**CHAPTER:-1       INFORMATION  
  
1.1 Information of Bangladesh tourism:-**Tourism is a travel for recreation, religious, leisure, family or business purposes, usually for a limited duration. Tourism can be domestic or international. Nowadays, tourism is one of the major source of income for many countries.Bangladesh is full of natural beauty. Rivers, coasts and beaches, archaeological sites, religious places, hills, forests, waterfalls, tea gardens surround it. The Sundarban, Historic Mosque in city of Bagerhat, Ruins of the Buddhist Vihara at Paharpur are the three world heritage sites in Bangladesh among 1007. To observe the beauty of nature, huge amount of domestic and foreign tourists visit the country and its tourist attraction sites.. There is no consensus concerning the definition of tourism; its definition varies source by source, person by person. Guyer Feuler first defined tourism in 1905. In order to prevent the disaccords to define “Tourism”, UNWTO defined it as it is indicated below: “Tourism comprises the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”. Tourism is different from travel. Not all travel is tourism. In order for tourism to happen, there must be a displacement. Three criteria are used simultaneously in order to characterize a travel as tourism  
To observe the beauty of nature, huge amount of domestic and foreign tourists visit the country and its tourist attraction sites. In 2012, around six-lakh (6 hundred thousand) tourists came Bangladesh to visit and enjoy its beauty. The total contribution of tourism to GDP was 4.4%, 3.8% to employment and 1.5% to investment in 2013. Bangladesh Parjatan Corporation (BPC) looks after the tourism sector in Bangladesh under the ministry of Civil Aviation and Tourism. Due to some limitations, Bangladesh has failed to introduce itself as a tourist destination country. The paper tries to focus on the attractive tourist spots of Bangladesh and the contribution of tourism in the Bangladesh economy. The major concern of the writer is to highlight the factors by which Bangladesh can be one of the major tourist attractive country in the world in near future.  
  
  
  
**About koli travels & tours:-**  
  
Koli travels & tours is  a government approved travel agent that provide all  kinds of Biman ticket in all the destination at a much lowest price.  
  
Koli travels & tours originated in 1998, in the work of Mr. **Tapan Chandra Debnath**,in his all the hard works now its stands in a stander position. Its approved in Association of Travel Agents of Bangladesh (ATAB) in 1999,  
Now the organization approve all the private airlines carrier .  
In 2002 its approved agent of saudi airline (sv),2003 its approved in Qatar airline,we are now approved  agent of all the air carrier (Domestic & international), in now we r approved agent of Salam air which is start their journey in 2018.  
The head office address 51/1,v.i.p tower floor 12 , naya paltan,Dhaka 1000 .  
We have other branches Noyakhali in chhagalnaiyaa.  
  
Service of koli travels & tours:-

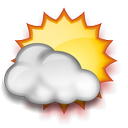
\* koli travels provided all kind of air ticket (Domestic & international) at a much lowest price of others organization.  
\* We provided services in 24\*7.  
\* we also provided 3 & 5 star hotel room (Domestic & international)  in lowest price.  
\* we process the visa in a several time.

**1.2  Background of the study:-**The report, titled “ **Marketing process overview of Tourism Business in Bangladesh   
A focus on Jaflong** ”  has been equipped to satisfy the partial requirement of my Internship of BBA Program of Daffodil Institute of IT (DIIT), supervised by Mr.Lakkhan Chandra Robidas sir , Assistant Professor & Coordinator,BBA Program  Daffodil Institute of IT.  
  
 I have been attached with the Reservation executive department of **Koli travels & tours (Pvt.) Ltd.** since August 01,2018  till November 30 and I have prepared this report in association with my assigned responsibilities. **1.3  Objectives: Broad Objective:   
  
  
To determine the prospect and aspect of** Jaflong.  
  
Specific Objectives:  
  
 1. To know the consumer insight about Jaflong.  
 2. To know and make a comparative analysis of the competitors   
 3. To know the most visited places in Jaflong.   
 4. To know the purpose of visiting Jaflong.   
 5. To know how the visitor learn about Jaflong.  
 6.To identifY consumers' level of awareness regarding Jaflong .

7.  To identifY the consciousness about safety during visiting  
  
8.. To identifY the level of importance is placed on adventurous activities  
 **1.4 Scope:** To conduct this research we have taken many interviews of the decision makers, experts of tourist industry and tourists who have actually visited Jaflong. The focus of this report is to find out prospect and aspect of Jaflong.. To fulfill this purpose I have visited Jaflong. I have also collected information from published papers, articles and journals which are very much available in internet. I have also taken expert interview and also arranged a FGD (Focus Group Discussion).  **1.5 Methodology:** All data used in this report were collected from primary as well as secondary sources. In the following table the detail scenario is constructed.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **INFORMATION** | **SOURCE** | **SOURCE type** | **DATA** | **INSTRUMENTS** |
| **Prospect of jaflong** | **Visitors** | **Primary & Personal visiting** | **Primary** | **Secondary** |
| **Aspect and Drawbacks** | **Visitors** | **Primary** | **Internet** | **Internet** |
| **History and Net surfing and Heritage** | **Internet** | **Secondary** | **Secondary** | **Net surfing and documents** |
| **Consumer Perception and preference** | **Respondents** | **Primary** | **Primary** | **Personal visiting** |

**Nature of the study:** Exploratory . **Sources of information:** Both primary and secondary information sources were used to complete this study**.  
  
  
 Primary sources:** Primary sources were individuals around us who have visited   
  
Jaflong.  
  
 **Following factors were considered to collect information:  
  
 a. Sampling method:** Convenient sampling **b. Information collection instrument:** Structured questionnaires for the respondents.  
 **c. Sample size:** 40 tourists . **Secondary sources:** Secondary information was collected from the internet and books. Analysis techniques: Statistical techniques were used to analyze the collected information. Frequency distribution, one sample T -test, crosstab and regression analysis.  
 **Presentation of information:** Collected information and findings of the analysis are presented in text as well as in a graphical form.  
  
 **1.6  Limitations:  
  
#** As this project work is conducted only for academic purpose that is why the main constraint was cost and time. For the in depth analytical purpose, adequate time is required. But inadequate time was a major hindrance to prepare such a in-depth study   
  
**#** Such a study is carried out by me for the first time. So, inexperience is one of the main factors that constituted the limitation of the study ...   
  
**#** This study did not covered respondents beyond Dhaka City and Sreemangal thus many of the tourists are being unreached ..   
  
**#** Another vital constrain of the study was insufficiency of information. It is hard to get consumers insight because tourists are not willing to provide sufficient information ..   
  
**#** Since the respondents are very busy with their daily life transaction, as a result they failed to cooperate and sometimes were unwilling to provide the actual informat  
  
  
**CHAPTER:-2              INTRODUCTION          
  
2.1   Geographic Location**Jaflong is a [hill station](https://en.wikipedia.org/wiki/Hill_station) and popular tourist destination in the [**Division of Sylhet**](https://en.wikipedia.org/wiki/Sylhet_division), [**Bangladesh**](https://en.wikipedia.org/wiki/Bangladesh)**.** It is located in [**Gowainghat Upazila**](https://en.wikipedia.org/wiki/Gowainghat_Upazila) of [**Sylhet District**](https://en.wikipedia.org/wiki/Sylhet_District) and situated at the border between [**Bangladesh**](https://en.wikipedia.org/wiki/Bangladesh) and the [**Indian**](https://en.wikipedia.org/wiki/India) state of [**Meghalaya**](https://en.wikipedia.org/wiki/Meghalaya), overshadowed by subtropical mountains and rainforests. **“**Jaflong **”**  is famous for its stone collections and is home of the [**Khasi**](https://en.wikipedia.org/wiki/Khasi_people) tribe.  
  
**“**Jaflong **”**  is one of the most attractive tourist spots in **Sylhet division**. It is about 60 km from Sylhet town and takes two hours drive to reach there. Jaflong is also a scenic spot nearby amidst tea gardens and rare beauty of rolling stones from hills. It is situated besides the river Mari in the lap of Hill Khashia .  **2.2  Facts about Jaflong  
                         
**The land grabbers occupied government khas land and reserved forest  land and extracted stone by cutting small hills polluting the environment of Jaflong. They also established crushing mills on the forestland without permission from government.In early 2005, Laskar Muqsudur Rahman, Deputy Conservator of Forests, Sylhet Forest Division, observed that Jaflong that he heard in his boyhood as the 'lungs' of Greater   
  
Sylhet was at stake due to ongoing encroachments and establishment of unauthorized stone crushing mills. The first foundation stone for the thematic Green Park at Jaflong   
  
was laid by Laskar Muqsudur Rahman, Deputy Conservator of Forests in 2005 with the cooperation of local forest staffs led by Forest Ranger Mohammad Ali. He took initiatives to recover the land and establish a recreation-cum-botanical park named as 'Jaflong Green Park'.Nonetheless, at the inception it was a challenging task due to local conflicts and procedural constraints. The forestation program in Jaflong Green Park has been started under supervision of the joint forces, Jaflong Foundation and Forest Department. They have jointly taken up the forestation program with about 100 hectares of grabbed land. Under the forestation program, various types of trees, including hybrid Akash-moni, are being planted in the park to maintain ecological balance.  
  
**2.3  Way to reach  
  
         **Jaflong is a scenic spot nearby amidst tea gardens and rare beauty of rolling stones from hills. It is located 315 km away from Dhaka. To get there take a bus, train (or via airlines) to reach Sylhet. From Sylhet Jaflong is about 55 kilometer. Take a bus from Sylhet; it will take 2 - 2.5 hours to Tamabil and another 30-40 minutes to Jaflong. **2.4 Climate of Jaflong**It possesses moderate climate with heavy rainfall in the rainy season. Hilly areas with reserve forest blows gentle breeze from the north comer of the city. Jaflong is also famous for most rainfall in the rainy season and also most cold place in the winter season. Some weather related facts are mentioned below:Current condition Jaflong, Bangladesh:-10 oct 2018



**13:21 +06**

Partly Cloudy

* 91°F
* Feels like: 101°F
* Wind: 6 mph SW
* Humidity: 57%
* Dew point: 74°F
* Pressure: 29.81 "Hg
* Precipitation: 0"
* Visibility: 9 mi
* UV index: 8

**2.5 Scenic beauty of Jaflong:-**It is known as city of green. Scenic places of Jaflong are:   
 **  
  
  
  
  
  
  
  
(a)Collection of rolling stones  
  
  
(b) Khasia Rajbari  jaintapur (king’s palace)   
  
**The capital, Jaintiapur, now ruined, was located on the plains at the foot of the Jaintia Hills; it appears there may have been a summer capital at Nartiang in the Jaintia Hills, but little remains of it now apart from a Durga temple and a nearby site with many megalithic structures. Much of what is today the Sylhet region of Bangladesh was at one time under the jurisdiction of the Jaintia king. **(c)Tea garden  
  
**What makes Jaflong a unique place in Bangladesh is its 47 tea estates and all of them are now in production phase and this tea leaves are supplied across the whole country as well as 26 foreign countries. Some reputed tea companies of Bangladesh have their plant in Jaflong . Among them Finlays, Ispahani, NTC (National Tea Company) are well established brands.   
  **(d)  Lala khal    
  
**Lalakhal is one of the most attractive tourist spots in Sylhet. Lalakhal is a wide canal located Sharee River near the Tamabil road. The river is not much deep and it is one of the sources of sand in Sylhet. The focal point of the canal is water. The water has a variety of colors blue, green, clear water at different points.  
  
  
**CHAPTER:-3     Theoretical framework  
  
3.1 What is  Market:-**

A market is a medium that allows buyers and sellers of a specific good or service to interact  customer in order to facilitate exchange.

**3.2  What is marketing:-**

[Dr. Philip Kotler](http://www.kotlermarketing.com/phil_questions.shtml) defines  marketing:-   as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.  Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

**3.3  MARKETING PROCESS:-**

The marketing process consists of analyzing marketing opportunities, researching and selecting target markets designing marketing strategies, planning programs, and organizing, implementing and controlling the market effort. The following diagram may describe the marketing process in a simplified way.

|  |
| --- |
| **Analyzing Market Opportunities**  **Marketing Research and Information Systems**  **Consumer Markets** |

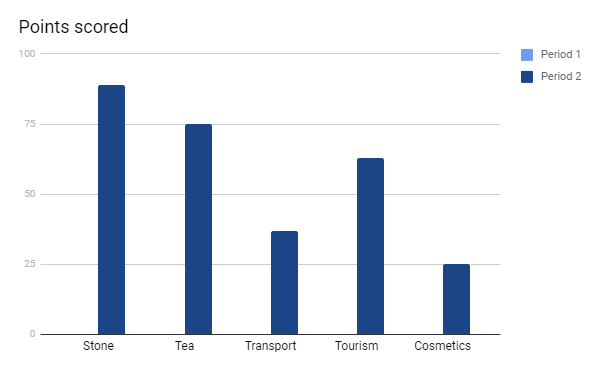
|  |
| --- |
| **Selecting Target Markets**  **Measuring and Forecasting Demand Market  Segmentation, targeting and Positioning** |

|  |
| --- |
| **Developing the Market Mix**  1# **Designing Products**  2# **Pricing Products**  3# **Placing Products** |

|  |
| --- |
| **Managing the Market Effort Competitors'**  **analysis and Competitive Marketing**  **Strategies Planning, Implementing, Organizing    and**  **Controlling Marketing Programs.** |

**3.4:- Marketing mix**The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, nowadays, the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics as vital mix elements  
  
  
  
  
**3.5 :- What is Product :-**  
  
A product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form. Every product is made at a cost and each is sold at a price.   
  
**3.6 :- What is Product mix:-**  
  
A product is an item produced or procured by the business to satisfy the needs of the customer. It is the actual item which is held for sale in the market. A company usually sells different types of products.   
  
For e.g. Coca-cola has around 3500+ product brands in its portfolio. These different product brands are also known as product lines. Combination of all these product lines constitutes the product mix.  
  
  
**3.7:- what is Brand:-**  
  
A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed. A brand name is the name of the distinctive product, service, or concept. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names.  
 **3.8:- what is Brand elements:-**  
The brand name, logo, slogan, jingle, and packaging style are all examples of Brand Elements. Desirable Brand Elements should be as many of the following characteristics as possible: Meaningful (ie, effectively enable customers to understand the meaning of the Brand –   
  
**3.9:- Segmentation, Targeting & Positioning:-**  
  
**Segmentation :-**  
  
means to divide the marketplace into parts, or segments, which are definable, accessible, actionable, and profitable and have a growth potential. In other words, a company would find it impossible to target the entire market, because of time, cost and effort restrictions. It needs to have a 'definable' segment - a mass of people who can be identified and targeted with reasonable effort, cost and time.  
  
**Target Marketing:-**  
 involves breaking a market into segments and then concentrating your marketing efforts on one or a few key segments consisting of the customers whose needs and desires most closely match your product or service offerings. It can be the key to [attracting new business](https://www.thebalancesmb.com/budget-friendly-business-promotion-2948441), increasing your sales, and making your business a success.  
  
  **Positioning:-**  
  
Positioning defines where your product (item or service) stands in relation to others offering similar products and services in the marketplace as well as the mind of the consumer.  
  
**Chapter :- 4  Marketing process of jaflong  
  
  
  
  
4.1  7p of marketing process :-**

|  |
| --- |
| **a.Product** |
| **b.Place** |
| **c.Price** |
| **d.Promotion** |
| **e.People** |
| **f.Processes** |
| **g.Physical Evidence** |

**Product:- A product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form. Every product is made at a cost and each is sold at a price.   
  
Place:- In the marketing , the process of moving products from the producer to the intended user is called place. In other words, it is how your product is bought and where it is bought. This movement could be through a combination of intermediaries such as distributors, wholesalers and retailers.  
  
Price:-  
Price is the value that is put to a product or service and is the result of a complex set of calculations, research and understanding and risk taking ability. A pricing strategy takes into account segments, ability to pay, market conditions, competitor actions, trade margins and input costs, amongst others.  
  
Promotion:-  
In marketing, promotion refers to any type ofmarketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. ... It is one of the basic elements of the market mix, which includes the four P's: price, product, promotion, and place.  
  
People:-  
People are the most important element of any service or experience. Services tend to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the individual needs of the person consuming it.  
  
Processes:-  
The marketing process is a process of analyzing the opportunities in the market, selection of the target markets, and development of the Marketing Mix and management of the marketing efforts  
  
Physical evidence:-  
  
Services as we know are largely intangible when marketing. However customers tend to rely on physical cues to help them evaluate the product before they buy it. ... Physical evidence is the material part of a service  
  
  
  
4.2   Products and Services in jaflong**Tourism industry is a servIce industry. The core value of this industry is recreation. Therefore, Jaflong is a service as it is a tourist spot. The natural beauty of Jaflong is so astonishing that it delights the tourists. It helps them find some sort of peace out of their complex urban life. The different shades of natural green that Jaflong  possess with the opportunity to view the wild life, indeed, entertain tourists. It provides them a unique experience that they can share with others. Jaflong  is a service because it is intangible dominant. Let's define it through a scale:   
  
  
  
**Stone business:-  
  
     **  
The country may earn Tk 560 million extracting about 35 million TCF of stone this year from Jaflong against the earning of more than Tk 900 million last year.

Hundreds of Bangladeshi people engage in collecting the stone at the entrance of Dauki and Pian rivers in Bangladesh at Jaflong border. Each quarry employs 200 to 250 workers for collecting the stones. A labourer can collect upto 2500 sft of stone a day.

According to the stone collectors, this year only 120 to 150 well would be possible to dig for collecting stones in the two rivers at Jaflong instead of about 250 wells like previous year.

In the last rainy season, the water flow of the Dauki that entered from the Indian state of Meghalaya, has decreased drastically reducing the inflow of stone in Bangladesh territory, Aiub Ali, a contractor of a stone well told this BDNEWS.

Usually, people of the Jaflong area collect different kinds of stone from the dry river-site of Pian and Dauki. Thousands of CFTs of stones are being collected everyday, which were then supplied across the country to use in the construction of roads and buildings.

After collecting the stones from the wells, the contractors sell those to the businessmen who, some contractor said, come from Dhaka and Chittagong.  
  
  
**Tea business:-**  
  
  
  
Large corporate groups have started investing in tea plantation in recent years, riding on the wave of demand from local consumers -- a development that has been welcomed by seasoned producers.

In the last few years, Square Group, a giant in consumer products, textile and pharmaceuticals; Ha-Meem Group, an apparel manufacturer and exporter; and Orion Group, an industrial conglomerate, entered the fray.Three other consumer and industrial giants -- Akij, TK and City -- followed soon after.“We have a plan to market our own brand,” said Biswajit Saha, general manager of City Group that has bought three tea gardens in recent years.City Group purchased one of the latest gardens in the country, located in Chittagong, from Brac for about Tk 120 crore in 2015.Akij Group has also bought a garden, but it has no immediate plan to retail its own brand in the local market.“Maybe, in long-term we will market our own brand,” said Sheikh Bashir Uddin, managing director of Akij Group.  
  
Another big corporate house Orion Group bought a tea garden in Jaflong in 2005.After over a decade in operation, the group has decided to build and market its own brand, to be called 'Jaflong Cha'.Jaflong Cha will be launched in April, according to Ibrahim Khalil,who looks after Orion's tea business. “Our focus will be on green tea,” he added.The entry of big corporate groups into the tea farming business has been helping the country produce more tea, industry insiders said.Also, there will be a positive impact on the quality of tea, they added.In 2016, more than 8.5 crore kilograms of tea were produced, up 26 percent year-on-year, according to data from the government.Rising local consumption has also been cutting into Bangladesh's tea exports every year.A decade ago, exports accounted for almost one-fifth of the sector's receipts; now, it has come down to less than 10 percent, according to data from the Bangladesh Tea Board.However, the sector needs investment to flourish further.At present, the industry is facing a shortage of talent, knowledge and technology, industry people said.As a result, tea production in the country remains one of the lowest in the world.In Bangladesh, the per hectare tea production is 1,200-1,300 kg, which is half of Sri Lanka's; in India, it is 1,600-1,800 kg.“Tea is like agriculture and we need to introduce new knowledge and technology,” said Bashir Uddin of Akij Group.Better prices will also encourage owners to invest their money in tea plantation, he added.Good quality tea is now selling at Tk 180 -Taka 200 per kg in auction and the average quality Tk 140-Tk 150.At the beginning of the season, quality tea sold at Tk 250 a kg, according to market players.  
  
**Transport business:-**  
The transport business is under controlled by govt. And local politician . the hole system of transport is baget in every year are is high range but the actual view of road,bridge,and others sector are not expectable  as it the most attractive travel turism sector as.  
  
**Tourism business:-  
    **  
Bangladesh Economic Zones Authority (BEZA) has decided to establish a tourism park and a specialised stone crushing zone near Jaflong in Sylhet to protect the country’s popular tourists spot from being ruined, said officials.The decision was made in the wake of unplanned stone crushing industry in Jaflong, around 55 km north of Sylhet city. Jaflong is located in Gowainghat upazila of Sylhet district on border with the Indian state of Meghalaya.The stone crushing industry in Jaflong has expanded in an unplanned way for the past two decades, BEZA officials said. They said such industrial set-up was harming the environment along with pollution, posing health hazards and affecting the tourism potentialities of the area badly.Around 500 stone crushing units are in operation now in the area with many of them not legally established.The Piyain river, which also has tourism potentialities in of Jaflong, is on the verge of destruction mainly due to unplanned stone crushing units  
.  
  
  
  
“We are destroying nature and tourism gradually. It is an offense. As we have a duty to protect the area, we have taken some initiatives,” he said.“Primarily, we have decided to build the zone in a 133-acre land, but it will need around 200 acres of land for construction of roads, buffer zone plantation etc in a planned way,” said Paban.

He hoped that the process for construction of the zone would be ended in next two years.It is estimated that over 1,000 people visit Jaflong and Bichanakandi daily to see the natural beauty of Piyain river. The number is expected to rise further once the zones are in operation.   
  
  
  
4.3 **Competitors analysis   
  
Competitors analysis  
  
Brand Competitor:-**  
  
• Cox's Bazar   
• St. Martin   
• Rangamati   
• Bandarban   
• Kuakata   
• Sundar Ban

**Industry competitor:-**  
  
All the places that provide the same facilities, natural attraction and Vlew as Jaflong provide. Sherpur, Shylet , Durgapur, Rangamati, Bandarban, etc.

**Form competitor :-**  
  
Amusement park, Fantasy Park, as a competitor for Sreemangal. Any other products that can be used as a substitute for Jaflong.  
  
**Generic competitor:-**   
  
Competes for the same consumer income group and age group.  
  
4.4 **SWOT Analysis for  Jaflong  
  
SWOT Analysis for  Jaflong**

|  |  |
| --- | --- |
| **STRENGTH**  **#** STRENGTH There is demand .  **#** Has a lot of product variety.  **#** Has some Unique, characteristics, which  don't have in others.  **#** Loyal customer base, means who have already visited would like to visit again. | **WEAKNESS**  **#** No initiative from the government as well as from the private sector.  **#** Do not have sufficient financial support to promote Jaflong .Low promotional effort. **#** Safety and securities. **#** Transportation. **#** Accommodation. **#**Lack of tourist market **#** Information. |
| **OPPORTUNITY**  **#** Jaflong  has the opportunity to Jaflong has the opportunity to prospect  **#** Radical improvement of media vehicle **#** People nowadays would like to travel more for the recreation purpose than in before. **#** Population 111 Bangladesh, specially the literate population, is growing; these peo  ple are more [*conscious*](https://www.google.com/search?client=firefox-b-ab&q=conscious&spell=1&sa=X&ved=0ahUKEwiakOL9qvHdAhUFU30KHe5SBLoQBQgoKAA) to know about our country.  **#** The buying power of the target market is 111 crea smg. | **THREAT**  **#** Other existing or hidden tourist spot may come t o the field to compete with JAFLONG **#** Being politically victimised  **#** Local people may resist. |

**4.5  Promotional activities of the competitors**As a whole tourist spot promotion in Bangladesh has no pattern and it is hard to observe and conclude in a theoretical base. Number of visitors of different place is that much high and it is one of the reasons that I don't fInd mass promotion of any sort in tourism sector. May be, poor facilities in most of the Bangladeshi tourists spot, is the reason behind it. But by learning from different countries that are generating healthy revenue from tourism sector, Bangladesh government is taking steps to improve facilities and building infrastructure and promoting through Bangladesh Porjoton Shongstha. Business opportunities in different tourists spot is increasing day by day and firms like different bus service, entertainment park (concord), hotels and restaurants are promoting themselves  by using the name of that place (secondary brand association).Except these in recent time Sundarban and Cox's Bazar has been promoted highly because of program. People are not only talking about these two places but also participating through voting. B1L campaigns are very common in promoting different tourist spots in Bangladesh like seminar, round table discussion etc. Print media has been highly used in promoting tourist spot as well as articles in   
  
  
newspaper and Magazine as publicity. Another important thing has been used to promote especially Sundarban and different part of Chittagong, documentary. A number of world class documentaries have been made by and shown on BBC and National Geography Channel as well as our national channel like Channel 1. Boishakhi etc. **4.6  Functional Benefits of jaflong  
  
(a) Product:-**~ Leisure & Relaxation   
~ Adventure Activities   
~ Recreational Activities  
 **(b) Symbolic Benefits**  
~ Association with Adventure   
~ Association with Outgoing Nature  
 ~ Association with Nature and Beauty   
~ Association with Isolation   
~ Association with Upper Class Prestige   
~ Association with Safety  
  
**(c)  Experimental Benefits**   
  
~ Hassle Free Accommodation   
~ Efficient Top Quality Service   
~ Exquisite Cuisine   
~ Feeling Of Real Explorer  
  
**Price:•** Initially 'perceived value pricing' should be followed .  
  
• But gradually value based pricing can be adopted depending on the intensity of market competition.   
  
For example:- we may conduct a survey and perform a competitor analysis later some time to find out on what visitors are willing to spend on a tour.  
  
**4.7**  **STP analysis for jaflong**Segmentation of the market has been done on mainly the following variables (S=Segmentation, T=Targeting, P=Positioning):

|  |  |
| --- | --- |
| Variable | Breakdown |
| Geographic / Demographic |  |
| Region | All around the Bangladesh. |
| Age | 18-35 |
| Income | From the questionnaire I have found that tourists who have at least 20000 tk monthly income are likely to visit or tour most. So people with middle income to upper income group can effort it. So our target income group will be within middle income to upper income group. |
| Occupation | Students and young Executive  . |
| Social class | Generally Middle to Upper class. |
| Psychographic |  |
| Lifestyle | Progressive lifestyle, outgoing, Adventure Seekers, Positive Attitude Towards Traveling, social and Cable generation. The buyer has to have the urge to have a tour and get the natural attraction and view. |
| Behavioral |  |
| Occasion of purchase | Occasion (e.g. Eid, Puja, Winter Season, Rainy season, Summer vacation 31st December, Poornima  or Full Moon etc. |
| Benefits seeking | Adventure, Safety, Good accommodation and transportation, natural attraction. For those who appreciate scenic beauty and look for quality service & safety at moderate price |
| User status | Regular, occasional, potential. |
| Loyalty status | None or medium. |
| Readiness stage | A ware, informed, interested, intending to go. |
| Attitude towards jaflong | Positive. |

**4.8 Age and Life-Cycle Stage** Jaflong target market is the youth to young generation segments of the population, A secondary target market it aims is the 50+ segments, According to Jaflong it is the 16-35 age group market in Bangladesh that will be its future potential visitors and hence it focuses on appealing to them. **4.9  Income**The target market includes all those individuals having a monthly income of at least 20000+tk (MID = Tk.20000+). **4.10  Density** Jaflong must focus all its resources on appealing to the population living in the both rural and urban areas, especially to people who live in urban areas. The focus should be on some selective areas where the disposable income of the population is higher. **4.11 Lifestyle** Jaflong is a place for the moderately affluent segment of the society. As such  Jaflong should target the mid to upper strata of society.    
People believe that having tour is an indicator of their personality and prosperous standard of living. Sreemangal visitors or potential visitors are assessed to be individuals with active lifestyles those who are adventurous and fun lover **4.12 Personality** Jaflong  must endow its services with a brand personality that corresponds to its present and potential consumers. Some of the personality traits of  Jaflong  are: town which preserves and cherishes nature, town with traditional cultures, environmentally friendly town, tourist town, agricultural town etc.  
 Jaflong  target market can be segmented into regular, occasional, potential visitors.   
 **4.13 Attitude** Jaflong  must endeavor to attract people who have positive attitude toward traveling and  Jaflong. **4.14 Targeting** Jaflong  utilizing the attractive segments mentioned above will go for selective specialization, i.e. diversifYing risk among different segments. Hence the populations of Bangladesh belongs to youth and young generation, have a income bracket of 20000+ and have the urge for fun and adventure are the target market. **4.15  Positioning**  
Product differentiation should be delivered by providing values. The product should be positioned with excellence so that the tourists are pursued to think that  Jaflong  is the only place where they can get everything what they want and obviously the "Ocean a/Green". Chapter 5: Segmentation, Targeting and positioning  **4.16  Factors Influencing on Decision Making**• Cultural factors: The social class will influence the potential customers to have a tour to  Jaflong.   
• Personal factors: Age and lifestyle will also generate stimulus.   
• Psychological factors: Motivation will lead tourists to go for a visit to  Jaflong . **Chapter 5  Proposing the Brand JAFLONG  
  
5.1  Brand Awareness:-  
  
 Recognition -**  
The brand elements themselves are the key to recognition. - Initial launching ceremony, publicity and extensive advertisement (distinctive, unique and similar theme and character) campaign will generate the necessary recognition level. Therefore, recognition level of the brand will be high.  **5.2  Brand Image:-** Brand image will be determined by the type of strength, favorability and uniqu€?ness of brand association.   
• The basis of the brand association will be the "positive attitudes" of the target audience   
• HOW? the brand features some unique product related attributes (point of difference) and non product related attributes (e.g. Value pricing; targeting of the positive, adventurous & outgoing people; promising to provide good time, trying to associate a feeling of exploration & finally, creating & communicating a brand personality as isolated yet lively and exotic.). These attributes help form an attitude of the brand. The match of these two sides, both from the customers' attitude and the brand attitude portrayed by the company will be able to induce a potential customer to form a positive attitude towards the brand. In this regard, it should be mentioned that the promotional efforts will be directed towards generating the desired positive attitude.  
 The 'Brand Association' must be strong. Strength will depend upon relevance and consistency. The promotional campaign should target those who are able, eligible and willing for the package (target market described earlier). And the campaign must be intensified during particular time of the year (e.g. winter).   
Therefore, personal relevance will be high. The information that flow through different promotional tools and the service rendered from the resort must be consistent. A customer database should be developed and a sense of relationship must be developed with them; word-of mouth will spread out from their direct experience. Top quality promotional campaign conforming to the service rendered will ensure high assumption about the brand. Favorability depends on desirability and deliverability. It satisfies safety, social and ego needs. On the other hand, a well scheduled package, wide distribution chain and skilled workforce will provide the promised service performance. Nevertheless, picture and endorsement of the satisfied customers should be well publicized. Thirdly, an active quality control team must ensure the sustainability of the performance through regular inspection and customer survey.

**5.3  Brand Knowledge/Uniqueness:-**• With intended level of awareness & proper image, it is expected that a desired knowledge structure must be embedded in the target customers' mind.  **# Uniqueness:-**• Point of parity & Point of difference contributes to the unique association of the brand  
- Apart from all the standard features provided by other tour operators and hotels (point of parity), the additional features are as follows (point of difference):  
  
**# Rich Service Portfolio   
  
# Cultural Show   
# Wildlife   
# Parks   
#** **Hill tracks   
# Cultural or religious events   
# Adventure/sports activities   
# Hiking/trekking   
# Biking**Based of the point of parity and point of difference, featuring the competitive edges, Jaflong  will be able to build a positive image in the mind of the target audience.  
  
 **5.4  importance:-**The non-product related attributes have a great impact on brand image. The feel or the association that certain visiting spot provides plays an important part in the choice of a particular place or brand. Jaflong  will be used a character for personification of the brand. In the promotional campaign it will be used. **5.6  The brand character of Jaflong:-**The proposed character for Jaflong  could be a "Green Anger' because of two reasons. First of all Jaflong  is could be proposed as "Ocean of Green" city so a green angel can portray the image in the consumers mind. Secondly this green angel can keep the tourists fresh and happy all the time by using its magical stick.  **5.7  The contribution of personification to the brand equity:-**The character should appear in the advertisements in different surroundings. The characters should portray a rich used imagery. These situational cues will help the consumers to recall the brand name and create positive association towards the brand.  
  
**5.8  Leverage of Secondary Associations:-**Young people can easily associate the romanticism and serene environment described by the famous writer Humayun Ahmed .  
• Event sponsorship (concert) will easily communicate the feeling of enthusiasm and vividness to the adventure loving young generation.    
  
**Chapter:-6  Promoting the Brand Jaflong  
  
  
6.1  Media Plan for jaflong**

|  |  |  |
| --- | --- | --- |
| **Month** | **Communication Options** | **Reason** |
| **JAN** | **TVC  Print ad Bill Board Poster  M-advertising website  Event  Brochure  School yard & Bus stop Campaign  Sticker** | **New Year Day's  Event  The popular Dailynews paper &  magazine (Prothom Alo, Dailystar,Annonna)   Free brochure and a informative CD will  be given to thecorporate client** |
| **FEB** | **TV ad  Print ad  Sponsorship  Bill Board  Brochure m-advertising  website  Sticker** | **Concert for Mother Language day.   Print ad design will change simultaneously but message will remain  same** |
| **MAR** | **TV ad  Print ad  Bill Board  website** | **Continued** |
| **APR** | **TV ad  Event Bill Board  website** | **Pohela Baishakhi  Event . Personal selling in several Fairs  .** |
| **MAY** | **TV ad   Billboard   website** | **Continued** |
| **JUN** | **• TV ad  • Print ad  • School yard & Bus stop Campaign  • Billboard • website** | **Continued** |
| **jul** | **TV ad   • Print ad   website** | **- Billboard design will be changed** |
| **AUG** | **TV ad   Print ad  • Billboard  • website** | **Continued** |
| **SEP** | **• TV ad  • Billboard  • website** | **Continued** |
| **OCT** | **TV ad  • Print ad  • Billboard  • Website** | **Continued** |
| **NOV** | **• TV ad  • Print ad media tools will be  • Billboard increase. • website  • Poster  • Sticker  • Brochure • m-advertising** | **- Frequency of all the  media tools will be increase.** |
| **DEC** | **• TV AD • Billboard increase. • website  • Poster  • Brochure • m-advertising** | **Frequency of all the  media tools will be increase.** |

**6.2   Classical Conditioning**Hearing good music (unconditioned stimulus - UCS) elicits a positive emotion (unconditioned response - UCR) in individuals. Consistently pairing products (conditioned stimulus - CS), the brand itself comes to elicit positive emotion (conditioned response - CR).   
  
After seeing a commercial what is learned is generally not information but emotion or an affective response. If and when this affective response leads to learning about the product or leads to a product trial, we have this situation:  **OTHER PROMOTIONAL MEDIAS:-**  
**Stickers:** Attractive stickers can be pasted on inside the cyber cafe, intra and inter city AC buses, popular fast food shops, restaurants and other cool hang around places for the young generation.   
  
**Poster:** Eye catchy posters can be posted on outside the university campus, school and college ground, cyber cafe, bus stops, popular fast food shops, restaurants and other cool hang around places for the young generation.   
  
**Website:** www.jaflongl.com can be developed to promote Jaflong though web address, where the interested visitors will get their required information regarding Jaflong  as well as others information like hotel booking, transportation, shopping place and restaurant.   
 **6.3  Consumer's perspective:-**  
 This will demonstrate the source of credibility and identification   
  
• It will reduce their search time and reduce risk at the same time as there are a few competitors in the brand form.   
• If Jaflong  augmented level of service (compared to the competitors), the level of satisfaction will make them feel better, build a base for referral marketing and repetitive consumption.  **6.4 Service Provider's Perspective: -**  
 Means of identification to simplify handling or tracing.   
• The brand will provide ample information of quality to satisfied customers .  
• It will act as a source of competitive edge.   
  
**6.7**  **Impact of  Promotional Tools on Brand and Equity**

|  |  |  |
| --- | --- | --- |
| **Tools** | **Cues** | **Impact** |
| **TVAd** | **Showing different places of Jaflong and their natural attraction, highlighting mainly the greenery and natural beauty.** | **Create strong and favorable image and the eye catching greenery will persuade the  audience for a visit to Jaflong.** |
| **Stickers** | **Colorful and exotic design consisting brand name, slogan, main selling idea and web address.** | **Increase recognition level and reinforce positive association** |
| **Billboard** | **Same theme of TV Ad in a still picture** | **Increase recognition through linking cues in memory nodes** |
| **Paper Ad** | **Same theme of TV ad. and billboard Language will be different and catchier.** | **Increase recognition and if  any sales promotion or new product assortment is announced then recall will increase substantially** |
| **Website** | **Details about Jaflong and how to go, where to stay and other information will be available there.** | **Reduce the searching time   and also create a strong favorability** |
| **m-advertisement** | **Initially start with a funny type of story and finally end with the message about Jaflong.** | **Create WOM and influence to have a visit .** |

**Chapter:-7 PACKAGE TOUR OF JAFLONG:-  
  
  
**In coming of winter season koli tavels & tours are offered the best tour package to visite sylhet , jaflong .  
“Jaflong ”  is one of the most attractive tourist spots in Sylhet division.  Jaflong is also a scenic spot nearby amidst tea gardens and rare beauty of rolling stones from hills. It is situated besides the river Mari in the lap of Hill Khashia .   
  
We are provided all the support to your visiting at only 10,800/-  
To know more details….

Contact us :-51/1 v.i.p tower ,12 floor,naya paltan,dhaka-1000  
e-mail:[-kolitravels@gmail.com](mailto:-kolitravels@gmail.com)Hot line:-01770 552577,01674 541187  
  
  
  
**Chapter 8 :- Marketing research of jaflong:-**  
  
  
**8.1 Interview with the visitors & general people:-**  
  
To satisfy my purpose I have taken some many visitor in jaflong and question them  who are directly involved in developing the tourism sector of jaflong. In other site ,when visited jaflong i  One of them is the former Member of the Parliament (MP) of jaflong Mr M.A. Sahid and other person is a sole proprietor of Advance Tourism. Both of them talked about the prospect and aspect of jaflong in Tourism sector. I have gathered the information from both the governmental and private sector. Bulleting points from the  interviews are given below:-  
  
\*First and foremost concern is safety issues. Safe and secure traveling should be ensured. To attract tourist safety need should be fulfilled at prima facie. Our government is also concern about the safety issues. Secondly, it is required to create new experiences that will attract visitors to visit jaflong. Promoting new experience to the target market can add value to jaflong. Like most of the tea gardens in inhabit in  jaflong. The rain forest can be a new and diverse experience for the tourist. Here the tourist can do hiking and tracking also. Both of the experts focused on the Madhobpur lake as it more beautiful and attractive than "lala khal ". Last but not the least all of them mention the famous five colored tea.   
  
\* Develop strong destinations. Both of the experts were focusing on one issue of jaflong that is 'green'. Convincing tourist that jaflong is a green city. It is the real ocean of green. Private and public sector both should provide a single minded message.   
\* Raise the awareness. Awareness should be raised in the international level. Here private sector is working tremendously well. Building websites, personal communication with the foreigners is only done by the local private tourist agents like Mr. Khorshed Alam. Government intervention can create a huge demand in the international level.   
  
**8.2 Statement of the Problem :-**  
  
\* Management Decision Problem:-  
  
How to developed jaflong as a most preferable tourist spot?   
  
\* Marketing Decision Problem:-  
  
To identify the triggering factors which will work as the pivotal element for promoting jaflong. I will identify the relative strength and weakness of jaflong to compare with others competitors.   
  
\* Broad Objective :-   
  
To measure the prospects and aspects of jaflong .   
 **8.3 Specific Components of Marketing Research Problem:-**   
  
\* Triggering Factors :-  
  
What are the variables, overtly and covertly influences consumers in terms of tourism services or the factors that stood as a barrier for widely spreading tourism industry.(weather conditions, Natural beauty and landscapes/environment, wildlife, pristine natural environment, heritage, adventure/sports activities and so on.)   
  
\* Specific Objective   
  
Our research is about to identify the problems associated with tourism sectors and its prospects m Bangladesh.  
  
 Specific objectives are as follows: ..   
  
1.To understand consumers' current insight .  
2.To identify consumers' level of awareness regarding jaflong.  
3.To identify consumers perception about cost of visiting jaflong  
.4.To identify preferred places.  
5.To identify the consciousness about safety during visiting.  
6.To identify whether consumers preferred accessibility .  
  
**8.4 Research Questions:-**  
  
RQ1: Does good weather condition is important to the customers?  
 RQ2: Does natural beauty and landscapes/environment is important to the customers?  
 RQ3: Does opportunity to see wildlife is important to the customers? RQ4: Does visits to parks and other pristine natural areas are important to the customers?  
 RQ5: Does opportunity to stay in pristine natural environment is important to the customers?  
 RQ6: Does desire to learn about other cultures, their ways of life and heritage is important to the customers?   
RQ7: Does participation in major cultural or religious events is significant to the customers?   
RQ8: Does opportunity to visit an indigenous or traditional community is significant to the customers?   
RQ9: Does opportunities to experience traditional ways of life is important to the customers?  
 RQ10: Does opportunities for learning about and experiencing natural and cultural attractions is significant to the customers?   
RQ 11: Does opportunities for adventure/sports activities are important to the customers?   
RQ12: Does good prices for quality received is important to the customers?  
 RQ13: Does excellent transportation system is important to the customers?  
RQ14: Does recommendations from a friend book are important to the customers?  
 RQ15: Does facilities for children are significant to the customers? RQ16: Does accessibility is significant to the customers?   
  
  
 **CHAPTER 9:- FINDINGS , RECOMMENDATION & conclution:-**  
 **9.1 FINDINGS:-**  
  
\*\*This research work helped to find out some of the factors that are mostly important in case of tourism industry, hence in regards of jaflong , which cause to dissatisfaction among the tourists. The results are as follows.  
  
\*\* Customers are very much concerned with safety and security issues, transportation, and accommodation as the primary satisfier.  
  
\*\* Most of the travelers would like to visit Tea garden, Madhavpur, Lauyachara and the young adventurous prefer to visit other places i.e Khasiapalli, Manipuri, Magurchara .  
  
\*\* Most of the target customers visit the places with their friends and families only few tourists prefer to visit the places alone or with couple .  
  
\*\* The prime reason for the tour is to pass their leisure time by doing some recreational activities.  
  
\*\* Usually the average tour lasts 2-10 days   
  
**9.2 RECOMMANDATION:-**  
  
Certification systems for sustainable tourism need to be developed and operated to fit geographical, political, socio-economic and sectoral characteristics of each country. For this reason, the following recommendations serve as general orientation and they need to be adapted to the economic, institutional, social and environmental conditions prevailing in each country.  
  
**9.3 CONCLUSION :-**  
  
Most important thing is people have some idea about Sreemangal as a place. Our job is to let them make an image whenever they face any thing belongs to jaflong, which is, we want to make the personality of the brand "jaflong". From our close observation of the place and research on consumer insight we can conclude that jaflong needs lots of development activities that will increase different facilities for travelers. And good facilities that can give travelers better experience which will be the best promotional tool.  **CHAPTER 10:- Bibliography  
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