

# Promoting Public Private Partnership for Development of Tourism Sector of Bangladesh: An Exploratory Study

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## Abstract

Tourism has become a very important and dynamic sector both in the world economy and particular in the developing country like Bangladesh. Its growth affects not only the activities directly linked to tourism but also other sectors. This article is devised to find out the prospects of tourism with the help of public private partnership (PPP) projects in Bangladesh. The key findings of the study is that proper implementation of public private partnership in tourism can enhance economic growth of Bangladesh through developing tourism sector.

**Key Words:** Tourism, public private partnership, tourism development, GDP

## 1. Introduction

Tourism is one of the most promising sectors of Bangladesh as it offers immense potentiality for employment generation, poverty alleviation and maintaining ecological balance. Tourism activities capture a considerable high percentage of GDP for many countries. Tourism initiatives involve many more things like hotel and entertainment constructions, improvements and modernization of airports, railroads, seaports, etc. New financial models are needed to make tourism investments possible through some ways of cooperation of governments and private companies. Public private partnership model is one of a number of ways of improving tourism sector of a country. PPP models consolidate the strengths of government and private sector for providing more efficient service. PPPs can be attractive to both the government and the private sector. For the government, private financing can support increased infrastructure investment without immediately adding to government borrowing and debt, and can be a source of government revenue. At the same time, better management in the private sector, and its capacity to innovate, can lead to increased efficiency; this in turn should translate into a combination of better quality and lower cost services.

## 2. Rationale of the study

Partnerships refer to public and private sector actors work together on the basis of shared objectives, strategies and agreed monitoring and evaluation criteria, usually through the formation of a new joint entity for implementation (Ahmed, 2000). It is a contract between two partners, where the private sector designs, finances, builds and also operates the asset with the partnership of public, rather than the public sector procures a capital asset itself and pays the full cost. Such partnerships can be characterized by sharing of investment, risk, responsibility and revenues in between the partners. Public-Private partnership (PPP) describes a government service or private business venture which is funded and operated through a partnership of government and one or more private sector companies. These schemes are sometimes referred to as PPP or P3. Partnership has significant potentialities for achieving effective and efficient high quality services.

Bangladesh Economic Review (2010) states that Bangladesh has basically three sectors of generating revenue: Industry, Agriculture and Service. Tourism is a part of service sector which is contributing a major part of total GDP of Bangladesh. Though the contribution of tourism in GDP is only 7% in 2004-05; it has increased to 9.44% by the year 2009-10 (Bangladesh Economic Review 2010, Ministry of Finance and 2011 Bangladesh Economic Impact Report, World Trade and Tourism Council). This simple data could be helpful to understand how promising the sector is for Bangladesh.

Many developing countries have prepared plans particularly at the central level to guide tourism development, as they have recognized the tourism sector as an important source of foreign currency earning and employment (Tosun and Timothy 2001). In the beginning of Bangladesh tourism was not included in industry but from 1999 it's included as an Industry it represent the importance of the tourism. . Tourism is a leading industry in the service sector at the global level as well as a major provider of jobs and a significant generator of foreign exchange at the national level . Tourism can open a new horizon for Bangladesh. In fact, tourism in Bangladesh is becoming an emerging issue both for the public and private sectors to establish their eligibility for accomplishing a successful business as well as marketing activities development (Akteruzzaman and Ishtiaque 2001). This paper presents that how tourism industry can be more attractive and profitable by public private partnership implementation.

## 3. Objectives:

1. To assess the contribution of tourism sector in the economy of Bangladesh;
2. To show how PPP acts as a catalyst to improve the tourism sector of Bangladesh.

## 4. Methodology:

This study is a theoretical analysis of secondary data. It covers impact of PPP on tourism in Bangladesh. Data was accumulated from relevant articles, newspapers, different position papers and action plans of the

Government and also from all related authority like Bangladesh Parjatan Corporation, World Tourism and Traveling Council 2011, Bangladesh Economic Review. This is an exploratory research. All data obtained from secondary sources are analyzed and finally a conclusion is drawn.

## **5. Overall scenario of tourism sector of Bangladesh**

Bangladesh has the potential to be a prime host of tourist destination as it has lots of tourists' attractions. The total scenario of tourism products/attractions can be discussed through the following broad categories of products:

### **5.1 Eco- Tourism products**

Bangladesh is a country filled with natural wonders and untouched reserves and home to a variety of unique and magnificent creatures. With hills, valleys, forests, beaches, lakes and rivers, ecotourism in Bangladesh is ideal. Although this is still a relatively new form of tourism in Bangladesh, ecotourism is on the rise and extensive efforts are being made to promote it in the country. Bangladesh is blessed with two of the world's splendid and enchanting ecotourism spots of diverse nature- the Sundarbans and the Chittagong Hill Tracts (Wahidul, 2002). The Sundarbans is the world's largest mangrove forest and could be the goldmine for ecotourism in Bangladesh. The UNESCO has already declared Sundarbans as a world-heritage site with a view to preserving and protecting bio-diversity of the rare ecotourism. The attraction of the Sundarbans are the large and small rivers, forest ecology, wild life, beaches, culture, plants, mammals (Royal Bengal Tiger, spotted Deer), Otter squirrel, Monkeys, Barking deer, wild boar, Dolphin, reptiles, fish, birds etc. Hiron points, Katka, Kochikhali, Dubla Island, Mandarbari, and Putency Island etc are other important attractions of the Sundarbans. Cox's Bazar is the tourist capital of Bangladesh with a 120 km long sandy, straight and drivable beach. Other special attractions of Cox's Bazar are Inani beach (about 30 km from Cox's Bazar full of coral stones), the island of Maheshkhali (famous for its Buddhist and Hindu temples and a dry fish industry), Teknaf (the southern-most point of Bangladesh), Ramu, Sonadia, Himchhari, St. Martin Island (only Coral Island) etc. The three Hilly Districts of Rangamati, Khagrachari and Bandarban are inhabited by a number of tribes, with their distinctive cultures, rituals and traditions. Chimbuk, Ruma, Rain-Khyoung valleys, keocradang and Tazinsdang are highly attractive products in the hill tracts. Sylhet, most tea granary of the country, is another eco attraction of the country. Kuakata beach, where both sun rise and sunset is seen, is another tourist landmark of the country. So, Bangladesh has rich and varied flora and fauna-a biological phenomenon, which simply describe as unique in the Bangladesh.

### **5.2 Archaeological Tourism Products**

Bangladesh is a country considerably rich in archaeological wealth, especially of the medieval period both during the Muslim and pre-Muslim rules, though most of it is still unexplored and unknown. The earlier history of Bangladesh reveals that Buddhism received royal patronage from some important ruling dynasties like the great Pala rulers the Chandras and the Deva Kings. Under their royal patronage numerous well-organized, self-contained monasteries sprang up all over the country. The major archaeological sites are described below:

#### **5.2.1 Paharpur**

Paharpur is a small village 5 km. west of Jamalganj in the greater Rajshahi district where the remains of the most important and the largest known monastery south of the Himalayas has been excavated. This 7th century archaeological find covers approximately an area of 27 acres of land. The entire establishment, occupying a quadrangular court; measuring more than 900 ft. externally on each side, has high enclosure-walls about 16 ft. in thickness and from 12 ft. to 15 ft. in height. With elaborate gateway complex on the north, there are 45 cells on the north and 44 in each of the other three sides with a total number of 177 rooms. The architecture of the pyramidal cruciform temple is profoundly influenced by those of South- East Asia, especially Myanmar and Java.

#### **5.2.2 Mahasthangor**

Mahasthangor, the oldest archaeological site of Bangladesh is on the western bank of river Karatoa 18 km, north of Bogra town beside Bogra-Rangpur Road. The spectacular site is an imposing landmark in the area having a fortified oblong enclosure measuring 5000 ft. by 4500 ft. with an average height of 15 ft. from the surrounding paddy fields. Beyond the fortified area, other ancient ruins fan out within a semicircle of about five miles radius. Several isolated mounds, the local names of which are Govinda Bhita Temple, Khodai Pathar Mound, Mankalir Kunda, Parasuramer Bedi, Jiyat Kunda etc. surround the fortified city.

#### **5.2.3 Mainamati**

An isolated low, dimpled range of hills dotted with more than 50 ancient Buddhist settlements of the 8th to 12th century AD known as Mainamati-Lalmai range are extended through the centre of the district of Comilla. Salban Vihara, almost in the middle of the Mainamati-Lalmai hill range consists of 115 cells built around a spacious courtyard with cruciform temple in the centre facing its only gateway complex to the north resembling that of the Paharpur

Monastery. Kotila Mura situated on a flattened hillock about 5 km. north of Salban Vihara inside the Comilla Cantonment area is picturesque Buddhist establishment. Here three stupas are found side by side representing the Buddhist "Trinity" or three jewels i.e. the Buddha, Dharma and Sangha. Charpatra Mura is an isolated small oblong shrine situated about 2.5 km. north-west of Kotila Mura stupas. The only approach to the

shrine is from the East through a gateway which leads to a spacious hall. The Mainamati site Museum has a rich and varied collection of copper plates, gold and silver coins and 86 bronze objects.

#### 5.2.4 Shait-Gumbad Mosque, Bagherhat

In mid 15th century, a Muslim colony was founded in the inhospitable mangrove forest of the Sundarbans near the sea coast in the Bagherhat district by an obscure saint-General, named Khan Jahan Ali. He was the earliest torch bearer of Islam in the south who laid the nucleus of an affluent city during the reign of Sultan Nasiruddin Mahmud Shah (1442-59), then known as 'Khalifatabad' (present Bagherhat). Khan Jahan adorned his city with numerous mosques, tanks, roads and other public buildings, the spectacular ruins of which are focused around the most imposing and largest multidomed mosques in Bangladesh, known as the Shait-Gumbad Masjid (160'x 108'). The stately fabric of the monument, serene and imposing, stands on the eastern bank of an unusually vast sweet-water tank, clustered around by the heavy foliage of a low-lying countryside, characteristic of a seacoast landscape. The mosque roofed over with 77 squat domes including 7 chauchala or four-sided pitched Bengali domes in the middle row. The vast prayer hall although provided with 11 arched doorways on east and 7 each on north and south for ventilation and light presents a dark and somber appearance inside. It is divided into 7 longitudinal aisles and 11 deep bays by a forest of slender stone columns from which springs rows of endless arches, supporting the domes. Six feet thick, slightly tapering walls and hollow and round, almost detached corner towers, resembling the bastions of a fortress, each capped by small rounded cupolas recall the Tughlaq architecture of Delhi. The general appearance of this noble monument with its stark simplicity but massive character reflects the strength and simplicity of the builder.

#### 5.2.5 Kantanagar Temple, Dinajpur

The most ornate among the late medieval temple of Bangladesh is the Kantanagar temple near Dinajpur town which was built in 1752 by Maharaja Pran Nath of Dinajpur. The temple, a 50' square three storied edifice rests on a slightly curved raised plinth of sandstone blocks, believed to have been quarried from the ruins of the ancient city of Bangarh near Gangarampur in West Bengal. It was originally a navaratna temple, crowned with four richly ornamental corner towers on two floors and a central one over the third floor. Unfortunately these ornate towers collapsed during an earthquake at the end of the 19th Century. In spite of this the monument rightly claims to be the finest extant example of its type in brick and terra-cotta, built by Bengali artisans. Every inch of the temple surface is beautifully embellished with exquisite terra-cotta plaques, representing flora, fauna, geometric motifs, mythological scenes and an astonishing array of contemporary social scenes and favorite's pastimes.

### 5.3 Historical Tourism Products

Historical monuments of Bangladesh represent Hindu, Muslim, British periods and independent scattered all over the country. Major historical attractions are:

#### 5.3.1 Lalbagh Fort

The capital city Dhaka predominantly was a city of the Mughals. In hundred years of their vigorous rule successive Governors and princely Viceroys who ruled the province, adorned it with many noble monuments in the shape of magnificent palaces, mosques, tombs, fortifications and 'Khatras' often surrounded with beautifully laid out gardens and pavilions. Among these, few have survived the ravages of time, aggressive tropical climate of the land and vandal hands of man. But the finest specimen of this period is the Aurangabad Fort, commonly known as Lalbagh Fort which indeed represents the unfulfilled dream of a Mughal Prince. It occupies the south western part of the old city, overlooking the Buriganga on whose northern bank it stands as a silent sentinel of the old city. Rectangular in plan, it encloses an area of 1082' by 800' and in addition to its graceful lofty gateways on south-east and north-east corners and a subsidiary small unpretentious gateway on north, it also contains within its fortified perimeter a number of splendid monuments, surrounded by attractive garden. These are a small 3-domed mosque, the mausoleum of Bibi Pari the reputed daughter of Nawab Shaista Khan and the Hammam and Audience Hall of the Governor. The main purpose of this fort was to provide a defensive enclosure of the palatial edifices of the interior and as such was a type of palace- fortress rather than a siege fort.

#### 5.3.2 Sonargaon

About 27 km. from Dhaka, Sonargaon is one of the oldest capitals of Bengal. It was the seat of Deva Dynasty until the 13th century. From then onward till the advent of the Mughals,

Sonargaon was subsidiary capital of the Sultanate of Bengal. Among the ancient monuments still intact is the Tomb of Sultan Ghiyasuddin (1399-1409 AD) the shrines of Panjpirs and Shah Abdul Alla and a beautiful mosque in Goidi village.

#### 5.3.3 World War II Cemetery

In this well-preserved cemetery, in Chittagong lie buried over 700 soldiers from Commonwealth countries and Japan, who died during the Second World War.

#### 5.3.4 Gandhi Asram

It is situated about 23 km. north-west of Choumuhani town and 2 km. east of Chatkhil at Jayag in Noakhali district. This asram was established in the memory of historic visit of the Mahatma Gandhi to Noakhali and devoted to his ideology. In 1946-47 Mahatma the protagonist of Ahimsa ideology visited this region with a view

to preach peace. Historical Charka and other valuables used by Mahatma are preserved in this asram and those evoke deep respect to the unique memories of the great soul.

#### 5.3.5 Mujibnagar Memorial

It is located at a distance of about 7 km. from the town of Meherpur. The beautiful memorial dedicated to the first provisional revolutionary government of Bangladesh that was declared here on 14 April 1971 during the liberation war.

#### 5.3.6 National Memorial

It is located at Savar, about 35 km from Dhaka; the national memorial was designed by architect Moinul Hossain. It is dedicated to the sacred memory of the millions of unknown martyrs' of the war of liberation in 1971.

#### 5.3.7 Central Shahid Minar

Symbol of Bengali nationalism, this monument was built to commemorate the martyrs' of the historic language movement on 21st February, 1952. The day is also now observed as International Mother Language Day across the world. Hundreds and thousands of barefooted people with floral wreaths and bouquets gather at this monument from the first hour of 21st February every year to pay homage to the martyrs.

#### 5.3.8 Martyred Intellectual Memorial

It is located at Mirpur; the memorial was built to commemorate the intellectuals who were killed in 1971 by the Pakistan's occupation forces just two days ahead of the Victory Day. National Poet's Grave: Revolutionary poet Kazi Nazrul Islam died on 29th August 1976 and was buried here. The graveyard is adjacent to the Dhaka University Central Mosque.

#### 5.3.9 Old High Court Building

It is originally built as the residence of the British Governor; the High Court Building illustrates a fine blend of European and Mughal architecture. The building is situated north of the Curzon Hall of Dhaka University.

### 5.4 Religious Tourism Products

Major religious tourism products are:

#### 5.4.1 The Shrine of Hazrat Shah Jalal

The great Muslim Saint, Hazrat Shah Jalal (R.A.) is said to have brought the message of Islam to the region in the early 14th century. His shrine is located at Dargah Mahalla in the heart of Sylhet town. At about 6 km away lies the shrine of another great saint Hazrat Shah Paran (R.A.), who is said to be a nephew of Hazrat Shah Jalal (R.A.).

#### 5.4.2 Mosque

Dhaka has several hundred historic mosques. Prominent are the Seven Domed Mosque (17th century), Baitul Mukarram - National Mosque, Star Mosque (18th century), Chawkbazar Mosque and Huseni Dalan Mosque.

#### 5.4.3 Bayazid Bostami

This holy place in Chittagong attracts a large number of visitors and pilgrims. At its base there is a large pond with several hundred huge tortoises and fishes floating on the water.

### 5.5 Cultural Tourism Products

#### 5.5.1 Natore - Dighapatiya Rajbari (Palace)

Natore lies about 40 km. from Rajshahi and is an old seat of the Maharajah of Dighapatiya, now serving as the Uttara Ganabhaban (The Official northern region residence of the President of the Republic). The palace has large, spacious grounds and is surrounded by a fine moat. The palace has well-equipped guest-house, an imposing gateway and a fine garden decorated with statues of white marble.

#### 5.5.2 Shilaidaha Kuthibari, Kushtia

The beautiful mansion carries memory of Nobel laureate poet Rabindranath Tagore (1861-1941) who made frequent visit to this place and used to stay here, in connection with administration of his Zamindari and enriched Bengali literature through his writings during that time. It is located at a distance of about 20 km. from Kushtia town.

#### 5.5.3 Sagordari, Jessore

The birth place of the celebrated poet Micheal Modhusudan Dutta by most accounts the first modern poet of Bangla Literature. Bangladesh Parjatan Corporation has built a rest-house and other tourist facilities in the place

#### 5.5.4 Trishal

It is the place where innumerable boyhood memories of our national poet Kazi Nazrul Islam are found around. It is situated 20 km. away from Mymensingh town. Nazrul was a student of Darrirumpur High School under Trisal police station. Here a cultural organization styled as Nazrul Academy has been established in memory of the great poet. Rebel poet Kazi Nazrul, the Shelley of Bangladesh is in eternal sleep besides Dhaka University Central Mosque.

#### 5.5.5 Shahjadpur Kuthibari

About 75 km. from Pabna town. It is also a historical place connected with the frequent visits of poet Rabindranath Tagore.

#### 5.5.6 Ahsan Manzil Museum, Dhaka

On the bank of river Buriganga in Dhaka the Pink majestic Ahsan Manzil has been renovated and turned into a

museum recently. It is an epitome of the nation's rich cultural heritage. It is the home of Nawab of Dhaka and a silent spectator to many events. Today's renovated Ahsan Manzil a monument of immense historical beauty. It has 31 rooms with a huge dome atop which can be seen from miles around. It now has 23 galleries in 31 rooms displaying of traits, furniture and household articles and utensils used by the Nawab.

#### 5.6 Recreational Tourism Products

Bangladesh has world's largest unbroken sea beach, thousand of rivers and rivulets, numerous lakes and canals which provide recreation facility like speed boat, paddle boat, normal boat, swimming, squash etc to the tourist such as angling, boating, swimming, fishing etc. we have also rich classical dances, arts and music etc that may attract both foreign and local tourists.

#### 5.7 Adventure tourism Products

The Sundarban and Hill District in Chittagong offer unique and challenging opportunity for adventure tourists. Tourists can gather thrilling experience seeing Royal Bengal Tiger, Spotted Deer, Barking Deer, Crocodiles, Other reptiles and highest peaks on the northern side of Bangladesh.

### 6. Tourism as economic contributor in Bangladesh:

The importance of tourism to the development of national economy is now widely recognized. The many businesses that grow concurrently with the development of tourism include airlines, shipping, hotels and restaurants, finance companies, tour operators, travel agents, car rental firms, caterers and retail establishments and together, they contribute significantly to the overall development of a country's economy and to its cultural diversification and adaptation (Islam, 2009).

A report said, Bangladesh's tourism industry can contribute around 4.0 per cent or over \$ 6.39 billion to the country's Gross Domestic Product (GDP) by 2018 if the government develops infrastructure to woo more local and foreign travellers.

A report of the World Travel Tourism Council (WTTC), posted in its website recently, said Bangladesh travel and tourism economy is ranked number 94 in absolute size worldwide, 170 in relative contribution to national economies and 31 in long-term (10-year) growth.

Table: 1 Total contribution of Tourism to GDP

Year	Value	Change
2002	4.4	0.00%
2003	4.5	2.27 %
2004	4.7	4.44 %
2005	5.1	8.51 %
2006	5.1	0.00 %
2007	5.1	0.00 %
2008	5.1	0.00 %
2009	4.5	-11.76 %
2010	4.3	-4.44 %

Source: World Travel Tourism Council Report 2011

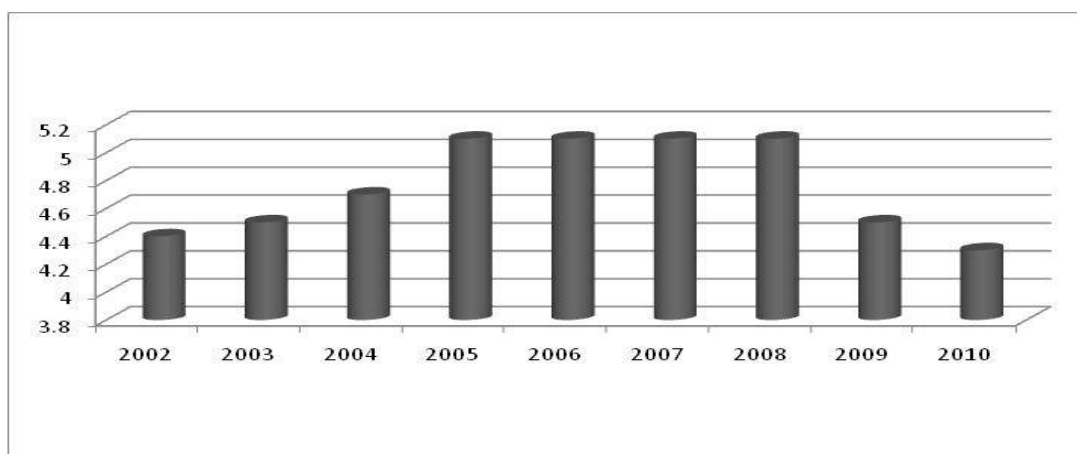


Figure 1: Total contribution of Tourism to GDP



Table: 2 Total Tourists Arrival in Bangladesh

Year	No. of Tourists
2002	245,000
2003	271,000
2004	208,000
2005	200,000
2006	289,000
2007	467,000
2008	267,000
2009	303,000
2010	245,000

Source: World Travel Tourism Council Report 2011

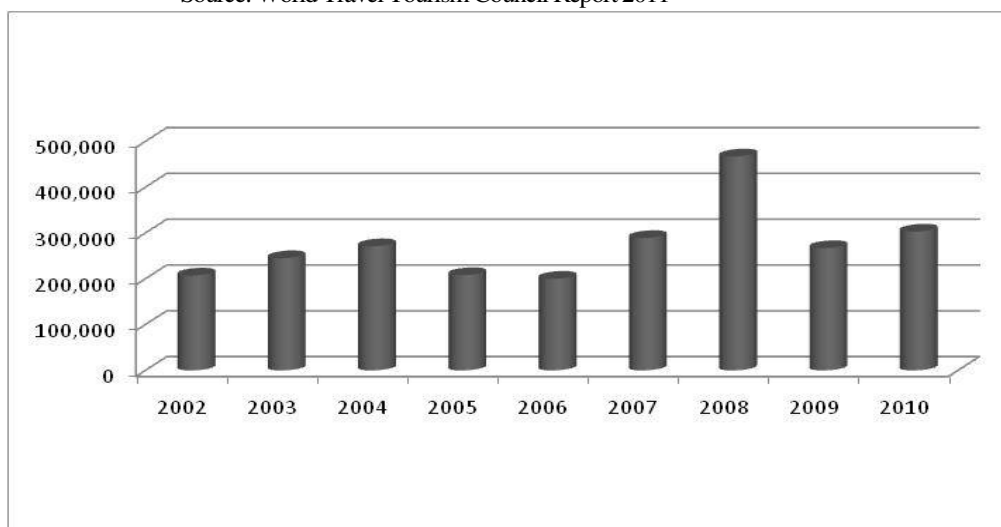


Figure: 2 Total Tourists Arrival in Bangladesh

Table 3. Growth and Contribution of Tourism and Other Sector in GDP of 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 of Tourism in GDP (%)
2004-2005			266978	248278		47.41	7.00
2005-2006	6.63%	6.14%	284673	263513	13.16	47.31	7.43
2006-2007	6.43%	5.88%	302971	279001	13.28	47.51	7.91
2007-2008	6.19%	5.54%	321726	294466	13.73	47.66	8.47
2008-2009	5.74%	5.31%	340197	310107	10.38	47.92	8.84
2009-2010	6.00%	5.31%	360609	326579	13.09	48.19	9.44

Source: Bangladesh Economic Review 2010, Ministry of Finance and 2011 Bangladesh Economic, Impact Report, World Trade and Tourism Council

Table 4: Foreign Earnings from Tourism (In Million BDT)

Years	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	Average
Total Foreign Exchange	2653.80	3312.60	3310.00	3967.56	4493.89	5530.65	5265.19	6124.52	5762.24	5562.70	4598.32
% Change	1.02	24.82	-0.08	19.87	13.27	23.07	-4.80	16.32	-5.92	-3.46	8.41

Source: Tourism Statistics 2010, Bangladesh Parjatan Corporation

## 7. Promoting PPP for tourism development in Bangladesh

The GoB's Policy and Strategy for Public-Private Partnership (PPP), 2010 provides a detailed definition along with some key characteristics of PPP:

Public-private partnership (PPP) projects normally cover public good provisions characterised by indivisibility and non-excludability, natural monopoly characterized by declining marginal cost (and associated average cost), and lumpy investment characterized by long gestation period. PPP is a win-win relationship between the government and various private sector players for the purpose of delivering a service by sharing the risks and rewards of the venture under a contractual obligation.

Within any economy there are, naturally, two powerful forces: the Public Sector and the Private Sector. Individually these two forces have the ability to achieve greatness. The Public Sector, that being government, ultimately acts as the architect of a nation's core identity, policy and legacy. With a clear mandate of national growth and development, efforts and energies of officials and institutions seek to advance society, the economy and the environment for the well-being of all people - present and future. The Private Sector, effectively the business community, shares the desire for future growth and development of the nation, however with a different set of goals, metrics, expectations and end accountabilities.

The fact remains, however, that were these two forces to come together, working synergistically for development of the tourism economy in a way which truly leveraged their respective areas of experience and expertise, the value could be exponential.

PPPs can bring greater efficiency in the delivery of services, augment limited government budgets, and support from development financing institutions, and bring clarity and objectivity to price/costs and operations. On the other hand, PPPs cannot replace the public sector or regulator, nor operate without reasonable profit for private sector and sustainability for the public, nor exist in the absence of political will in a country.

From a Tourism perspective, PPPs are developed to directly address destination needs as regards:

- Infrastructure development
- Safety and security systems
- Regional development
- Crisis recovery
- Economic stimulation or recovery
- Education / Skills Development
- Mega-event activation
- Marketing and promotion of the destination,

And a variety of other destination specific needs

It is suggested that PPP will enhance the competitive advantage of tourism industry in a particular destination or destinations. (UNWTO,2011)

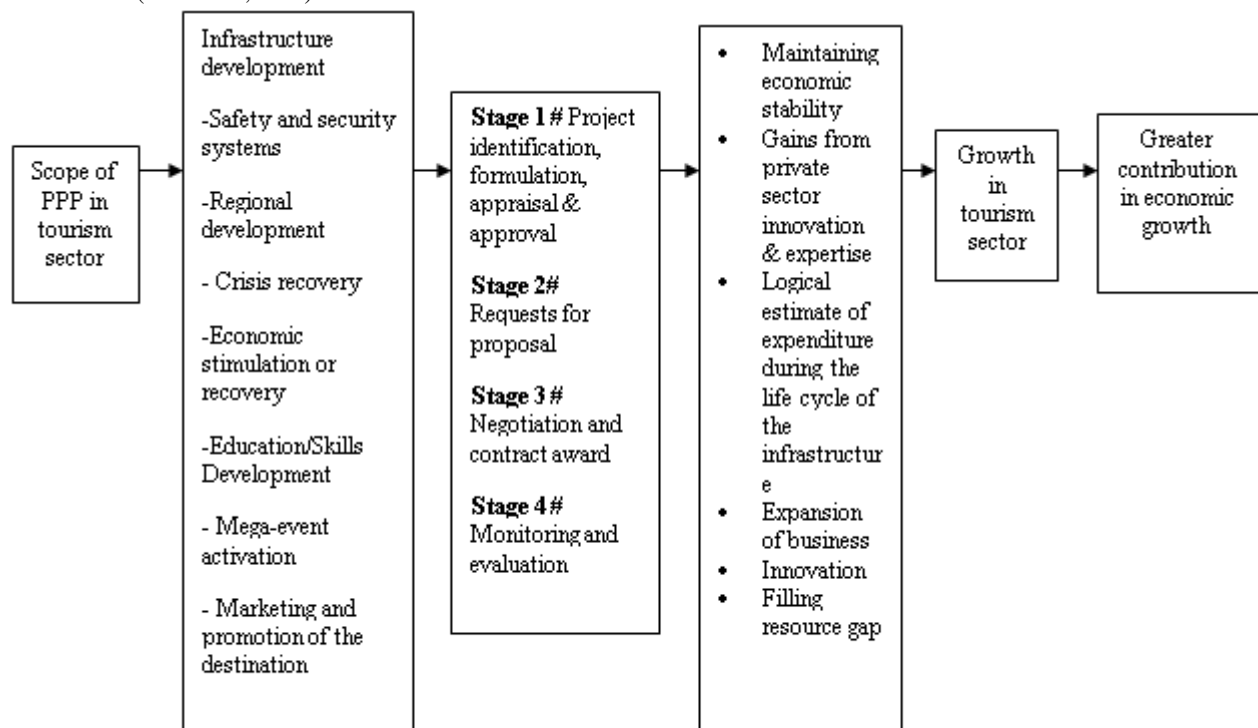


Figure 3: Working of PPP for tourism sector

### 7.1 Applicability of PPP

According to the Policy and Strategy for PPP, 2010, of the GoB, public-private partnership models can be considered for any project that generates public goods and services if at least one of the following circumstances exists for the project:

- i) The implementation of the project is difficult with the financial resources or expertise of the government alone
- i) Private investment would increase the quality or level of service or reduce the time to implement compared to what the government could accomplish on its own;
- ii) There is an opportunity for competition, where possible, among prospective private investors, which may reduce the cost of providing a public service;
- liii) Private investment in public service provides an opportunity for innovation; and
- iv) There are no regulatory or legislative restrictions on private investment in the delivery of the public service.

### 8. Successful case of PPP in tourism:

In Sochi, Russia, site of the 2014 Winter Olympics, the Russian government is actively soliciting participation in public private partnerships. City and regional planners expect the Games to transform both Sochi and the Krasnodar region in southern Russia, 1,000 miles south of Moscow, into a state-of-the-art year-round resort with more than 220 miles of roads and bridges, some 125 miles of railroad track, 22 tunnels, telecommunications upgrades, almost 300 miles of gas pipeline, and a modern international airport. The Sochi Olympic bid calls for approximately 50 infrastructure projects in all. A new high-speed railroad will be able to transport 8,500 passengers per hour, moving passengers between the coast and the mountains in less than 40 minutes. Some 200 new power plants are slated to increase the energy capacity of the Sochi power grid by 2.5 times existing capacity. They will power up incrementally, in anticipation of increased energy consumption. And \$500 million worth of new telecommunications infrastructure will allow digital transmission and mobile communication. City and regional officials have thus planned for transportation, energy, and telecommunications infrastructure that will benefit residents and local businesses long after the 2014 Winter Games. Already a regional tourist destination, Sochi is poised to evolve into an international tourist destination after the Olympics. The most successful Olympics derive from close collaboration between the public and private sectors, according to Michael Payne, who served on the International Olympic Committee for 21 years. The Games represent an opportunity not just for the host city but also for the private participants to make their mark or strengthen their position on the world stage. The 1984 Los Angeles Games offer a high profile example of private participation. After severe financial setbacks a few decades ago such as the Montreal Games in 1976, originally estimated at \$310 million, but with a final tab of \$2 billion that took almost 30 years to pay off many cities shied away from hosting the Olympics. In fact, Los Angeles was the only bidder for the 1984 Games. With almost no public financing, the Los Angeles Games relied on private funding to bridge the gap for hosting the Games. The first Olympics Games to pay for itself, the Los Angeles Games turned a profit of \$223 million for its host committee, the Los Angeles Organizing Committee of the Olympic Games. [PWC Report, 2011].

Public-private partnerships (PPPs) are now widely regarded to be the operative model for the future. In the UK, for example, the Tourism Review and Implementation Group was created with the aim of holding an annual conference which would bring together interested parties within the industry, both public and private (Holloway & Taylor, 2006).

Rajasthan Tourism Development Corporation Ltd. (RTDC), India has successful history of public private partnership (PPP) in Jal Mahal Tourism Project with 100 acres of land at the threshold of Jaipur City in which a multi component tourism product having hotels, convention centre for above 1500 people with food courts, craft bazaar and recreational centre are in course of implementation. Yet another successful PPP is done for Tijara Fort, a Nazool Property of Govt. of Rajasthan.

Another example of a successful PPP is related to the London Olympic Games 2012 (Bond & O'Flynn, 2005; Holloway & Taylor, 2006). The PPP concerned won the bid to host the said Games in London because it was able to cite the regeneration of one of Britain's poorest areas and the increase in permanent employment for local residents resulting from the construction of the relevant sports facilities as convincing factors.

### 9. Conclusion

Bangladesh provides a unique offering and promising appeal to the local and international tourism community for its various destinations, locations and heritage. However, the lack of infrastructure and support facilities constrain the potential opportunities to fully access the diverse tourism sights and attractions in Bangladesh. To maximize the potential of tourism in Bangladesh and attract a wider segment of the national and international tourism community there is a need for significant investment to enhance existing and build new facilities.

Government has recently reinvigorated the PPP initiative in Bangladesh as a way of addressing constraints in infrastructure investment in Bangladesh. In line with this strategy PPP is now being seen as an important way of enhancing investment in the tourism sector.

Thus, successful implementation of PPP can ensure economic betterment through flourishing tourism sector.



## Future Research

Recently, GoB has adopted a project titled “Establishment of a 5 Star Standard Beach Hotel along with 18-Hole Golf Course at Cox’s Bazar under PPP” in tourism sector which will be implemented by 2017 (PPPO, 2013). After launching this pioneer project, future researchers may estimate the contribution of the project over GDP.

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