Department of Tourism and Hospitality Management

**University of Rajshahi**

**EMBA Program for Business Graduates**

**1st Batch-2019**

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| **Course Code** | **:** | THM- **615** |
| **Course Title** | **:** | **Tourism Resource in Bangladesh** |
| **Course Instructor** | **:** | **Tanjil Bhuiyan** |
| **Address** | **:** | Lecturer, Department of Tourism and Hospitality Management, University of Rajshahi. |
| **Mobile No** | **:** | **+8801688223150** |

**Rationale of the Course :** Bangladesh is a country of natural beauty, hilly mountains, longest beach, favorable climate, six seasons which are the key factors to develop eco-tourism, sustainable tourism and rural tourism. Bangladesh has many archeological and historical sites too. And the hospitality of people and local culture, life style is a unique selling point. Tourism is a growing industry in Bangladesh. The objective of the course is to give students a theoretical background for a better understanding of national tourism which they can use for analyzing and solving problems of in the real life. The focus of the course is to give answers to major challenges which tourism related industries and destination organizations face in underdeveloped economies like Bangladesh.

**Objective/Learning Outcomes:**

**Upon successful completion of the course, the student will be able to:**

1. Identify the main attraction of the destination of tourism sectors in Bangladesh
2. Develop and evaluate strategies for managing the processes and performance of tourism and hospitality operations in different attractions in BD.
3. Develop interpersonal and leadership skills and qualities that are central to tourism attractions.
4. Describe the notion of the knowledge economy and its implications for tourism and hospitality of Bangladesh.
5. Identify the impact of natural and man-made environmental factors on the success of tourism attractions.
6. Identify the role and importance of destination management and marketing organizations in the competitive tourism spots.
7. Ensure the proper service and strategic for increase attraction in different tourist places of Bangladesh.

**Course Contents**

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| **Class** |  **Topics To Be Discussed** |
|  | Tourism practiced in human society, Concept of tourism resources, Contemporary tourism resources, Analysis of tourism resources, Identification of tourism resources,  |
|  | Experiences of tourism resources, Identification procedure of tourism resources, Resource effect at micro and macro level |
|  | Resource effect at micro and macro level, Importance of preservation and conservation of tourism resources, Methods of preservation and conservation of tourism resources |
|  | **Types of resources:** Natural, Manmade, Tangible, Intangible |
|  | **Major Tourism Resources in Bangladesh:** [**Chittagong division**](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Chittagong_division)**:** [Cox's Bazar](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Cox's_Bazar), [St. Martin's Island](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#St._Martin's_Island), [Bandarban District](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Bandarban_District),[Rangamati](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Rangamati), [Khagrachari District](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Khagrachari_District), [Patenga beach](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Patenga_beach), Parki beach, Lalmai, Moinamoti and Shalbon vihara, [Foy's Lake](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Foy's_Lake), [Heritage Park](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Heritage_Park), [Ethnological Museum of Chittagong](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Ethnological_Museum_of_Chittagong),  [WWII cemetery and Circuit House](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#WWII_cemetery_and_Circuit_House). |
|  | [**Sylhet Division**](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Sylhet_Division)**:** [The Shrine of Hazrat ShahJalal](https://travel.discoverybangladesh.com/travel-sylhet-shrine-temple.html), [Sri Chaitannya Dev Temple](https://travel.discoverybangladesh.com/travel-sylhet-shrine-temple.html#2), [ShahiEidgah](https://travel.discoverybangladesh.com/travel-sylhet-shrine-temple.html#3), [GourGobinda Fort](https://travel.discoverybangladesh.com/travel-sylhet-shrine-temple.html#4), [Jaflong](https://travel.discoverybangladesh.com/travel-sylhet-jaflong-tamabil-srimongol.html), [Tamabil](https://travel.discoverybangladesh.com/travel-sylhet-jaflong-tamabil-srimongol.html#2), [Sripur](https://travel.discoverybangladesh.com/travel-sylhet-jaflong-tamabil-srimongol.html#3)[Jointapur'sRajbari](https://travel.discoverybangladesh.com/travel-sylhet-jaflong-tamabil-srimongol.html#4), [Srimongol](https://travel.discoverybangladesh.com/travel-sylhet-jaflong-tamabil-srimongol.html#5), [Madhabkunda Waterfall](https://travel.discoverybangladesh.com/travel-sylhet-madhabkunda-lawacherra.html), [Lawacherra Rain Forest](https://travel.discoverybangladesh.com/travel-sylhet-madhabkunda-lawacherra.html#2), [Manipuri Dance](https://travel.discoverybangladesh.com/travel-sylhet-madhabkunda-lawacherra.html#4), [Bichnakandi](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Bichnakandi), [Jaflong](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Jaflong), [Madhobpur Lake](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Madhobpur_Lake), [Ratargul Swamp Forest](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Ratargul_Swamp_Forest) |
|  | [**Dhaka division**](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Dhaka_division)**:**  [National museum, Bangabandhu museum, Liberation war museum, Museum of liberty, Lalbagh Fort](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Lalbagh_Fort),  [Ahsan Manzil](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Ahsan_Manzil),  [Shaheed Minar](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Shaheed_Minar), [JatiyoSmritiSoudho](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Jatiyo_Smriti_Soudho), [JatiyaSangshad](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Jatiya_Sangshad) and other [Tourist attractions in Dhaka](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Tourist_attractions_in_Dhaka) |
|  | **Group/Individual Presentation-01 on Class 01-07** |
|  | [**Rajshahi Division**](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Rajshahi_and_Rangpur_Division)**:** [SomapuraMahavihara](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Somapura_Mahavihara), [Mahastangar](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Mahastangar), [BehulaLakshindarBasorGhor](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Behula_Lakshindar_Basor_Ghor), Vasu vihara,[Varendra Research Museum](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Varendra_Research_Museum), [Bagha Mosque](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Bagha_Mosque)**Rangpur Division:** [Kantajew Temple](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Kantajew_Temple), Ramsagar, Sitakot, DinajpurRajbari, Banglabandha, Bhitargarh, Tajhat Palace, Badeswari temple. |
|  |  **First Mid-term Examination (45 Minutes, Syllabus Classes 01-09)** |
|  | **Mymensingh Division:** Muktagachara Palace, Alexandra Castle, Shashi Lodge, Tomb of Hazrat Shah Jamal (R), Lauchapara picnic spot, Narapara fort, Durgapur China clay hill, Someswari River, Ghazni Holiday Center, Madhutila Eco-Park |
|  | [**Barisal Division**](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Barisal_Division)**:** [Kuakata Beach](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Kuakata_Beach), Rakhaine Buddhist Temple, DurgaSagor, Guthia Mosque, Lamchhari village, Fatrar Char, Jacob Tower |
|  | [**Khulna Division**](https://en.wikipedia.org/wiki/Tourism_in_Bangladesh#Khulna_Division)**:** Sundarbans, ShaitGumbad Mosque, Singar Mosque, Nine Domed Mosque, Ronvijoypur Mosque, K|hanjahan Ali Tomb, Khodla Math Temple |
|  | **Special tourism resources in Bangladesh:**MICE, CBT, Festival tourism, Gastronomic tourism, Haor tourism, Agri-tourism |
|  | **Group/Individual Presentation-02 on Class 09-14** |
|  | **Second Mid-term Examination (45 Minutes, Syllabus Classes 09-14)** |

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| **Text Books** | **:** | Tourism in Bangladesh by prof. Dr. Syed Rashidul Hasan,national University Publication,2018. |
| **Reference Book** |  | 1.Bangladesh Tourism vision by Dr. Mahbubul Morshed,BPC,20042.Travel and Tourism: Economic Impact 2016 Bangladesh by World travel & Tourism Council(WTTC),London |

**Home Assignment (Individual):**

Course Instructor will deliver the home assignment topic/s to the students on or before Class No. 7

**Home Assignment must be submitted by the students on 12th Class.**

**Communication with Course Instructor**

You should feel free to see me outside of class if you have confusion about any of the material covered in class or if you would like to know more about a particular topic. I will be glad to suggest additional readings or to discuss any other issues with you. You can e-mail me to set up an appointment at **tanjil12097281@gmail.com**

**Course Materials**

The course materials are available in department website.

**Web:** <http://www.ru.ac.bd/thm/> and <http://103.79.117.242/ru_profile/public/teacher/26007261/profile>

**Marks Distribution**

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| **1** | **Class attendance** | **10%** |
| **2** | **Mid -term Examination** | **20%** |
| **3** | **Case & Presentation: Individual/Group,**  | **10%** |
| **4** | **Term paper** | **10%** |
| **5** | **Final Examination** | **50%** |

**Class Participation:** 10% of your grade will come from your class participation. At various times, I will ask you to comment on intercultural issues and challenges. As I expect you to have read the material assigned for the class, a good level of preparedness is essential to obtain a good participation grade.

**Mid-term Class test (two), Presentation/Assignment/Report etc.:** 20% of your grade will come from the Mid-term class tests, 10% **Case** &**Presentation**,10% **Term paper** Report/Assignment etc. These will be based on class lecture and referred chapters from the book/s. Contemporary issues will be added extra value. The exam will mainly focus on multiple choice/true/false/short questions/Questions from a large number of questions etc.

**Final Exam:** 50% of your grade will come from the final exam and duration is 3 hours.

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