

## Tourism in Bangladesh: Focusses on Sports Tourism

Malay Sarker

*Senior Lecturer, Department of Hotel Management & Tourism,  
Royal University of Dhaka, Bangladesh*

### ABSTRACT

*In Bangladesh, varied sorts of in-style sports and games are organized often. In any international or local match within the country, many individuals enthusiastically watch and revel in the entertainment. The country is currently geared up to organize the South Asian Games shortly. It's detected that almost 10,000 international guests can arrive then. This Asian nation is, additionally, one amongst the vital cricket venues to carry the planet Cup cricket matches in February 2019. Several international guests also will come back then to Bangladesh to observe the cricket matches. There is good potential to market sports business enterprises in the country during that time. We will develop venues and infrastructure within the country. Some cricket venues have already been developed within the country. However, additional venues must be established in various places like Cox's Bazar, the world's longest ocean beach, and therefore the traveler capital of Bangladesh, as well as in Kuakata, Comilla, Barisal, Dinajpur, etc. This paper presents the scope of sports tourism in Bangladesh & also its drawbacks.*

**Keywords:** *Sports, Concepts of Sports Tourism, Business sector, Data Analysis, Impact of Sports tourism.*

### I. SPORTS IN BANGLADESH

Sports associated games form an integral part of a Bangladeshi's life. Within the villages, one may see a passel of children kicking a soccer ball, or in some urban alley, one may see youngsters taking part in cricket. Although Bangladesh isn't a significant sporting power in any sense, Bangladeshi athletes and sportspersons have brought her many laurels in the past. The traditional sport on the Bangladeshi culture is named Kabaddi [1] that may be an athletics that originated from India. It was a good pursuit and was even utilized by the British Army each for fun and to recruit troopers from the Asian communities.

Popular sports of Bangladesh

Cricket, Football (soccer), hockey (field)

Traditional or Regional Sports

Kabaddi - a "raider" enters the opposite team's half to tag opponents without taking a breath.

- Boli Khela - a full contact combat sport in which the fighters use techniques like clinching, throwing, joint locking, pinning holds, and several other grappling holds.

## II. CONCEPTS OF SPORTS TOURISM

Tourism could be a travel for recreation, religious, leisure, family or business functions, sometimes for a restricted period. Business enterprise ventures are often domestic or international. Nowadays, business enterprise is one among the most important supply of financial gain for several countries. Sports tourism is outlined as a specific travel outside of the usual atmosphere for either passive or active involvement in competitive sport wherever sport is the prime psychological feature reason for travel and the touristic or leisure part could act to strengthen the overall expertise. Another definition worth noting explains sport tourism as a mixture of sports activities and travel. From a sport promoting and sport management perspective, it consists of 2 broad classes of products: a) sports participation travel (travel for the aim of collaborating during a sports, recreation, leisure or fitness activity); and b) sports spectatorial travel (travel for the aim of spectating sports, recreation, leisure or fitness activities or events)

Sports business is rising as a key business offering. Major business destinations are developing business product ideas revolving around recreational sports. These ideas change destinations to square out amongst their competitors and increasing their competitive edge in the international arena, attracting customers such as World Health Organization who are keen on getting into the industry, and interacting with the community to fancy a lot of healthy and interactive holidays.

## III. BUSINESS SECTOR IN SPORTS TOURISM

Sports business may be a multi-billion dollar business, one of the quickest growing areas of the \$4.5 trillion world travel and business trade. It has become a broad international business attracting media coverage, investment, political interest, traveling participants and spectators. By 2011[1,2], travel and business is predicted to be over 10% of the world domestic product. The economies of cities, regions and even countries around the world are more and more dependant on the visiting golf player and jockey or the traveling soccer, ruggar or cricket supporter. In some countries, sport will account for as abundant as 25% of all business receipts. Thus, Sports-related business has begun to earn its name to be a multi-million dollar business. Trends in business over the last decade have shown that sports business is rising as a really important phase of the world traveler market. Whereas business trade within Bangladesh continues to grow, a big growth within the worldwide sports and recreation trade has conjointly been felt. These industries move within the sports business sector and with the emergence of niche markets as a major issue in business development, the potential for growth within the sector is sizable.

## IV. LITERATURE REVIEW

Bangladesh's government reformed the national sports tourism policy in 2010. Aims and goals of this policy is to increase employment, ensure economic development, environmental purity and sustainability [3]. The major objective of the policy is to develop Eco-tourism through conservation of natural resources and promote well-being of the community, preservation of values of the local community and their participation and sharing benefits. Government of Bangladesh launched an act of "Protected areas of sports tourism zone [4]. Bangladesh is the country in the region that has the least arrivals and revenue earned from tourism industry [4, 5]. Sports tourism is one of the profitable sectors in Bangladesh [6]. Sports tourism sector of Bangladesh is facing many obstacles [3, 6]. In this current study, data from several secondary international sources have been used to analyze the pattern of sports tourism in Bangladesh. Policy recommendations have also been provided based on this analysis.

## V. METHODOLOGY & DATA ANALYSIS

The study is based on secondary data. The data have been collected from different reports, published articles, websites, Bangladesh Sports Corporation (BSC), Ministry of Civil Aviation and Tourism, World Travel and Tourism Council (WTTC), Bangladesh Bureau of Statistics (BBS), Daily newspapers etc. Analysis is based on various statistical techniques. There are several objectives to conduct this research. They are:

1. To know about the current status and future prospects of sports tourism sector in Bangladesh.
2. To identify the major sports in Bangladesh.
3. To assess the contribution of sports tourism sector in the Bangladesh economy.
4. To identify the barriers for developing tourism sector in Bangladesh.
5. To provide some suggestions for the improvements of sports tourism sector in Bangladesh.

The importance of sports business enterprise sector has multiplied overtime. In 2009-2010 [12], 838m was allotted for sports business enterprise sector from the national budget. This has been multiplied to 1818 in 2011-2012 [12]. However, lately, there's a decreasing trend in business enterprise expenditure. In 2013-2014, business enterprise expenditure in national budget has been falling to 683m. This decreasing trend could also be thanks to the present political crisis that has discouraged business enterprise in Bangladesh.

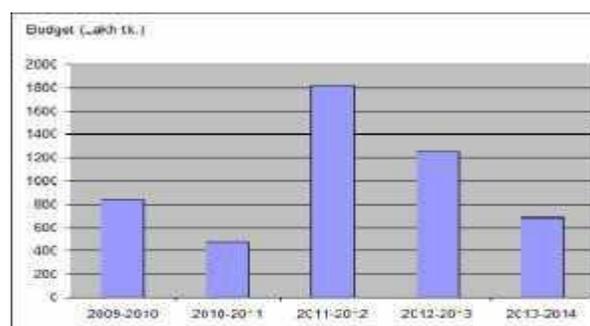


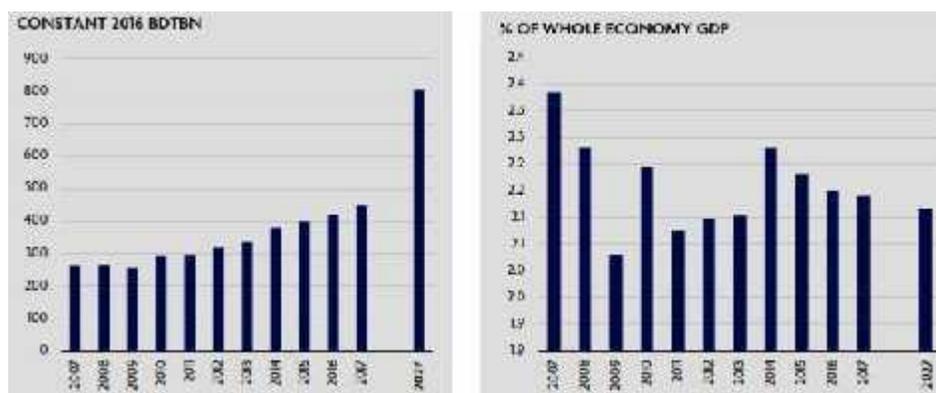
Figure 1: Distribution of money at the tourism sector in the national budget

(source: Bangladesh Sports Corporation)

**Table 1:** Income, expenditure and profit of Bangladesh Sports Corporation for 2008-2013 (source: Bangladesh Sports Corporation, 2014)

Fiscal Year	Total income (Lakh tk.)	Total expenditure (Lakh tk.)	Profit before tax (Lakh tk.)
2008-2009	3598.60	3792.35	-193.75
2009-2010	4535.88	4512.47	23.41
2010-2011	5966.71	5819.21	107.50
2011-2012	7127.82	6836.62	291.20
2012-2013	7168.33	6556.00	612.33

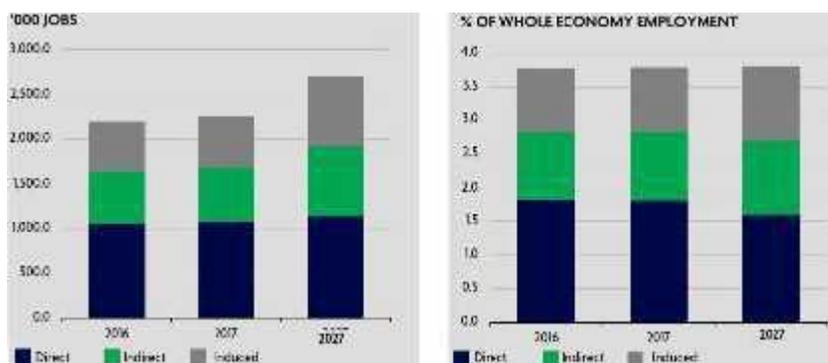
The direct contribution of Travel & Tourism to GDP in 2016 was BDT421.4bn [12] (2.2% of GDP). This is forecast to rise by 6.2% to BDT447.6bn in 2017. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. The direct contribution of Travel & Tourism to GDP is expected to grow by 6.1% pa to BDT806.6bn (2.1% of GDP) by 2027.



It is forecast to rise by 7.1% 9 [9] pa to BDT1, 783.0bn by 2027 (4.7% of GDP). By 2027, Travel & Tourism is forecast to support 2,695,000 jobs (3.8% of total employment), an increase of 1.8% pa over the period. The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts) was 2,187,000 jobs in 2016 (3.8% of total employment). This is forecast to rise by 2.7% in

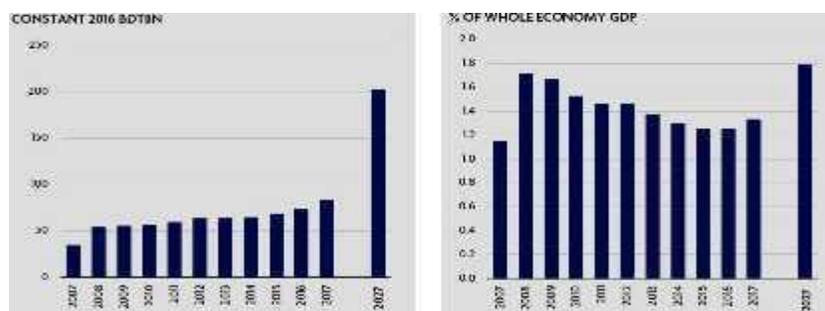
2017 to 2,247,000 jobs (3.8% of total

employment).



## INVESTMENT

Travel & Tourism is expected to have attracted capital investment of BDT72.5bn in 2016. This is expected to rise by 13.9% in 2017, and rise by 9.3% pa over the next ten years to BDT201.8bn in 2027 [12]. Travel & Tourism's share of Total national investment will rise from 1.3% in 2017 to 1.8% in 2027.



## VI. IMPACT OF SPORTS TOURISM IN BANGLADESH

Both the tourism and sports industries have recognized sports tourism as a catalyst for economic and tourism growth. It can play a crucial role in:

1. Making known to people worldwide and nationwide that Bangladesh have an array of magnificent mangrove forests with breathtaking landscapes and wonderful terrains that are very conducive to sports, adventure and recreational activities. That, in Bangladesh, they can:

- Learn diverse kinds of sports
- Play and experience sports for recreation and leisure
- Host high-level sports tournaments
- Organize friendly games

# International Conference on Research Developments in Arts, Social Science, & Humanities

The Indian Council of Social Science Research, Panjab University Campus, Chandigarh (India) (ASH-2018)  www.conferenceworld.in

18<sup>th</sup> March 2018

www.conferenceworld.in

ISBN : 978-93-87793-08-8

- . □ Hold sports and adventure boot camps
- . □ Conduct sports conference and other educational gatherings
- . □ Advance sports professional and academic competencies
- 2. Persuading visitors to travel to a particular destination;
- 3. Stimulating visitation at particular times of the year;
- 4. Encouraging visitors to stay longer;
- 5. Facilitating repeat visitation;
- 6. Generating media coverage and promotional opportunities for a destination; and
- 7. Broadening perceptions of a destination.

## VII. GOALS & PROMOTIONS OF SPORTS TOURISM IN BANGLADESH

### Goal

1. How we want to see our sports by the year 2020?
  - Possibility of winning gold medals from the summer Olympics 2020?
  - Possibility of Bangladesh cricket team within the top 5 position in ICC ranking by the year 2019?
  - Possibility of winning World Cup or become finalist of World Cup Cricket by the World Cup Cricket 2019?
  - Possibility of Bangladesh Football team within top 5 positions in AFC ranking by the year 2025?
  - Possibility of qualifying for the World Cup Football by the World Cup 2028?
2. Promotion of Sports Tourism.
  - To create positive image of Bangladesh in tourists generating countries;
  - To maximize income of foreign currency through organizing international sports inside the country;
  - To establish Bangladesh as a safe, neutral & financially prospective venue like Dubai (Abu Dhabi)
  - To create awareness of sports tourism among domestic tourists;
  - To promote tourist product in home & abroad by organizing sports events on those areas; To maximize arrival of tourists from abroad;
  - To activate the young generation to be interested in outdoor sports; to minimize possibilities of physical diseases.

## VIII. CONTRIBUTION OF SPORTS TOURISM IN BANGLADESH ECONOMY

According to World Travel and Tourism Council (WTTC) report (2014) [10], The total contribution of travel and tourism was 4.4% of GDP in 2013 and is expected to grow 7.9% to 4.5% of GDP in 2014 [10]. It is forecasted to rise by 6.5% per annum to 4.7% of GDP by 2024. It should be noted that total contribution consists of direct, indirect and induced contribution. Travel and Tourism generated 1,328,500 jobs directly in 2013 and this is forecasted to grow by

# International Conference on Research Developments in Arts, Social Science, & Humanities

The Indian Council of Social Science Research, Panjab University Campus, Chandigarh (India) (ASH-2018)



18<sup>th</sup> March 2018

www.conferenceworld.in

ISBN : 978-93-87793-08-8

4.0% in 2014. This includes employment by hotels, airlines, travel agents and other passenger transportation services. It will increase by 2.7% per annum on average over the next ten years. The total contribution of Travel and Tourism to employment was 2.8% of total employment in 2013. This is forecasted to rise to 3.9% of total employment in 2014. By 2024, travel and tourism are forecasted to support 4.2% of total employment [11].

Visitor exports are a key component of the direct contribution of travel and tourism. Visitor spend a good sum of money during their stay in the country. Spending on food, travels, and hotel are included in the visitor exports category. In 2013, Bangladesh generated BDT 8.3[11] billion in visitor exports. In 2014, this is expected to grow by 7.1%. By 2024, international tourist arrivals are forecasted to 611,000 generating expenditure of BDT 15.5 billion. Travel and Tourism's contribution to total national investment will rise from 1.5% in 2014 to 1.6% in 2024.

## IX. CONCLUSION & RECOMMENDATION

Now Bangladesh is low-middle income country. Its average GDP growth rate is 6% [13]. The economy is highly dependent on work force export, Ready Made Garments (RMG) and agriculture sector. Other prominent sectors are shipbuilding, pharmaceuticals etc. The rate of employment is 90 %, which is below expected level. As a result, disguised employment and employment at low wage rate is rising. As it is, however, there appears to be not enough effort between the sports sector/industry and the tourism sector/industry that might lead to significant development and emergence of the sports tourism sector. For all practical purposes, significant relationship between sports and tourism is yet to be established at either the policy or operational level. As part of the tourism sector Development plan, the government recently passed the Cox's Bazaar Development Authority (CDA) at the meeting of the ministry. This is supportable but not enough. The government of Bangladesh should place equal emphasis in its policy on the development of the sports all over the country. This will create an opportunity that allows tourist visits to our country. Following measures are necessary for the development of tourism sector in Bangladesh:

1. Update the present sports tourism policies in Bangladesh in line with the world sports tourism standards.
2. Sports Tourism and related organization should run by the private sector.
3. Tourism related disciplines like sports, hotel and tourism management should be started at the all university in Bangladesh.
4. Infrastructures around the sports tourism sector should be built and maintained.
5. Political stability should be maintained to attract the foreign tourist.
6. Government should take the actions about the security system at the tourist place.

## X.ACKNOWLEDGEMENT

I am earnestly grateful to my mentor, Professor Profulla C Sarker, Vice Chancellor, Royal University of Dhaka, for inspiring and providing me with special advice and guidance for this article. Finally, I express my heartiest

# International Conference on Research Developments in Arts, Social Science, & Humanities

The Indian Council of Social Science Research, Panjab University Campus, Chandigarh (India) (ASH-2018)  www.conferenceworld.in

18<sup>th</sup> March 2018

www.conferenceworld.in

ISBN : 978-93-87793-08-8

gratitude to the Almighty and my parents who have given support throughout this work.

## REFERENCES

- [1] Arif and Islam (2011): Opportunities of tourism in Bangladesh: International journal of research in commerce, IT and management Volume No.1, Issue No.6
- [2] Daily Newspaper of Bangladesh: The Daily Star, the Prothom-alo.
- [3] Elena, M., Lee, M. H., Suhartono, H., Hossein, I., Rahman, N. H. A., & Bazilah, N. A. (2012). Fuzzy Time Series and Sarima Model for Forecasting Tourist Arrivals to Bali. *Jurnal Teknologi*, 57(1). [4] Kabir: Global sustainable tourism criteria: Perspective Bangladesh.
- [5] Kabir, M. A., Kawsar Jahan, M., Adnan, N., & Khan, N. (2012). Business Model of E-Tourism for Developing Countries. *International Journal of Computer and Information Technology*, 3(1), 30-34.
- [6] Pennington, J. W., & Thomsen, R. C. (2010). A semiotic model of destination representations applied to cultural and heritage tourism marketing. *Scandinavian Journal of Hospitality and Tourism*, 10(1), 33-53.
- [7] Rahman, Hossain, Miti and Kalam: An review of present status and future prospects of the tourism sector in Bangladesh
- [8] Siraj, S.B., Alam, G. M., Hoque, K. E., Khalifa, M. T. B., & Ghani, M. F. B. A. (2009). The role of agriculture education and training on agriculture economics and national development of Bangladesh. *Afr. J. Agric. Res*, 4(12),1334-1350.
- [9] SIRAJ: Review of tourism policy in Bangladesh, scope for future improvements. [10] Thomsen: Introduction to the tourism industry in Bangladesh.
- [11] World Travel and Tourism Council (WTTC): Annual report-2014: The Economic Impact of Travel and Tourism 2014.
- [12] Bangladesh tourism.gov.bd: Bangladesh Parjatan Corporation (BPC).
- [13] Tourismboard.gov.bd: Tourism Policy-Bangladesh Tourism Board (National Tourism Organization).