

Impact on Urban Tourism in Bangladesh With Special Reference to Baldha Garden

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ABSTRACT: *Tourism is famous and one of the main industry in the world today. It is used as an economic development and earning a source of the people. Many developing countries of the world today have improved and managed their economy through the means of tourism. Tourism is an up-growing industry at any state or economy. Tourism and the environment are inter-dependent. The physical environment provides lots of attractions for tourists and the development of tourism can generate both positive and negative environmental impacts. Tourism is a leading and the single largest industry in the world today. As statistics show by the World Travel & Tourism Council (WTTC), more than 255 million people earned their livelihood from tourism in the year 2006. In 2001 international tourist arrivals and receipts stood at 693 million and \$ 462 billion respectively making it the highest export-earning sector of the world. According to the World Tourism Organization (WTO), the tourism industry accounts creates a new job. Nowadays Urban Tourism is the fastest growing service-industry whereas the prospects of it are very bright. The main opportunity for tourism is to create employment.*

KEY WORDS: *Baldha Garden, Urban Tourism, World Tourism Organization, Destination*

I. INTRODUCTION

Nowadays Urban Tourism is the fastest growing service-industry whereas the prospects of it are very bright. The main opportunity for tourism is to create employment. Uddin (2014) stated that according to the World Tourism Organization (WTO), the tourism industry accounts for 11% of total global employment. It is said that every 12 tourists create one job. There are some countries that have traditionally lived off tourism such as Switzerland in Europe. Other countries in Asia, Latin America and elsewhere have joined this elite group of countries over the years known for tourism, proving its immense potential worldwide. Bangladesh Tourism Industry, especially Dhaka has great potentials both as a foreign exchange earner and provider of job opportunities with the resultant multiplier effect on the country's economy as a whole. From this statement, it is clear that urban tourism activities in Dhaka city have a potential aspect. In the field of the tourism industry, tourist attraction is the key option to promote the industry successfully. Uddin (2014) mentioned that tourist attractions can be termed as the ability to draw the attention of the potential tourists to visit them. Mill and Morrison (2009) observed that attractions are the first and most important and a successful tourists destination have the blend of certain elements. Again they concluded that while the attractions are needed to bring people in, they must have adequate facilities, Infrastructure, and transportation alternatives to make the stay comfortable. On this context, we may observe the present status of Baldha Garden which is an enriched botanical garden, it spans 3.15 acres of land located at Wary in the Old part of the city of Dhaka, the capital of Bangladesh. It has a collection of 672 species of plants. The Baldha Garden is now managed as a satellite unit of the National Botanical Garden by the Department of Forestry. As considering the above fact, a research work may be undertaken in the point of view of urban tourism entitled the topic Tourists' Attractions for Baldha Garden in Old Dhaka: A study on Urban Tourism.

II. OBJECTIVES OF THE STUDY

1. To identify the characteristics and principle of Urban tourism
2. To assess the potentialities and problems of Urban tourism
3. To analysis various impacts such as environmental economics, social and cultural of Urban tourism
4. To develop a Strategic plan for urban tourism.
5. And finally, based on findings to makes the same recommendation for enhancing the scope of tourism

III. METHODOLOGY OF THE STUDY

The present study will be based on data from both primary and secondary sources. For the primary sources of information, investigators will adopt the survey method. The secondary sources will gather mostly from available relevant literature and various books, research works, magazine, official records and document from web sources. The present study is descriptive as well as empirical.

Data Collection and its Procedure: The primary data collection will include the selection of population of the study, selection of respondents and sampling, preparation of questionnaire, one to one questionnaire method, focus group discussion method, data compilation and analysis by applying of statistical techniques. The secondary sources of data will gather mostly from available relevant literature, documents, related journals, internet sources and study report etc. All the sources will be thoroughly studied and reviewed for the present research paper. During the study period, focus group discussion, questionnaire, sampling, selection of respondents, interviewing, data collection and processing etc are carried out as per standard methods. The location of the study is considered at Old Dhaka City, especially at Wari- Baldha Garden.

Statement of the Problem: Urban tourism is a promising component of the modern tourism industry whereas Bangladesh is one of the potential actors in this field. But the barren truth is that the observations, as well as the research activities in relation to the urban tourism in Bangladesh, are very limited. In this context, urban tourism in Dhaka city, especially for the attractions of Baldha Garden may be an option to carry out the research activities as one of the perspectives of urban tourism potentiality.

Literature of the Review: Bill Bramwell, 1998. "User satisfaction and product development in urban tourism" The paper examines how a greater understanding of the satisfaction of users with the tourism products in cities and elsewhere may improve planning for the development of these products. First, there is a discussion of how a place marketing framework assists in understanding this connection. Second, a review is provided of aspects of user satisfaction with tourism products in cities which may be measured in surveys in order to assist in the planned development of these products. Lastly, survey results are reported for selected aspects of satisfaction with tourism products in the city of Sheffield, UK, and the implications of these findings are evaluated for tourism planning in the city. The surveys examined views about a range of Sheffield's tourism products for visitors and residents and also for one market segment, sport event visitors. The findings are assessed for implications for the planned development of the city's tourism products. Marion Joppe, 1996. "Sustainable community tourism development revisited." Efforts to make tourism a more sustainable option have been focusing increasingly on a community development approach, but an analysis of the differences between traditional community economic development and community tourism development clearly shows that tourism continues to be driven by levels of government rather than community interests. A closer look at the interests that influence decision making, or for that matter non-decision making, with respect to tourism development, also points out the level of rhetoric that surrounds 'community involvement' in the process, while perpetuating many of the biases found in the system. There is a great need to evaluate the implementation of so-called community-driven tourism development plans to determine to what extent the local residents truly share in the benefits supposedly derived from increased visitation since it is quite clear that they support the majority of the costs associated with tourism.

Irene Daskalopoulou, Anastasia Petrou, 2009. "Urban Tourism Competitiveness: Networks and the Regional Asset Base." Firms are acknowledged to be important actors involved in the deployment of resources available to a tourism destination. In turn, successful tourism firms can contribute to building the competitive advantage of tourism destinations through affecting a destination's tourism product or service. The present study analyses business performance in urban tourism using networks and entrepreneurial perceptions over a city's asset base as a framework of competitive performance. Business performance is measured in terms of productive efficiency—that is, technical and scale efficiency. Results indicate that networks and entrepreneurial perceptions of a city's asset base constitute important determinants of the successful operation of tourism businesses. Dale Miller, Bill Marrilees& Alexandra Coghlan, 2013 "Sustainable urban tourism: understanding and developing visitor pro-environmental behaviors." This paper shifts the debate on sustainable tourism destinations from an emphasis on ecotourism and eco-resorts towards sustainable urban tourism destinations. A quantitative online survey of visitors to Melbourne, Australia, examined tourists' pro-environmental behaviors in four major categories: recycling; green transport use; sustainable energy/material use (lighting/water usage), and green food consumption. It explores five major antecedents to those categories: habitual behavior, environmental attitudes, facilities available, a need to take a break from environmental duties, and the sense of tourist social responsibility. The paper also examines the poorly understood belief that pro-environmental behavior weakens when residents become tourists. Existing habits were found to strongly influence all four urban pro-environmental behaviors.

Available facilities are the second most important antecedent. Overall, urban tourist pro-environment behavior drivers differ markedly from those of residents or ecotourists. A range of tourism industry and public sector agency policy recommendations are made, in terms of developing specific, well sited and easy to find/use environmental infrastructure assets such as recycling facilities and public transport, reducing implementation barriers and in formulating an overall pro-environmental image for the destination. The study envisages a new concept, tourist social responsibility, with high relevance to furthering tourism's sustainability.

Scope of Limitations of the Study: Baldha Garden is enriched with plant species collected from different parts of the world where its natural beauty attract naturalist as well as tourists. This resource may be an option as well as an opportunity to develop an urban tourism destination. The present study may be suffered from a number of limitations that may be beyond the control of the researchers. Lack of availability of information on Bangladesh tourism may be a major problem to conduct this study. The respondent may be reluctant to give sufficient time to give responses to the researchers. Hotel authorities' non-cooperation in meeting with guests can make limitations to collect sufficient information. The financial budget, as well as time factor, may create a limitation of the study.

Positive Impact of Urban Tourism

Positive Impact of Urban Tourism is as below:

1. The positive impact of urban tourism help to increase in local economy of the city and also increase the living standard of the people.
2. The number of jobs created in the local area in different sector e.g hotels, travel agencies, restaurant etc.
3. It also helps to improve the infrastructure of transportation and created much business opportunity in that area.
4. It supports the protection of natural areas.
5. Generating economics benefits for host communities, organizations and authorities managing natural areas with a conservation purpose.
6. Increasing awareness towards the conservation of natural and cultural assets, both among locals and tourists.
7. Providing alternative employment and income opportunities for local communities.
8. It should provide long time benefits to the resource to the local community and industry.
9. It should involve education among all parties, local communities, government, non-government organizations, industry, and tourists.
10. It should provide first-hand, participatory and enlightening experiences.
11. It should encourage all-party recognition of the intrinsic value of resources.
12. It should promote understanding and involve partnerships between many parties, which could involve government, non-governmental organizations industries, scientists and locals.

Negative Impact of Urban Tourism

Negative Impact of Urban Tourism is as below:

1. In such type of city, it is very difficult to live because the living cost is too much because the rate of land and houses are very high.
2. Sometimes it causes the employment because of season tourism in the urban city.
3. People do not get minimum wages because of a lot of men power is available.
4. Pollution of the land, air, rivers, and seas just come of the issue that we are faced with.
5. If the security system is not strengthened, different kinds of illegal activities including drugs will start.
6. Failure to implement an effective and proper control system, the institution will be damaged.
7. Development programs will be hampered due to lack of proper planning.

Finding of the Study :The present scenario of Baldha Garden speaks about the feasibility of Baldha Garden as tourist place and has the potentiality to attract national and international tourist. Management authority may take the opportunity to make Balda Garden as an attractive tourist place as a measure of beautification and source of revenue generation along with employment generation.

Appendix

Questionnaire for General People and Visitor

- Where do you come from to visit Baldha Garden?
- Why do you visit Baldha Garden?
- Is it your first visit?

- Yes B. No
- Which part of the Baldha Garden does attract you most?
- Do you feel any disturbance during your visit to Baldha Garden?
- What kind of transport do you use while you visit Baldha Garden?
- Do you have any comment about the entry fees?
- High B. Moderate C. Low D. Very Low
- What kind of action should be taken for the development of this garden?

Questionnaire for International Visitor

- Which country do you belong to?
- How do you know about this place?
- What do you feel about the destination?
- Which part of the garden does attract you most?
- What is your opinion about the further development of this destination?

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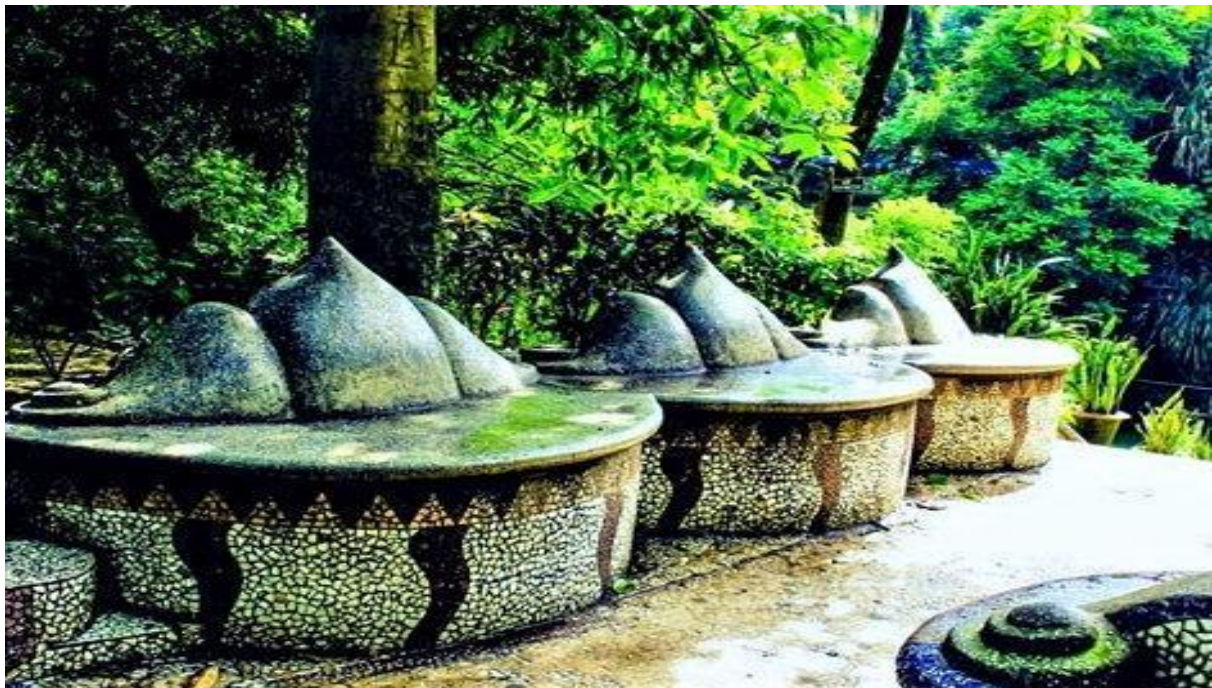


Figure 1(a): Image of Balda Garden in Dhaka



Figure 1(b): Image of Balda Garden in Dhaka



Figure 1(c): Image of Balda Garden in Dhaka

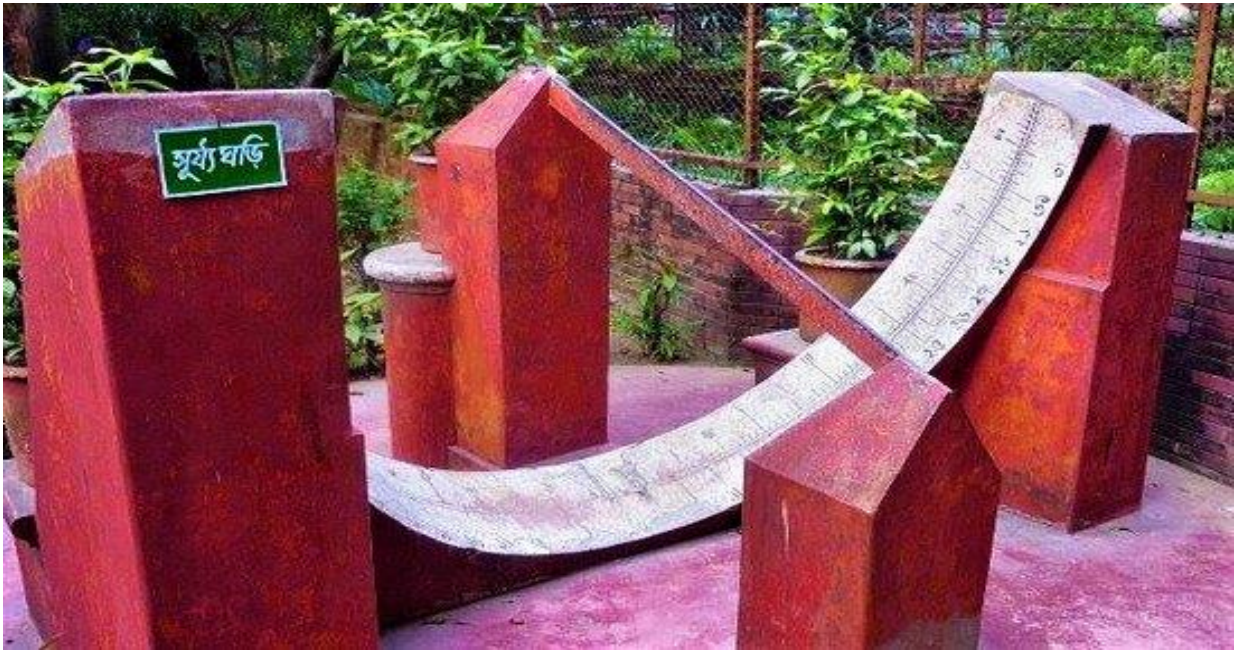


Figure 1(d): Image of Balda Garden in Dhaka