



THE TOUR

The Official Journal of ITHM



Institute of Tourism & Hotel Management

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“The Tour”

Hotel & Tourism industry consider one of the fastest growing industry around the globe. Uniquely, tourism is the largest sector of the world economy with a contribution of 9% of world GDP. Therefore, the industry demands special attention to ensure its development & sustainability.

Conduction of research on a field consider crucial prior to any treatment for development toward sustainability. For the highest contribution of tourism & hotel industry millions of research have been conducted on the filed regularly. Explore the potentiality, innovate & develop the ideas, ways to ensure sustainability, identifies the contribution, indicate the barriers on expansion & compile require recommendations are some examples why the research undertake in the hotel & tourism industry.

There are many countries of the world those are enjoying the sound contribution of tourism on the economy along with other socio-cultural benefits. As, Bangladesh consider one of the country with a large number of natural beauty logically, the potentiality of tourism is higher than many other countries.

In order to explore the potentiality of Bangladesh tourism, the demand of tourism & hotel industry’s researches are much more importance than any other countries.

With the vision of exploring Bangladesh tourism along with contribution on development of world tourism **The Tour** started its journey. We believe that, large number researcher & research filed are available in Bangladesh while simply they need a platform to inaugurate. **The Tour** is an open platform to contribute on development of hotel & tourism industry in Bangladesh with the support of the students, teachers, professionals, researchers & any other stakeholder of the industry.

The Tour is to publish on quarterly on a year on online mood. To reach more number of readers & researcher we decided to publish as an e-journal. Furthermore, we believe online publication may give easy access to the stakeholders. Articles, reviews, travel & success story, introduction of undiscovered tourist places, introduction of familiar tourist destinations (local & international), world & local tourism & hotel news, readers feedback & any other relevance writing is the regular content of the Journal.

The editorial board of four members will be happy to welcome any advices, suggestions, recommendations to continue the dynamism of improvement & develop enhancement of the tourism & hotel industry in Bangladesh.

Thank You for Your Attention!

The editorial board

Date: October 10, 2013

Editorial Board



Editor: Mejbah Uddin Ahmed, the *editor* of **The Tour**. He have completed his BA in Hospitality Mgt. from COTHM, Cyprus while his Master in Business Administration (MBA) from CIM, Cyprus. While, currently he is a lecturer of ITHM on business & tourism courses.. He has worked as Marketing Manager of Abbarah Brothers Ltd & Assistant Chef of SAWA Restaurant in Nicosia, Cyprus. He has written several articles those have been published in several journals & newspapers based on Cyprus, Sweden, US & Bangladesh.



Co-Editor: Deepankar Paul, the *co-editor* of **The Tour**. He have completed his bachelor in Hotel Mgt. & Catering Technology from west Bengal university of Technology, India. He was a Chef of Oberoi Group of Hotels & Resort, India. Currently, he is a lecturer of ITHM on Food & Beverage service & Production.



Designer: Md. Imran Hossain the designer of **The Tour**. He is working IT & Marketing officer of ITHM



Reporter: Mr Ekramul Haque Bhuiyan is the reporter of **The Tour** . He have completed his bachelor in Hospitality Mgt. From COTH, Cyprus along with diploma in hospitality mgt. From AH&LA, US. Currently, he is a faculty of ITHM on English & hospitality courses..



Member: Mr. Mahfuzur Rashid is an active member of **The Tour**. He have completed his higher diploma in hotel administration from COTHM, Cyprus along with IATA foundation diploma in travel & tourism, Canada. He have worked as a Chef in The Irish Pub & restaurant, Cyprus. Currently, he is a lecturer of ITHM on IT & travel & Tour courses..

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Co- Editorial



Dear Readers,

It is an great pleasure to me to write little on the second publication of e journal published by our institute. The first publication has created a lot of positive impact on our students and they are very much encouraged to do something for the tourism industry.

I would like to thanks our editor, writers, designers and all the team who worked hard for the success of the first edition.

This time also “*The Tour*” is coming with lots of new information, Tourism research papers, Articles, Tourist Destinations etc. We welcome contributions that can demonstrate near-term development of the tourism and hotel sector of the country.

Authors, reviewers and guest editors are always welcome. We also welcome comments and suggestions that could improve the quality of the journal.

Thank you. I wish all the success

Regards,

Deepankar Paul

Co-Editor, The Tour

Lecturer, Food & Beverage Dept.

Institute of Tourism & Hotel Management, Dhaka

Former Chef, The Oberoi Group of Hotels, India



Editorial



It is immense pleasure to share the eve of second issue of the online journal *The Tour*. In a short period of time the journal achieved high attention from its stakeholder of hotel & tourism industry. Particularly, participation & interest of students are encouraging & inspiring for moving forward.

On its second publication *The Tour* contains some more extra feature to enable the reader more informational & creative experience. In accordance with suggestions from scholars of home & abroad the editorial board have done some minor changes to meet the curiosity of the readers & committed to do so in future.

I want to express my utmost gratitude to the scholars, fellow personnel, students & other stakeholder for their contributions through sharing knowledge, ideas & recommendations. Special gratitude goes to the editorial board, chairman, principal & peers of the institute for their highest assistance along with many of external stakeholders.

I look forward to hear any suggestions from you during the journey of *The Tour* to enhance its dynamism in the field of tourism & hotel.

Mejbah Uddin Ahmed
Editor

National Tourism News

New committee for TOAB

Taufiq Uddin Ahmed and Prof. Dr. Akbar Uddin Ahmed have been elected President of Tour Operators Association of Bangladesh (TOAB) for the years 2013-2014 and 2014-2015 at the biennial election of the association, says a press release dated July 21 signed by Khandakar Ruhul Amin, Chairman, Election Board. Md Rafeuzzaman has been elected First Vice President; SM Hafizur Rahman Faruk Vice President; Md Shahadat Firoz Shikder Director Legal Matters; Md Faezul Islam Director Trade and Fair; MGR Nasir Majumder Director Finance; Abul Kalam Azad Director International Affairs; and Directors: Md Iftekhar Alam Bhuiyan, Masud Hussain, Tanvir Ahmed, Toufiq Rahman, Syed Mahabubul Islam, Mojibar Rahman and Hasan Mansur (ex-officio). Taufiq Uddin Ahmed will be President TOAB in the first year (July 24, 2013 to July 23, 2014) while Prof. Dr. Akbar Uddin Ahmed will be President TOAB in the second year (July 24, 2014 to July 23, 2014). The decision regarding electing two Presidents were taken unanimously by the 13 elected Directors, the press release said adding, the election of the other office bearers were also held unanimously.



Bangladesh Tourism With TSA

Tourism Satellite Account (TSA) will help the government and people of Bangladesh to understand tourism's contribution to the national economy better. Jim Fletcher, Consultant, United Nations World Tourism Organization (UNWTO) said this while addressing a "De-briefing Workshop on Tourism Satellite Account," organized by Bangladesh Tourism Board (BTB) at the Marble Room of Ruposhi Bangla Hotel on July 18. M Faruk Khan, Minister for Civil Aviation and Tourism, Khurshed Alam Chowdhury, Secretary, Ministry of Civil Aviation and Tourism, and Akhtaruz Zaman Khan Kabir, Chief Executive Officer, Bangladesh Tourism Board (BTB) also spoke on the occasion.



The UNWTO Consultant's visit to Bangladesh follows the meeting between M Faruk Khan with Taleb Rifai, Secretary General, UNWTO while attending FITUR in Madrid.

Jim Fletcher defined TSA as a statistical framework which enables a country to measure the size of tourism industry and its impact on the GDP and national economy. It represents direct, indirect and induced effects (of this industry) and helps understand the value tourism delivers. Compilation of TSA demands comprehensive, reliable and accurate data and is prepared with as many as 10 tables which enable it to be integrated within the framework of national accounts, he said. The UNWTO Consultant said though tourism represents an opportunity for Bangladesh as tourists are seeking new destinations and new experiences, it is not well understood here and that TSA will help clear the situation. Bangladesh has so far kept a low profile and is waiting to be discovered by visitors worldwide. With a destination of this size, you have associated value and benefit with it, but we have no measure of it now, he said. "As existing systems of tourism statistics has weaknesses, new surveys will be required until we get our numbers right," he said. During his stay Jim Fletcher met officials of Special Branch (Immigration), Bangladesh Bureau of Statistics, Bangladesh Bank, Board of Investment, BTB, BPC, TOAB, ATAB), TRIAB, BHGHOA, IHA, BD Inbound, Dhaka University and NHTTI. Jim Fletcher found that available data was extremely limited, fragmentary and not consolidated. "Available data is not explicitly obtainable nor published, institutional cooperation is limited and that tourism sector appears to have a low recognition and priority from the government. The sector is not well understood (by the people) either. TSA will help convince the government of tourism's role." "All these need to be corrected. There should be an automatic arrangement for sharing of data_ monthly to start with, which should be freely available and should not be a matter of request," he said. As remedial steps he suggested establishment of an inter-institutional committee; exchange of data among Special Branch (Immigration), Bangladesh Tourism Board (BTB) and Bangladesh Bureau of Statistics (BBS); revision of visitor arrival card (to include questions like intended length of stay, whether for VFR/Business/ Leisure); sensitize Immigration officers and staff and help them understand the importance of tourism sector; introduce international visitors' exit and expenditure survey as well as outbound tourism survey with UNWTO technical assistance. Dhaka University students of the relevant department can be involved in the exit survey, he said.

Special attention to Cox's Bazar

Due to unplanned and unrestricted development, almost irreversible damage to Cox's Bazar has already been done. At long last the government has initiated action to create a development authority for planned development of this beach resort. The cabinet on February 18 approved a draft law in this regard. Once the law, styled as Cox's Bazar Development Authority (CBDA) Act-2013, is passed, the development authority will



be empowered to control unplanned structures which are threatening eco-system of the town. Prime Minister Sheikh Hasina presided over the meeting. It is not certain when this proposed law will be passed in the parliament and CBDA will come into existence. One thing is sure, serious problems await the proposed authority on Cox's Bazar. The big question is, will the proposed authority have enough power and expertise to rectify the damages already done by unplanned development? Most possibly, it will be too little too late. Bangladesh situation Unlike other countries in world, in Bangladesh tourism is having a rudderless existence. The government has failed to build workable tourism infrastructure_ even failed to provide proper guidance to private sector which in recent years has come up in a big way in tourism development. Long-term objectives for national tourism policy can be set as a vision of how government and the country's citizens wish to develop travel and tourism in conjunction with the private sector. A widely agreed plan will help spread the benefits equitably across the country to all stakeholders, stimulating support and commitment from all sectors. Private sector must be involved in every phase of development of ecotourism to ensure that projects developed associated with protected areas achieve appropriate market linkages. Communities must be linked to the supply chain with private sector partners. All tourism marketing and sales should be assigned to them.

Bangladesh signs; opens skies' deal with US

Bangladesh and the US have signed an initial agreement on August 15 to pave the way for an "open skies" deal between the two countries. The agreement "creates opportunities for strengthening the economic partnership between the United States and Bangladesh through closer links in transport and trade," according to a statement from the US State Department. The initial agreement was signed in Washington by the aviation officials of the two countries, following negotiations for a couple of years. The US government had asked Bangladesh to sign

the open skies agreement after Dhaka sought permission to resume Biman Bangladesh Airlines' Dhaka- New York flights. Open skies agreements allow air service by the airlines of both countries between and beyond the other's territory, allowing airline managements to determine how often to fly, the kind of aircraft to use and the prices to charge. "This agreement will strengthen and expand our strong trade, tourism and people-to-people links with Bangladesh, benefitting US and Bangladeshi businesses and travelers by expanding opportunities for air services," said the statement released on August 16. However, it could not be known when the final agreement will be signed between the two countries. The US has such agreements with more than 100 partners around the world. Air Commodore Mahmud Hussain, Chairman, Civil Aviation Authority of Bangladesh (CAAB), initialed the agreement on behalf of the government.

International Tourism News

CNN's global tourism research depicts reality for today's travelers

A global study of CNN consumers' travel perceptions and behavioral trends has revealed that safety and security is of greater concern when choosing an international travel destination, than any other deciding factor_ for more than two thirds of global respondents:



- 67 per cent say 'safety and security' matters most
- 60 per cent are 'price' driven
- 58 per cent are driven by 'reputation'
- 55 per cent say 'knowledge and availability of information' matters most
- 54 per cent are driven by 'diversity of things to do/amenities'

The survey asked global respondents from over 70 countries, recruited via CNN websites, to identify the key influencing factors in their decision making process, when deciding upon both leisure and business travel destinations. Didier Mormesse, Senior Vice President, Ad Sales Research, Development and Audience Insight at CNN International said, "Destination branding has become one of the most competitive aspects of today's tourism industry and these insights are valuable for countries looking to market themselves as the destination of choice for travelers."

"That safety and security is significantly more important for respondents than the cost of travel, even in austere times, is an indicator that, in times of regional unrest, the pendulum has swung. 'Price' ranks second in travel decision making, reflecting the continuing impact.

Airport needs to add 100m passenger capacity

If you thought being at the home airport of the largest airline in the world in international traffic and departing from an airport that is equally busy 24/7 means capacity, you're wrong in Dubai, Dubai International, its main airport, is planning to add capacity to handle more than 100 million passengers by 2018, up from a current capacity of about 60 million and a previous goal of 90 million, by continuing with plans to build a fourth concourse and by improving the facility's operations, Paul Griffiths, Chief Executive of Dubai Airports, told the reporters.

The government-owned company will also look to accelerate the capacity expansion of the new Al Maktoum International Airport, which is currently forecast to manage 160 million passengers by 2030, and potentially move Emirates to the new facility before 2020. Home carrier Emirates had originally been penciled in to move from Dubai International to the new airport in 2027. Its credentials as a transport hub played a key role in Dubai's recovery and the emirate is now looking to further increase capacity at its two international airports as it eyes economic expansion, according to the Chief Executive of Dubai Airports Co., which manages the facilities. The plan is to move the Emirates hub sooner than originally forecast. A new focus is to develop the master plan that enables to create enough capacity at Dubai World Central to migrate the hub of Emirates. The total infrastructure costs for Dubai World Central were originally forecast at about US\$33 billion. The passenger targets Al Maktoum should increase beyond 160 million passengers by a "significant" amount, but the company was still "working on the numbers". Dubai World Central first opened for cargo operations in 2010 and will begin passenger operations in October. Dubai International, which currently hosts Emirates, became the world's second busiest for international traffic in February handling some 4.8 million passengers, up 15 per cent on year, according to Airports Council International, behind only London's Heathrow which managed about 5.6 million. The Dubai hub handled a total 57 million passengers last year, and Dubai Airports forecasts it will surpass 65 million this year, while Heathrow catered to 70 million last year. Emirates currently make up about 64 per cent of passenger traffic through Dubai International, while 10.7 per cent of the traffic is accounted for by low-cost carrier Fly Dubai.

Emirates, which is the world's largest airline by international traffic and a key component of Dubai's ambitions, continues to grow at a rapid pace with passenger traffic increasing 16 per cent to 39.4 million in the.

Hajj in Makkah is going high-tech this year

The Hajj in Makkah, Saudi Arabia is now going high-tech this season. Hajj is the largest annually occurring pilgrimage in the world and one of the five pillars of Islam, a religious duty to travel to Makkah and must be carried out by every able-bodied Muslim who can afford to do so, at least once in his or her lifetime. The state of being physically and financially capable of performing the Hajj is called *istita'ah* and a Muslim who fulfills this condition is called a *mustati*. The Hajj is a demonstration of the solidarity of the Muslim people, and their submission to Allah in the Arabic language. Hajj is also the largest travel and tourism event in the Muslim world and in Saudi Arabia. Saudi Arabia will erect electronic gates at seven entry



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points to Makkah to screen for illegal pilgrims, according to Hajj Minister Dr. Bandar Hajjar. Buses on Hajj duty will be fitted with smart chips and pilgrims will be given wristbands. The electronic gates will detect the buses without the chips and also illegal pilgrims without the wristbands. Bids have been invited for the construction of these gates, said the minister. The minister also announced the establishment of a 1.6-million-square-meter integrated city to serve visitors to the Prophet's Mos-que. The ministry is also studying the establishment of a similar city in Makkah. He said Umrah companies or external agents for an Umrah companies have to mention the number of pilgrims, their arrival and departure dates, and country of origin. The Kingdom has cut back the number of pilgrims that may perform Hajj this year due to construction work at the Grand Mosque. The expansion of the Grand Mosque in Makkah would add 400,000 square meters, raising its capacity to accommodate 2.2 million people at the same time.

Singapore Airlines unveils new cabin and seat designs

Singapore Air-lines has recently unveiled its next generation of cabin products. Customers travelling on select flights between Singapore and London will be the first to experience the new cabin products from September, in First, Business and Economy Classes. The new seats and KrisWorld in-flight entertainment system will be progressively rolled out to other routes as additional new aircraft enter service. Singapore Airlines is investing nearly US\$150 million to introduce the new products on an initial eight Boeing B777-300ER aircraft. The investment program will be extended as the new products are introduced on Airbus A350 aircraft scheduled for delivery in the years ahead. Today's unveiling is the result of more than two years of working with world renowned design firms. BMW Group Design works USA assisted with the development of the new First Class, James Park Associates assisted with Business Class and Massive Interactive with the in-flight entertainment system interface. "The significant investment in our next generation of cabin products reaffirms our commitment to product innovation and leadership, and demonstrates our confidence in the future for premium full-service air travel," said SIA's Executive Vice President Commercial, MakSweeWah. "Special attention has been given to ergonomics, comfort, convenience and design, as well as to our customers' interests and lifestyles. The task that we gave ourselves and our design partners when we started the process was to make 'A Great Way to Fly' even better. We are confident that we have delivered. Singapore Airlines New First Class; Singapore Airlines' new First Class seat features a new fixed-back shell design with curved side panels to provide a clear demarcation of personal space, for added privacy. At 35 inches in width, and with an increased bed length from 80 to 82 inches, it is one of the most spacious First Class products in the sky. Extensive research was conducted to determine how best to increase the comfort of the new First Class seat. An ergonomically sculpted cushion and improved adjustable headrest have been introduced for greater seating comfort, while new features such as a padded headboard for extra support and an additional mattress layer ensure customers enjoy a good rest.

WTTC, Tony Blair urge West to compete with Asia's booming travel and tourism industry

WTTC and Tony Blair urged West to compete with Asia's booming travel and tourism industry. The launch of the World Travel and Tourism Council (WTTC) Summit in Korea on September 10 saw former British Prime Minister Tony Blair and WTTC President David Scowsill join forces to warn Western governments not to miss out on the future powerhouse of global wealth creation - Travel and Tourism. The two-day Summit, which featured a keynote address by former British Prime Minister, Tony Blair, is looking at how to best exploit the huge projected growth in tourism throughout China, Korea and the wider Pacific region, while urging developed Western nations not to miss out by introducing taxes which will lose more money than they generate. Revealing how Asia's travel and tourism sectors is forecast to grow six per cent per annum over the coming decade, Scowsill said, "It is no accident that we are here today for our first Asia Summit. Of the 70 million new jobs Travel & Tourism will stimulate globally by 2023, two thirds_ some 47 million - will be in Asia. "This phenomenal growth will be driven by increasing wealth among Asia's middle classes, particularly in China. The United Nations describe it as a historic shift, the likes of which has not been seen for 150 years. Asia's middle class is forecast to triple to 1.7 billion by 2020." The need for the West to maintain its market share of the global Travel and Tourism industry was not lost on Blair, who said, "As this power shifts to the East, the West is going to have to discover a new partnership with the East. The US remains for now the most powerful country but it is likely in time China will become the most powerful country in the world." Blair also emphasized the need for all national governments to embrace the Travel and Tourism industry as a force for good_ not just economic growth. "It is an industry that can help bring about more peace and understanding. Travel is important because then you see what people have in common." Globally, the future continues to look positive with the World Travel and Tourism Council predicting 3 per cent growth this year and generating US\$6.8 trillion - 9 per cent of global GDP - as well as employing more than 266 million people and accounting for 1 in every 11 jobs on the planet. Longer term, the prospects are even brighter, with the industry expected to grow an average 4.4 per cent per annum, exceeding forecasts in other major sectors such as manufacturing, retail and financial sectors. Scowsill singled out the UK as an example. "The UK's Airline Passenger Duty is the worst culprit, destroying UK GDP by around US\$6.3 billion per annum and costing some 90 thousand jobs." Taxing the tourist does not lead to positive economic growth - in fact, it leads to the opposite. We intend to promote this message heavily whilst we are here in Asia."

Record booking of e-tickets on Railway website

The e-ticketing website of the Indian Railway Catering and Tourism Corporation or IRCTC booked more than five lakh tickets on August 12, the highest-ever tickets booked in a single day. "There has been a record booking of 5.04 lakh e-tickets yesterday," said a senior IRCTC official. IRCTC, a subsidiary of railways, has invested about Rs. 11 crore to strengthen and upgrade its ticketing website for facilitating booking of more tickets. Earlier on March 1, the website had



booked 5.02 lakh tickets. The average daily booking was around 3.85 lakhs last year, which has now become 4.30 lakhs per day. IRCTC has also taken a slew of measures for smooth running of its system like blocking agents during the initial two hours of booking - from 8 am to 10 am - and Tatkal ticket booking from 10 am to 12 noon respectively. This was done to prevent illegal booking of tickets through automated software by touts to help individual customers buy tickets during the said two hours, which draws the maximum rush. IRCTC is revamping its site by increasing the booking rate to 7,200 tickets per minute from its existing capacity of around 2,000 tickets and also augmenting the capacity to handle 1.2 lakh users at any point of time as compared to its existing 40,000 users.

Tourism bleeds amid cancellation of travel services to Egypt

Egyptian tourism has been badly affected by the violence prevalent in the country. Tourism in Egypt suffers like never before as museums and archaeological sites shut down responding to the increasing violence and civil unrest in the nation. The local government has urged all travel agents to cancel the trips to the country to avoid harassment of travelers.

Egypt is one of the popular tourist destinations of the world. It's beaches, ancient ruins and the beautiful banks of River Nile are most preferred tourist spots.



German tour operators Thomas Cook Germany and TUI Germany, part of Europe's largest tour operator TUI Travel, cancelled all trips to Egypt after the German foreign ministry advised against travelling to the beach resorts, which are popular with European sun-seekers and divers. airberlin, Germany's second biggest airline which is one-third owned by Gulf carrier Etihad, said it was still operating scheduled flights to Red Sea resorts but would not accept new bookings to Egypt until September 15. Germany's foreign ministry advised against going to the resorts, which help attract about 1.2 million Germans to Egypt each year.

France advised against travel to Egypt in early July while Switzerland on Friday also extended its advice to warn holidaymakers away from the beach destinations. Russia said its citizens should not travel to Egypt and advised against tour operators promoting Egyptian holidays. According to the recent reports of ABTA, Holidaymakers to the Red Sea Resorts, such as Sharm El Sheikh and Hurghada, are not affected by the change of advice and will be able to continue their holidays as planned. A precautionary evening curfew was observed in Sharm El Sheikh yesterday but this has now been lifted.

The Italian government on Sunday warned its nationals to stay in their resorts and not book holidays. Like the United Kingdom, countries like Belgium, Switzerland, Austria, Russia, and Spain have also advised its nationals to avoid trips to Egypt.

Tourism is a major life line for the Egyptian economy; it accounts for 12% of GDP, but tour operators and governments are queuing up to warn people to stay away. The number of tourists fell to 9.5 million in 2011 before recovering to 11.2 million in 2012. In the first five months of 2013, tourist numbers were

up 12 percent year-on-year. Three years ago the \$13 billion industry accounted for 11 percent of GDP, according to the World Tourism Organization.

Story

Ten Most Visited places of US

No. 1 Times Square, New York City

Annual Visitors: 41,900,000

Neon signs, megastores, street performers, and historic theaters lure tourists to this five-block intersection that has become increasingly family-friendly. The addition of pedestrian-only areas with café tables, for instance, has made it more appealing to hang out here. At the small museum within the visitors' center, the 2007 New Year's Eve Centennial Ball drops four times an hour. Write a wish on a piece of confetti, and it—and two tons of other pieces of confetti—will flutter down on Times Square at midnight New Year's Eve.



No. 2 Central Park, New York City

Annual Visitors: 40,000,000



Locals and visitors alike find respite among these 843 acres of paths, lawns, lakes, and gardens in the center of Manhattan. Walk, skip, skate, ride a bike, row a boat or ride in a horse-drawn carriage. You can admire the views from 19th-century Belvedere Castle; check out the modest-size zoo; or join the fans who gather to pay quiet tribute to John Lennon at Strawberry Fields.

No. 3 Union Station, Washington, D.C.

Annual Visitors: 36,500,000

Designed during the age of railroads and opened in 1907, this grand train station was built to be a monumental gateway—symbolized by its many arches—to America's capital. The Beaux-Arts gem is also a gateway to commerce, with more than 120 shops and eateries. The 36 statues of Roman legionnaires lining the balcony were



originally nude, but concerns that the public would be shocked led to the addition of strategically placed shields.

No. 4 Las Vegas Strip, Las Vegas

Annual Visitors: 29,500,000

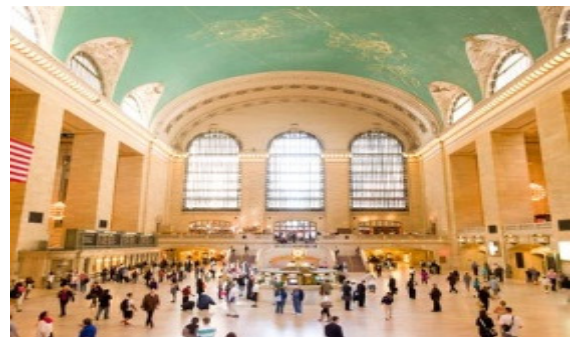


Take a faux round-the-world tour along this five-mile strip that counts a pyramid, a sphinx, an Eiffel Tower, an Arc de Triomphe, a Venetian canal, a New York skyline, and a colorful medieval fairy-tale castle. This is also where the Bellagio fountains put on the famous nightly light-and-music show. The Strip has evolved beyond bargain-priced buffets to become a fine-dining destination, with Michelin-rated restaurants like three-star Joël Robuchon at MGM Grand and two-star Picasso at Bellagio and Guy Savoy at Caesars Palace.

No. 5 Grand Central Terminal, New York City

Annual Visitors: 21,600,000

Every day 10,000 people come to Grand Central not to catch a train but to have lunch. And why not? The stunning Beaux-Arts building's teal ceiling is embellished with gold constellations and twinkling lights, its regal staircases mimic those at the Paris Opera House, while the historic Oyster Bar and Campbell Apartment afford discreet people-watching views of visitors bustling across the terminal floor.



No. 6 Magic Kingdom at Walt Disney World, Buena Vista, FL

Annual Visitors: 17,142,000



The core of the WDW Resort, Magic Kingdom has just opened the first of the attractions in its new Fantasyland, which more than doubles the size of the "land" that caters to the youngest guests. Under the Sea – Journey of the Little Mermaid is designed to make you feel like you're part of the *Little Mermaid* film. Use the FastPass service to minimize waits in the world's most popular theme park. And don't miss classic experiences like the Disney character parade down Main Street, USA, each afternoon and the fireworks that light up the sky many nights.

No. 7 Disneyland, Anaheim, CA***Annual Visitors: 16,140,000***

The original Disneyland, which Walt Disney called “a source of joy and inspiration to all the world,” was the model for Florida’s Magic Kingdom, and some of the California rides are even better. *A pirate of the Caribbean, for instance, is nearly twice as long, and you exit into a dreamy, “nighttime” bayou with fireflies (instead of into a gift shop). The Jungle Cruise promises a real punster-captain and a boatload of silliness.*

**No. 8 (tie) Golden Gate Bridge, San Francisco*****Annual Visitors: 15,000,000***

Gaze toward this luminous orange suspension bridge from the hills to the north just after sunset when bay and sky turn indigo and the skyline beyond glows like alabaster—then you’ll understand its popularity with bikers, joyriders, pedestrians, and, yes, drivers. The span celebrated its 75th anniversary in May 2012 and launched guided tours and an expanded visitors’ center with a green-screen photo op that makes it look as if you’re climbing the bridge’s lofty cables.

No. 9 (tie) Faneuil Hall Marketplace, Boston***Annual Visitors: 15,000,000***

George Washington, Samuel Adams, and Susan B. Anthony are among the honored orators who spoke at Faneuil Hall, the “Cradle of Liberty” built in 1742. The hall plus three markets—North, South and Greek Revival-style Quincy—linked by a cobblestoned square now form the Marketplace, which has an abundance of buskers and more than 100 shops and “specialty pushcarts” selling goods ranging from sunglasses to shoes.



No. 10 (tie) Golden Gate Park, San Francisco
Annual Visitors: 13,000,000



For the traditionalist or historian, there's a bison herd that's lived in the park since 1892. For the technophile or science-fan, there's the California Academy of Sciences with an indoor rainforest, aquarium, planetarium and 197,000-square-foot "living roof" sustaining native plants. For the rest of us there are 1,017 acres of gardens, lawns, forests, playgrounds and playing fields as well as the De Young fine-art museum, a Japanese tea garden, two Dutch windmills and the Victorian-style Conservatory of Flowers.



Gazi Mohammad Hasan

Higher Diploma In Hotel Administration at the
Institute of Tourism & Hotel Management

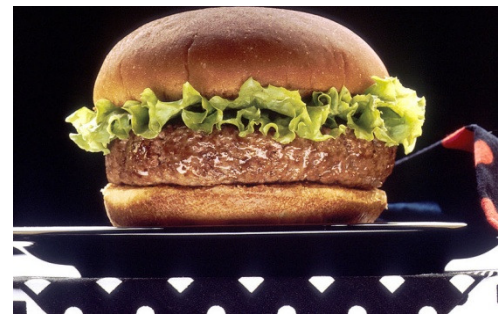
Recipe**Famous Food of United States**

A **hamburger** (also called a **hamburger sandwich**, **burger** or **ham burg**) is a sandwich consisting of one or more cooked patties of ground meat (beef, pork, turkey, chicken, etc.) usually placed inside a sliced hamburger bun. Hamburgers are often served with lettuce, bacon, tomato, onion, pickles, cheese and condiments such as mustard, mayonnaise, ketchup and relish.

Hamburger:

Ingredients:

- 2 tablespoons finely chopped onion
- 2 tablespoons chili sauce
- 2 teaspoons Worcestershire sauce
- 2 teaspoons mustard paste
- 1 pound ground beef
- 4 slices American *or* cheddar cheese, halved diagonally
- 2 slices Swiss cheese, halved diagonally
- 4 hamburger buns, split and toasted
- Lettuce leaves, sliced tomato and onion, cooked bacon, ketchup and mustard, optional



Method:

1. In a large bowl, combine the first four ingredients. Crumble beef over mixture and mix well. Shape into four patties.
2. Grill, covered, over medium heat for 6 minutes on each side or until a meat thermometer reads 160° and juices run clear.
3. During the last minute of cooking, top each patty with two triangles of American cheese and one triangle of Swiss cheese. Serve on buns with the lettuce, tomato, onion, bacon, ketchup and mustard if desired. Yield: 4 servings.

**By: Chef Deepankar Paul, ITHM**

Article**Prospect of Bangladesh Tourism**

According to World Travel & Tourism Council (WTTC) 9.2% of world's GDP derived from the tourism sector. Financially, tourism is the single industry contributing and growing faster. In the past, countries used to promote their tourism for pleasant purpose only. Due to the sound contribution on the economy peoples started to promote tourism as a source of doing business while now tourism considers one of the crucial part of a country's development. All the countries whatever the status is (advanced, developing or poor) focusing on tourism development more than past.

Some scholar believe that countries with lower economic growth to focus on tourism enhancement in order to add an extra value to the aggregate economy. Bangladesh, consider a country with 'developing' status; economic field can treat tourism as a partial part toward the economy of the state. Since 1973, the Bangladesh Parjatan Corporation (BPC), *national tourism organization* have established, started to play role to develop the tourism industry in Bangladesh. In 2008 the tourism dominated 3.9% of GDP which indicate a positive growth toward the economy. Along with the national tourism organization several Non government national and international organizations is working to develop the tourism of Bangladesh. A figure on tourist arrival in Bangladesh on several years is given bellow:

Year	Number	Growth Rate (%)
1991	113242	
1992	110475	(-) 2
1993	126785	(+) 15
1994	140122	(+) 11
1995	156231	(+) 12
1996	165887	(+) 6
1997	182420	(+) 10
1998	171961	(-) 6
1999	172781	(+) 0.5
2000	199211	(+) 15
2001	207199	(+) 4
2002	207246	(+) .02
2003	244509	(+) 18

2004	271270	(+) 11
2005	312575	(+) 15
2006	343590	(+) 10
2007	397410	(+) 16
2008	468951	(+18)
2009	267000	(-43)

Average Growth Rate +9%

Figure 1: *tourist arrival in Bangladesh*

Year	Growth of GDP including tourism	Growth of GDP excluding tourism	GDP including tourism	GDP excluding tourism	Growth of tourism (%)	Contribution of service in GDP (%)	Contribution tourism in GDP
2004/05			266978	248278		47.41	7.00
2005/06	6.63%	6.14%	284673	263513	13.16	47.31	7.43
2006/07	6.43%	5.88%	302971	279001	13.28	47.51	7.91
2007/08	6.19%	5.54%	321726	294466	13.73	47.66	8.47
2008/09	5.74%	5.31%	340197	310107	10.38	47.92	8.84
2009/10	6.00%	5.31%	360609	326579	13.09	48.19	9.44

Figure2: *growth & contribution of tourism & other sector in Bangladesh*

According to the data given, an analysis on prospect of tourist arrivals can be done. However, by using above data the projected number of tourist arrival for the year 2010 (due to unavailability of secondary data) and 2020 can be calculated with the help of regression analysis, where, the model is (Islam and);

$$Y = mx + b$$

Here, x is independent variables (year) and y is the dependent variables (tourist numbers).

$$\text{Slope} = m = \frac{\sum xy - (\sum x)(\sum y)}{\sum xx^2 - (\sum x)^2}$$

$$\text{Intercept} = b = \frac{\sum y - m(\sum x)}{n}$$

By intercepting and solving this value $m = 15268.69$ and $b = -30314883$ and then the model stands as: $y = 15268.69(x) - 30314883$ and the projected tourist arrivals are 375,186 and 527,873 for the year 2010 and 2020 respectively subject to the present trend remaining unchanged.

The figure reveals that, the number of tourist arrival in Bangladesh is increasing in a significant rate in regular interval. Definitely, this is a green sign for aggregate economy of the country. This rate can be considered very high for those countries that have already matured in the market, but for a new market entrant, like Bangladesh, the above growth rate is not very impressive.

The above noted figures showing the number of tourist who entered the country during the past four years, bear comparison to any south Asian or middle eastern countries. Thailand for example, draws 20 millions tourist annually while, Dubai 10 million and India 4.5 million. From the view point of number of arrival of international tourist Bangladesh even behind the Maldives while the difference with Singapore, Malaysia, Thailand, UAE is much more.

Tourism, consider one of the most vulnerable industry. Higher disposable income, availability of leisure time, infrastructural facilities, multi-cultural environment, hospitality people, skilled consultant, natural beauty, ease accessibility, technological benefits, flexible diplomatic service, comfortable weather & international prominence are the main pre-requisite of tourism development. From these factors unfortunately most of the elements are unavailable or partially available in Bangladesh. Fortunate issue is that, Bangladesh bears the unlimited beauty of nature. Again, anything given form the god demand to make sure the environments are in favor which is mandatory to enhance the beauty.

Bangladesh considers one of the country with bright future on tourism development. The core reason of this thinking is the availability of natural tourism resources. However, only availability of resources dose not guarantee enhance of tourism. There are many countries those are top destination for world tourist even without having or with very low natural resources. As a country with 'developing' status Bangladesh incurs many barriers those are playing adverse toward the tourism development. A sound political environment, standard infrastructural facilities, multi-cultural environment, governmental promotion, development of tourist destination, effective marketing planning, private and public investment on tourism are the key pre-requisite to make a tourist to visit a destination. The country cannot attract the tourist though it has the largest mangrove forest and longest sea beach because of unavailability of the crucial elements to develop the tourism. Very low number of scholar in certain field, few research & development, limited law & order and lack of public consciousness may consider further reason to explore why Bangladesh's tourism is running adverse from the world.

'potentiality bring the reality' so, the potential tourist sector can dominate our GDP, increase employment rate, build a multicultural environment, ear foreign currency, introduce the country in brightest mood, improve mutual relationship with the rest world and finally social & cultural development. Some further steps may take the tourism sector which will let to be proud and same the economy will give a competitive base to excel entire fiscal health. The 'opportunity cost' of these achievement is governmental and private sector's steps those will take the sector to the desired height.

MD. Toufiqul Islam

Pursuing MBA at
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Company Profile

Radisson Blu Water Garden Hotel, Dhaka



Radisson Blu, formerly Radisson SAS, is an upper upscale brand for Radisson Hotels primarily outside the United States, including those in Europe, Africa, and Asia. These are operated by Carlson Rezidor Hotel Group.

History

In 1960, The Royal Copenhagen, opened in Denmark. Designed by the Arne Jacobsen for SAS International Hotels (SIH) - the hotel division of The Scandinavian airline group, SAS. Radisson SAS was created in 1994 when SAS International Hotels (SIH) joined forces with the Radisson brand for Europe, the Middle East and Africa (EMEA) in a joint branding initiative. In 2000, Radisson SAS opened its hundredth hotel.

In 2002, Rezidor introduced the SAS Hospitality brand. Radisson SAS operated more than 150 properties at this time in more than 40 countries throughout EMEA. By late 2006, Rezidor SAS, renamed The Rezidor Hotel Group, IPO'd on the Stockholm Stock Exchange. In 2008, The Rezidor Hotel Group had a total portfolio of over 360 hotels in 55 countries. When the name was changed in 2009, Gordon McKinnon, Rezidor's Executive Vice President of Brands, explained that the name Blu was choice from Rezidor's research to find a new visual differentiator to replace the familiar SAS 'blue box'.

Radisson Water Garden Hotel Dhaka, Bangladesh

This is most popular 5 star hotel in Bangladesh. Conveniently located on airport road leading to the main city, and adjacent to the diplomatic enclave and upcoming blue chip commercial hub of Baridhara, Gulshan & Banani, only 5km from the main international airport.

Comprising 204 rooms & suites including Radisson Club Executive floors, all rooms feature king, queen or twin size beds, large work areas with High-Speed Internet, direct control air-conditioning, in-room safe, mini bar, tea/coffee making facilities and ironing facilities. The Radisson Water Garden Hotel Dhaka offers a variable feast for the senses.



Our 7 food & beverage outlets include a selection of the finest cuisine, a wide selection of imported premium cigars & beverages and live entertainment. Revitalize and rejuvenate the mind, body & soul in Dhaka's first internationally.

Services:

- High Speed Internet
- Pool
- Outdoor Pool
- Suites
- Health Club
- Room Service



Offers:

- Golf offers
- Spa & Wellness offers
- Romance offers
- Adventure offers
- City Break offers
- Beach offers
- Family offers
- Great Deals



Khairul Alam

24th batch
Higher Diploma In Hotel Administration
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Article**Incentive and Reward Schemes**

Many organizations believe that salary is a motivator. Well, bad news! Salary is not a motivator. It is only enough for the employee to do the minimum that can be done for his job. It really sounds scary, but this is the truth.

A salary cannot increase motivation, productivity and performance. And furthermore, it can never create engaged employees. A good salary was enough some decades ago. The introduction of incentive schemes, though, has increased the performance of employees in many industries. An incentive program is actually a formal scheme used to promote or encourage specific actions or behavior by a specific group of employees. An incentive and reward scheme does not always include money.

Examples of reward schemes and incentives

Besides the monetary rewards such as bonuses and commissions there are other types of rewards as well. Especially during challenging times, when organizations struggle, these types of rewards may be more effective. Non-monetary incentives are used to reward employees for excellent behavior through opportunities.

Non-monetary incentives may include flexible working hours, payroll or premium contributions, training and development schemes and health savings. In the case of environmental behavior for example, often labeling and recognition certificates are used. This may include stickers, T-shirts with a banner, logo etc. These among many others can increase the motivation of employees and therefore performance. Employees may also be rewarded for discovering new ideas, for implementing a task at work by using small gifts. Finally, a reward that does not cost anything at all and which is really easy to implement is celebrating your employee's successes and showing them appreciation.

Advantages of rewards and incentives

There are many advantages of implementing a reward and incentive scheme

For the organization the advantages are:

- increase staff motivation, morale and loyalty
- boost productivity
- Link individual and business performance
- focus employees on achieving targets
- build teamwork

For employees:

- enhancing the quality of working life
- increase motivation
- adding value to the employment contract

In these troubled times it's more important than ever to keep your staff engaged with your business and goals. Unfortunately a down turn also makes it much more challenging to be heard

over the noise and financial pressures to win genuine advocacy from your employees, customers and partners. Corporate incentives and rewards have always had a significant role to play in creating engagement, but now they have to be smarter and work harder than ever before.



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(Re-printed from *The Market*)

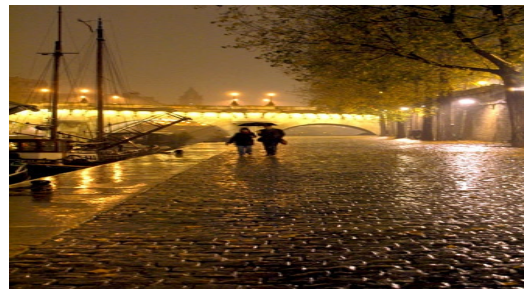
Story

World's Most Romantic Cities

Whether you choose to travel with your loved one or hope to find one when you get there—these cities will rekindle the passion in your life. Here's how to fall in love all over again in Paris, Florence, Prague, Marrakech, and six other romantic cities around the world. According to *frommers.com* the list of ten most romantic cities of the world described below.

1. Paris, France

Cliché or not, Paris really is a city for lovers. Everywhere you turn, a picture-perfect moment waits: strolling along the Seine, sharing a crêpe, walking hand-in-hand through a museum, kissing under the Eiffel Tower. Just a word of advice -- if you are in a long-term relationship and not planning on proposing, you may want to save Paris for another time.



2. Florence, Italy



Florence oozes charm, romance, and the chance to indulge in some of Italy's finest cuisine and wines. Ignore the tourists and wander down cobblestone streets that offer glimpses of the River Arno, cathedrals, and stone bridges.

3. Prague, the Czech Republic

Best experienced at night when the city monuments are illuminated, spring and summer are particularly ripe seasons in Prague for romance.



4. Sydney, Australia



The Sydney Harbor Bridge, the iconic Opera House, and the beaches all make for a popular honeymoon locale.

5. Buenos Aires, Argentina

If tango is the dance of lovers, why not go straight to the place of seduction? Elegant and refined, Buenos Aires has also historic architecture, gardens, and tree-lined boulevards perfect for promenading.



6. Kyoto, Japan



Kyoto's historic shrines, castles, and temples are laid out in imperial gardens that are simply breathtaking, especially during cherry blossom season or when the red, yellow, and orange hues of autumn dominate the landscape

7. Bruges, Belgium

If you're looking for a romantic city with canals, forget the crowds of Venice and head northwest to Bruges instead. Here, the intimate lanes almost require hand-in-hand walks



8. Bath, England



Rolling countryside and a winding river make Bath one of Europe's most romantic and adored cities. Any city that includes a "Places to Propose" section on its official website has to be a place to visit with your intended.

9. Marrakech, Morocco

It's easy to get swept away by the grandeur of this former imperial city, which is surrounded by palm trees, the Sahara Desert, and Atlas Mountain peaks.



10. Jaipur, India



India's famed Pink City features gardens, monuments, and regal 18th-century palace hotels harkening back to the reign of the Rajput princes. The vibrant street bazaars of Jaipur can only enhance your passion.



Mahfuzur Rashid

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Institute of Tourism & Hotel Management

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- Diploma in Hotel Administration (2 years) 110000.
- Diploma in Travel & Tourism Administration (2 years) 110000.
- Diploma in Hospitality Management (2 years) 110000.
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