

Tourism Supply Chain in Bangladesh

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Abstract

Original Research Article

Background: Tourism as a scientific term arose from more narrow definitions in pursuit of broader definitions. Bangladesh is a well-known Asian country for a variety of reasons. Though the tourist industry is not well-known among international visitors, it is very popular among locals. **Objective:** The objective of the study to analyze the tourism supply chain in Bangladesh. **Methodology:** The research included descriptive methods. Data were collected from secondary sources like published journal articles, research reports and internet sources. **Results:** Tourism industry has positive impact on GDP and the whole economy of the country. **Conclusion:** Tourism emphasizes pleasure and loyalty. This concept only works in a bad supply chain grid. Under NTO's supervision, tourism components will lessen tourist irritation. Contingency models assist supply chains to find solutions. In terrible weather or traffic, don't send visitors. Tour operators take travelers to nearby hotels and restaurants.

Keywords: Tourism, Supply Chain, GDP, Contingency models, Tour operators.

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INTRODUCTION

Tourism as a scientific term arose from more narrow definitions in pursuit of broader definitions. Bangladesh is a well-known Asian country for a variety of reasons. Though the tourist industry is not well-known among international visitors, it is very popular among locals. Tourism supply is a difficult subject to grasp. This is a multi-segment industry that relies on business-to-business relationships to function. A single company cannot include all tourism goods or the entire tourism supply chain's benefits. The tourism industry is fueled by a variety of tourism items, all of which have direct and indirect effects on the industry. Economically sound supply chain management activities can help businesses not only reduce their overall carbon emissions, but also improve their end-of-line processes, resulting in greater cost savings and profitability. Tourism has a wide range of economic effects. In an area, tourism activities affect revenue, profits, and jobs. Direct, indirect, and mediated effects are the three forms of effects. The total economic impact is the amount of all direct, indirect, and induced impacts. Direct effects are those that occur as a direct result of changes in visitor spending. Some businesses have a symbiotic relationship with hotels. Any of the products and services that hotels require is provided by these companies. Tourism as a long-term investment the need to move from traditional tourism to sustainable tourism has been validated by the tourism industry's development. Tourism as a scientific term arose from

more narrow definitions in pursuit of broader definitions. Ali and Mohsin (2008) looked at a variety of tourism marketing tactics [1].

The author proposes that tourism be seen as an essential component of the country's economic growth, with a synergy between the tourism marketing strategy and its implementation mechanism. According to Ali and [2] this region has been known for its scenic beauty since antiquity. Foreign visitors admired the country's wonderful natural beauty, rich cultural heritage, and people's hospitality. According to Ashraful and Shahriar (2012), a conceptual model can be used to describe the tourism industry's leakage and injections, as well as their overall effect on the economy. Travel and tourism have grown in importance in the global economy over the last few decades. According to Ashraful and Shahriar (2012), a conceptual model can be used to describe the tourism industry's leakage and injections, as well as their overall effect on the economy [3, 4]. In Bangladesh, approximately 4 million people are working directly or indirectly in the tourism sector. According to the Pacific Asia Travel Association (PATA) Bangladesh Chapter, more than 0.3 million people employed in the travel and tourism industry are currently at risk of losing their jobs. According to Jahangir (1998), Bangladesh has been a popular tourist destination. However, in terms of international tourism, her status is currently insignificant [5].

According to Masud (2015), the country has a positive trend in arrivals and earnings, which can be increased to a substantial level if the country can implement effective promotion initiatives and rise funding for this reason. In addition, the country must hire talented people for this reason, and the quality of advertising materials must be improved [6].

Tourism Supply Chain

Tourism supply chain management includes raw materials, packaging, manufacture, distribution, retailing, consumer use, and final disposal. The tourist supply chain facilitates resource sharing, cost reductions, and consumer value generation across all tourism activities, including product, money, and knowledge flow, which affect tourism products and experiences.

Bangladesh Tourism Industry Overview

In today's world, doing business on one's own is unlikely. Tourism relies on business-to-business linkages, like other supply chains. Supply chain management improves each provider's company operations, boosting sustainability and financial performance. STSCM is a supply chain trend. It requires behaving so a location is sustainable, the environment isn't harmed, a firm can function longer, and future generations can enjoy it. Despite Bangladesh's emphasis on eco-tourism, responsible tourism, and green tourism, supply chain management parties are ignorant. Without STSCM, Bangladesh can't support tourism.

The Potential of Bangladesh Tourism Industry

The travel and tourism sector in Bangladesh contributed 4.4 percent of the nation's GDP in 2018 and was seen as a potential growth driver. Compared to other South Asian nations, Bangladesh's foreign tourism expenditure was comparatively low at USD 1208 million.

Tourism supply chain in Pandemic Situation

Additionally, they provide a succinct account of the COVID-19 outbreak and discuss the impact of the pandemic on Bangladesh's travel and tourism industry. According to preliminary estimations, COVID-19 hurts the travel and tourism industry. The outbreak caused both domestic and foreign passengers to reschedule their trip plans. However, due to travel restrictions a number of countries, all flights have been canceled. As a result, firms see a reduction in income and employees lose their jobs. The travel and tourism sector in this situation need's a special stimulus package from the government to get over the current crisis and recover from the epidemic.

Research Objective

The research aims to analyze the tourism supply chain in Bangladesh.

METHODOLOGY

The research included descriptive methods. Data were collected from secondary sources like published journal articles, research reports and internet sources.

Method of Data Analysis

Deciphering the acquired data required quantitative methods. Survey data was coded and entered into Statistical Package for Social Science for analysis (SPSS Version 23). Quantitative data was presented using tables, guides, crosstabs, and charts to show frequencies and rates. Both descriptive and inferential statistics were executed.

RESULTS

COVID-19 and Tourism Industry in Bangladesh

Tourism is a means of transportation for the majority of people in the western world. South Asian countries. International tourism spending in South Asian countries is depicted in Figure 1.

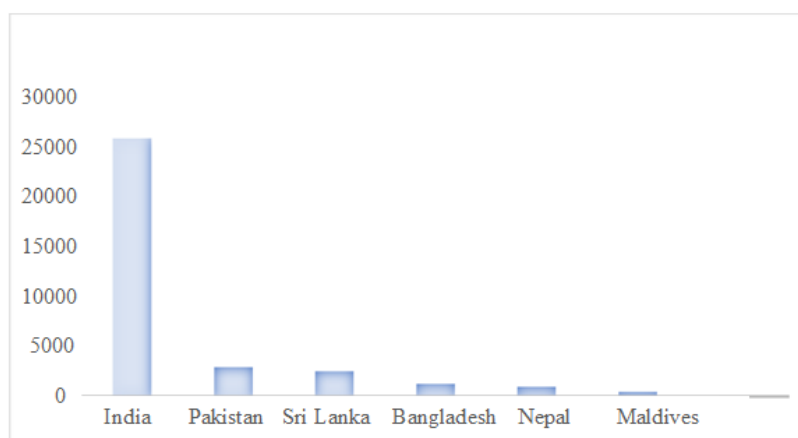


Figure 1: International Tourism Expenditure in South Asian Countries

Since the beginning of March, the COVID-19 outbreak has had a negative effect on Bangladesh's

tourism industry. Since the beginning of April, the number of COVID-19 patients in Bangladesh has

steadily increased. Figure 2 depicts the total number of workers in the tourism sector that are at risk [7]. PATA Bangladesh Chapter (2020).

The majority of Bangladesh's tourism growth has been concentrated on the nation's largest cities, particularly Khulna, Sylhet, Cox's Bazar, Chittagong, and Dhaka. Cox's Bazar is the tourism epicenter of

Bangladesh. The International Air Transport Association (IATA) projects a \$163 billion (or 11%) decline in income for the worldwide aviation sector in 2020 (IATA, 2020). More than two million flights have been canceled as of June 30, 2020.

Forecasted Effect of COVID-19 on the Tourism Industry

No.	Sectors	Total Taka in crores (till June 2020)	Total Jobless(Till June 2020)
01	Aviation: Private airlines	600	2,000
02	Hotels/Resorts/Inns (2*- 5*)	1500	1,00,000
03	Travel Agents	3000	15,000
04	Tour Operators:		
	Inbound:	100	1,000
	Outbound: (Land packages only)	2500	15,000
	Domestic:	1000	20,000
	UMRAH (Land packages only)	450	5,000
05	Restaurants, coffee shop, first food, BAR and others.	500	1,50,000
06	Transportations directly involve in Tourism:		
	Vehicles used for tourism (Car/Micro/Mini coach)	40	1,000
	Tourist Vessels:	15	500
07	Total turnover in word Tk. Nine Hundred Seventy One point Five billion	Tk. 9,705 crores	3,09,500

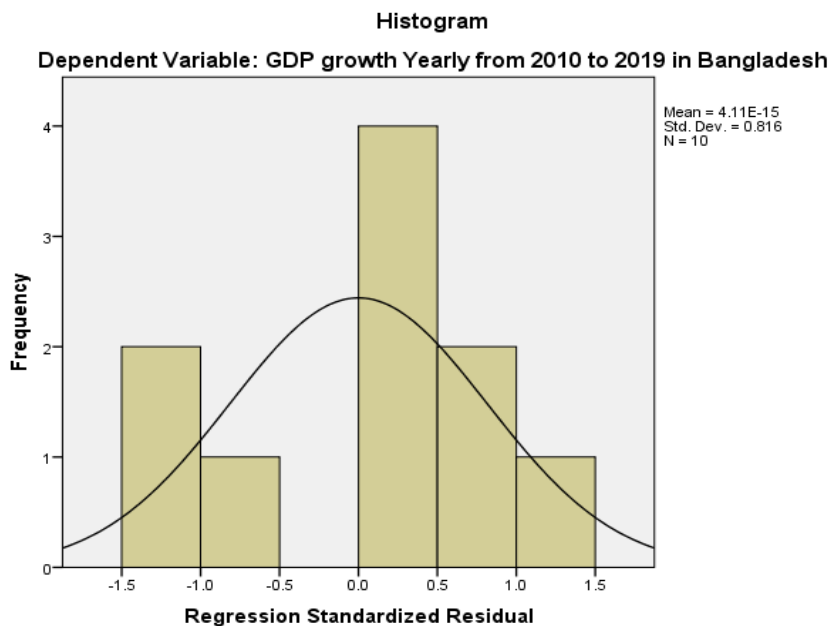
Market Players and their Contribution

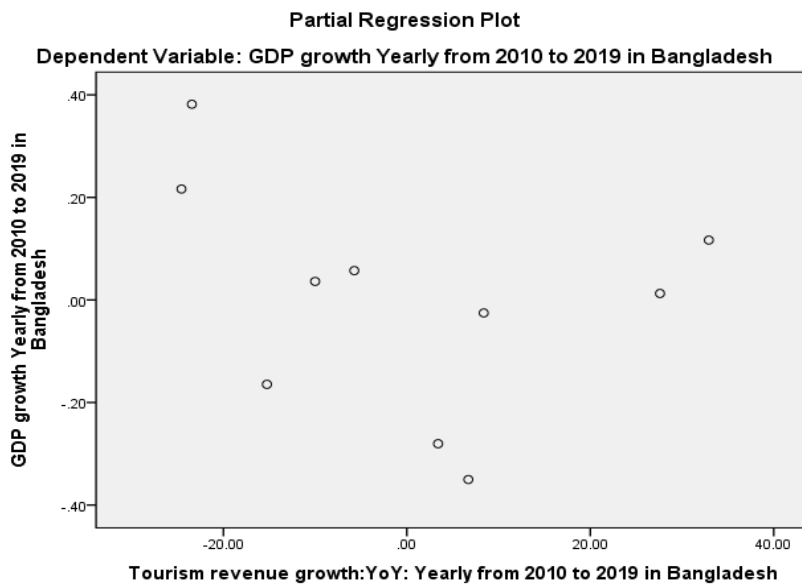
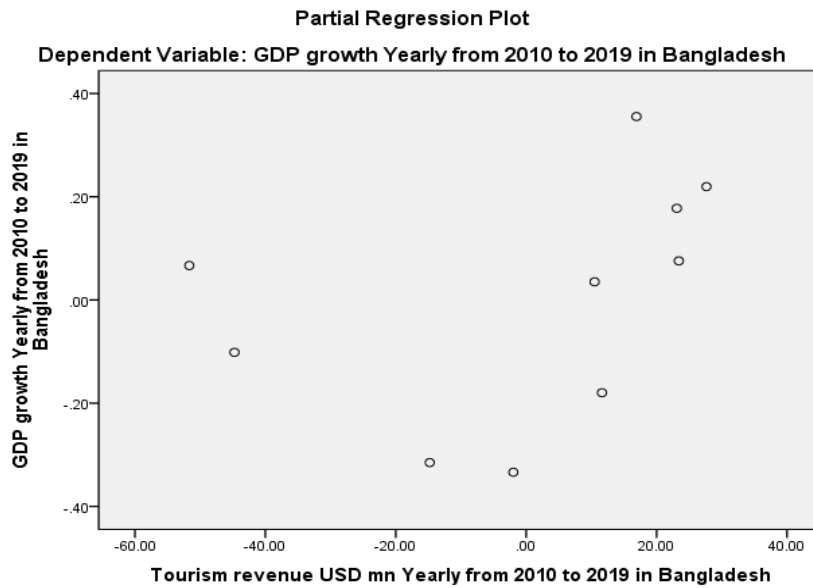
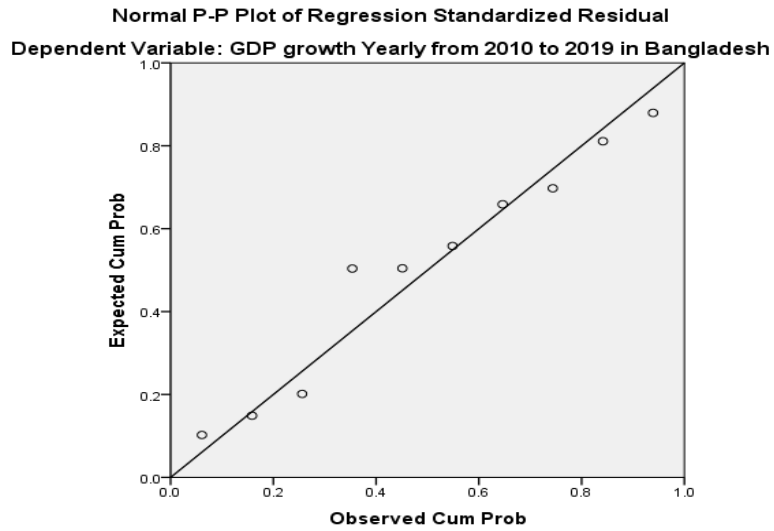
The Airways Office serves as a source of information for all airlines as well as the tourism industry. They are a sales agent for almost all airlines and are officially affiliated with the aviation industry. People who come to us for air ticket bookings, reissues, refunds, and other travel-related information are:

- ✓ Their philosophy and mission
- ✓ Dynamic journeys

- ✓ International travel agency
- ✓ Heritage Air Express
- ✓ Heritage Air Express Ltd is the parent company (an exclusive travel agent)
- ✓ Galaxy travels around the world
- ✓ Horizon expresses ltd is a company based in the United Kingdom.

Impact of Tourism Industry in GDP of Bangladesh





DISCUSSION

Tourism, currently the second-largest industry in the nation, has the potential to overtake ready-made clothing. According to estimates from the World Travel & Tourism Council (2014a), travel and tourism contributed USD 6,990.3 billion to the global economy in 2013. (9.5 percent of GDP). Starting in 2014, this amount is projected to increase by 4.2 percent year until it reaches USD 10,965.1 billion (10.3% of GDP) in 2024. Travel and tourism, including jobs that the industry indirectly supported, supplied 8.9% of all employment in 2013 as a whole (265,855,000 jobs). It is anticipated that there would be 272, 417,000 employments in 2014, a gain of 2.5 percent, and then a 2.4 percent annual growth rate until there are 346, 901,000 jobs in 2024. 10.2% of everything. The World Travel & Tourism Council (2014b) predicts that travel and tourism will increase Bangladesh's GDP by BDT935.5 billion (4.7 percent of GDP) in 2024 after growing by 7.9% in 2014 and 6.5 percent annually since then. In 2013, travel and tourism increased Bangladesh's GDP by BDT460.3 billion (4.4 percent of GDP). In 2013, the travel and tourism sector employed 3.8% of all workers, including those sector indirectly supported (2,846,500 jobs). According to forecasts, employment will rise by 4.2 percent to 2,965,000 in 2014 and by 3.0 percent annually to 3,974,000 in 2024. 4.2% of the entire. The encouraging data above demonstrates the tourism industry's enormous potential, and there is no doubt that this sector is reshaping our economy on a daily basis. Both positive and negative repercussions of the paradigm are shown in the political, economic, environmental, social, and technological pillars of sustainability. The National Tourism Organization (NTO), the Destination Management Organization (DMO), and other entities supporting sustainable tourism will be pushed to take a more active part in preserving the crucial operational boost to manage tourism businesses and reduce adverse effects. A thorough approach to all facets of sustainability is necessary for the long-term viability of tourism in Bangladesh, but environmental issues require special consideration. To safeguard the environment and stop climate change, businesses must figure out each tourist destination's precise carrying capacity. The promotion of wealth at various societal levels and the examination of the efficacy of all tourism-related economic activities are both necessary for economic sustainability. It mainly addresses how resilient businesses and endeavors are and how long they can endure. The protection of human rights and the provision of equal opportunities for all members of society are necessary for social sustainability. It promotes equitable benefit distribution with a focus on lowering poverty. The development of local communities' life support systems, understanding and respect for various cultures, and preventing exploitation is given top priority. The fast-changing nature of technology has a huge and widespread impact on our nation's young. Businesses in the tourism sector should

seize this chance to expand their operations and promote the sector's reputation around the world. All tourist stakeholders turning digital would be advantageous for the STSCM and provide a practical framework for information sharing, which is essential in today's enterprises. The truth is that each impact needs to be assessed from a life-cycle perspective, which takes into account all repercussions that develop throughout the manufacture or use of a thing or service, from the necessary resources to disposal and after-use effects. The deployment of SSCM presents difficulties in terms of supplier capabilities, time, experience, and financial resource availability. SSCM functions best when tour operators have control over their suppliers and when businesses have a sustainable corporate culture [8]. Based on the aforementioned sources and further research, we have defined 5 parameters to evaluate the performance of stakeholders on which the distribution of tourism enterprises will be controlled. supplying the ideal customer with the perfect goods in the ideal quantity with the best documentation at the ideal time. the speed at which goods are delivered to clients and moved through a supply chain. An organization's capacity to efficiently utilize its resources to meet demand. A supply chain's capacity to quickly react to market changes in order to gain or maintain a competitive edge. As part of this, management of all assets, including working and fixed capital, is required. An ideal supply chain that benefits all players in the tourism industry would emerge as a result of healthy supplier rivalry, which produces products that are affordable [9].

Visitor expectations have a big impact on the development of the tourism industry and the effectiveness of STSC. In our case study, we attempted to demonstrate how executives in the tourism sector might use winches to increase visitor numbers to desired levels. The entire tourism business, especially the STSCM, will profit if transportation services can move tourists, bring in money, and provide useful information. More tourists will be able to travel by crane as a result of STSCM's services helping Bangladesh's tourism sector.

CONCLUSION

Tourism emphasizes pleasure and loyalty. This concept only works in a bad supply chain grid. Under NTO's supervision, tourism components will lessen tourist irritation. Contingency models assist supply chains to find solutions. In terrible weather or traffic, don't send visitors. Tour operators take travelers to nearby hotels and restaurants.

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