be conscious and come forward to develop this sector authentic to the travellers.

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## DEVELOPMENT OF AUTHENTICITY IN PERSPECTIVE OF TOURISM IN BANGLADESH

The aim of this survey is to find out the views and opinions of Bangladeshi people about the development of authenticity in perspective of tourism in Bangladesh. This survey is a part of my thesis project. This questionnaire will probably take about 10 minutes to fill in. Please mark your answers clearly with a **cross** or a **circle**. Your participation is highly appreciated.

1. Your age:

- a) Under 25
- b) 25 -30
- c) 31 -35
- d) Above 35

2. Your gender:

- a) Male
- b) Female

3. Your educational qualification

- a) 12<sup>th</sup> grade
- b) Undergraduate
- c) Graduate
- d) Postgraduate

4. How long have you been in Finland?

- a) Less than a year
- b) One to two years
- c) Two to three years
- d) More than three years

5. How often do you visit Bangladesh?
- a) Once a year
  - b) Twice a year
  - c) Once in two years
  - d) More seldom than
6. Which one of the following attracts you more to visit in your holiday?
- a) Natural places for example Cox'x Bazar and Kuakat
  - b) Manmade places like Theme Park e.g. Fantasy Kingdom
  - c) Historical places such as Ahsan Manzil
  - d) Cultural places like Old Dhaka.
7. Which one of the following tourism resources should give more attention for development?
- a) Destinations
  - b) Transportation
  - c) Accommodation
  - d) Security
  - e) All of them
8. Which one of the followings is the most important fact to attract more tourists?
- a) Historic place
  - b) Natural beauty
  - c) Culture
  - d) All of them
9. People prefer to spend money to visit an authentic tourism spot for example Cox's Bazar Sea Beach and Mangrove Forests.
- a) Yes
  - b) No

10. Visiting an authentic place for example Lal Bagh Kella benefits local community economically and socially.

1 Completely agree 2 agree 3 partly agree 4 completely disagree

11. How we should protect our heritage sites?

- a) To make awareness about the importance of the heritage sites to the local inhabitants as well as tourists
- b) By law
- c) By sustaining development of those sites

12. Which one of the followings is the main hindrance for the development of authenticity in tourism?

- a) Inconsiderate behavior of the local inhabitants
- b) Lack of government concern on tourism sector
- c) Inactiveness of the tourism development organizations
- d) Lack of cooperation among the local community, government policy and policy implementing organizations
- e) All of them

13. The local community should be more active and conscious in sustainable development of authenticity in perspective of tourism

1 Completely agree 2 agree 3 partly agree 4 completely disagree

14. Local inhabitants should be well-informed about their contribution to the historic places and products

- a) Yes
- b) No

15. Tourists should be conscious about their contribution to the authentic destinations

- c) Yes
- d) No

16. Government should make an effective law to preserve historic and cultural places.

1 Completely agree 2 agree 3 partly agree 4 completely disagree

17. Tourism industry should make awareness among the tourists about using authentic tourism products and destinations so that next generations can use these.

1 Completely agree 2 agree 3 partly agree 4 completely disagree

18. Feel free to add your other opinions on how to improve the tourism sector of Bangladesh.

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Thank you for your cooperation.