SPLENDID TOURISM: EVOLVING A NEXUS BETWEEN THE PHILOSOPHY AND THE HISTORICAL DESTINATIONS IN BANGLADESH

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ABSTRACT
Splendid tourism symbolizes a destination’s glorious history, indestructible struggle and magnificent memorials. History represents the transformation of a nation’s pain into happiness, grief into inspiration and struggle into celebration. The aim of the paper is to explain the philosophy and to highlight tourism destinations by linking the form of splendid tourism with the history of International Mother Language Day and Liberation war of Bangladesh. It also emphasizes increasing the international tourists in Bangladesh for their contribution in the tourism industry. In this paper, the significance of splendid tourism is underlined and recommendations are provided by concentrating the splendid tourism destinations in Bangladesh.

Keywords: Destinations, International Tourist, International Icon, Splendid tourism, Bangladesh

I. INTRODUCTION
Tourism marketing strategies can divert the demand of tourism towards new forms of tourism. New forms of tourism can be developed due to tourist’s needs, expectations, destinations uniqueness and promotion.

Splendid tourism is a contemporary and unexplored concept. Splendid tourism is an experience associated with positive emotions, such as happiness and appreciation.

The concept, historical sites of a country which meet the taste of the international market in order to motivate a tourist regarding education, leisure or knowledge in a positive manner while simultaneously increasing the income of national citizens may be termed as splendid tourism.

The concept will be widespread in a time when tourists desire for new destinations or ideas to discover and experience something informative, memorial and entertaining. There are many historical monuments in Bangladesh such as Shaheed Minar, National Memorial, National Liberation Museum, Mujibnagar, Suhrawardi Udyan, Sculptures etc. which tell a story concerning the history of Mother Language Day and Liberation war. Assumptions may take place from the concept of “International Mother Language Day” as Shaheed Minar, an icon to represent glory of the nation.

Likewise, the service providers must identify and highlight the glorious historical places related to 1952 and 1971 of Bangladesh. Proper promotion will focus the values of these destinations and it will create interest among many foreign tourists. Besides, a new source will emerge to increase the number of inbound tourists and they contribute to the economy of Bangladesh.

II. LITERATURE REVIEW
Over the last decades, the tourism sector has witnessed a continuous and exponential growth. For the sixth consecutive year, the tourism industry has outpaced the growth of the global economy (World Travel & Tourism Council, 2017) and has been exceeding important economic sectors such as the oil exports, food productions and automobiles (UNWTO, 2016). It is now established that tourism assets, in other words the physical and conceptual as well as natural assets are the key indicators for developing tourism. An increasing number of international tourists are arriving in developing countries, improving transportation access, developing tourist

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attractions, facilities and services and becoming a desirable known tourist destination. (Cernat.L. and Gourdon. J., 2007)

From an economic point of view, being the form of tertiary economy tourism contributes a lot for its citizens.

According to WTTC the total contribution of tourism was BDT627.9 billion in 2014 which was 4.1% of GDP and it is forecasted that it will be 6.5% pa to BDT1,252.8 billion by 2025 (4.4% of GDP). (Expenditure, T. 2013).

The given statistics is not satisfactory for a developing country like Bangladesh. Hossain and Firozzaman (2003) mentioned that Bangladesh's tourism industry failed to grow properly not merely because it lacks in enough attractions but suffering mostly due to inadequate and effective promotional activities.

Considering the above statement different forms of tourism are identified very tourism which are identified very specifically to attract or to manage tourist in a proper manner such as cultural tourism, eco-tourism, heritage tourism, religious tourism, coastal based tourism and sustainable tourism

Today tourism science is extremely fruitful when it comes to providing new theoretical notes that contribute to the classification and cataloging of emerging forms of tourism (González, D. 2018)

Gastronomic tourism, culture-based tourism, rural and community-based tourism, wildlife, green and dark tourism; selective forms of tourism are: rural tourism, urban tourism, cultural tourism, MICE, nautical tourism, which includes organized cruises and individual travel of nautical tourists, followed by educational tourism, youth tourism, religious tourism, health tourism, sports tourism, dark tourism, wine tourism, gastronomic tourism, camping tourism and volunteer tourism. (Natalija M. 2012)

As the tourism industry is segmented based on customer needs, natural resources and followed by current trends, splendid tourism is also can be treated as a niche tourism segment, which can be introduced by highlighting the achievement of a country or specifically of the people of a country.

Splendid tourism contradicts dark tourism. Kang et al (2012) destinations associated with natural disasters have become not only places of remembrance, but also dark tourism sites and attractions in themselves.

Research Objectives
The research objective is to critically describe “Splendid Tourism” from the perspective of the glorious historical revolution of International Mother Language day and Liberation war of Bangladesh and emphasizing the proliferation of international tourist in Bangladesh to highlight our glory to them as well as contributing in tourism industry

Research Methodology
The paper is descriptive and an observation method is used. Although qualitative in nature, data have been collected from both primary and secondary sources. As a primary source, assumptions are taken, based on the glory of history and the places related to that event which in turns provides pride for its citizens. The secondary data are collected from various published journals, articles, newspapers and websites through both electronic and print libraries.

III. DISCUSSIONS

Typology of Splendid Tourism

**Splendid Personality:** Bangabandhu Sheikh MujiburRahman, the father of the nation is an ideal person for Bangladesh. He can be an example of splendid personality of Bangladesh.

**Splendid Memorial (Martyrs Monument):** a structure or monument which conveys a feeling of attainment. ShaheedMinar, a national monument that represents the history of 1952, a symbol of heroism and sacrifice of 1971.

**Splendid Valley (Uddyan):** the open space which bears some historical or emotional significance and always remembered in the history of the nation. SuhrawardUddayan, Mujibnagar etc.
Splendid Museum: place where historical, scientific, cultural items are placed and exhibited. Splendid museums mean those kinds of museums where precious evidence of the liberation war is stored. Bangladesh National Museum, Liberation war museum, Bangladesh Military museum are few examples of it.

Splendid Statue: a colossal sculpture which represents an expression of liberty, history, time, fight, bravery and triumph. Such as Aparajeyo Bangla, Shabash Bangladesh, RajuVashkorjo, ShoparjitoShadhinota etc.

Splendid Shrines: a holy or sacred place, devoted in an honor of a saint represents a historical or religious value. A shrine is like a living memorial of the origin. Such as Bayezidbostami, shrines of Hazrat Shah Jalal, Shrine of Hazrat Shah Paran, Hazrat Shah Ali Bughdadi R.

Splendid Destinations in Bangladesh

ShaheedMinar: “International Mother Language Day”

21 February is celebrated as the International Mother Language Day globally. The decision was declared at the 30th General Conference of (UNESCO) held in 1999 in Paris.

Bangladeshi people started their language movement at the beginning of 1948. Students went on strike on 26 February, 1948. The Prime Minister of Pakistan, KhajaNazimuddin declared that Urdu would be the only national language of Pakistan in 1952. The Government disseminated special powers (section 144) into force from 20 February and banned all sorts of meetings and processions. The students came down the street. The slogan, “we want Bangla as a State Language” was recited by people on the streets on 21st February, 1952. Police beat them cruelly. (The Independent 2018).

Therefore, they decided to break the curfew. Next day, 21st February at 11 am, a massive number of students gathered at the Amtola of University of Dhaka (Dhaka Medical College). Then students commenced their rally uttering “we demand Bengali as state language - RashtrO'Bhasha Bangla Chai " police began battenning and lobbying tear shells. Students also started throwing stones to the police and a huge mess took place. Frantic students gathered beside Dhaka Medical College and police opened fire at the students. Students including Abdus Salam, Barkat, Rafique, Jabbar took martyrdom on that spot (Martyrs of Language Movement). This is the only history where people respected their mother language at high position. That’s the reason why this 21st February is named International Mother Language Day. (Rahman T. 2016)

National Memorial of Bangladesh: “The Victory Day”

National Memorial is one of the supreme monuments in the history of Bangladesh. It is located in Savar, about 35 km north-west of Dhaka. It signifies the bravery and sacrifice of the martyrs who sacrificed lives for the liberation of Bangladesh. It was designed by Syed MainulHossain and initiated in 1972.

The Bangladesh Liberation War was a nine months of war and achieved independence in 1971 which established the sovereign nation of Bangladesh. It witnessed large-scale atrocities, the exodus of 10 million refugees and the displacement of 30 million people. The war started on 26 March 1971, and ended after 9 months of war. On December 16, 1971 Bangladesh achieved its sovereignty and wrote its name as a nation on the map of the world. The celebration of Victory Day progressed in 1972. (Chowdhury R. 2009)

Mujibnagar Day

The formation of Bangladesh's first government was held in Mujibnagar after the Liberation War in 1971. Mujibnagar is situated in Meherpur district formerly known as BaidyanathTala. And the senior leaders were gathered on April 17, 1971 to formulate the provisional government of Bangladesh. Bangabandhu was declared the first President of the People's Republic of Bangladesh, Syed Nazrul Islam became the acting president in absence of Bangabandhu. Tajuddin Ahmad was selected the first Prime Minister, and KhandokerMoshtaque Ahmed, M Mansur Ali and AHM Quamaruzzaman were named cabinet members. (The daily star, 2019)

SuhrawardyUddyan

Father of the nation Bangabandhu Sheikh MujiburRahman, delivered his fiery speech to call for war at SuhrawardyUddyan which was known as Ramna Race course, Dhaka on March 7, 1971. Over 2 million people were there and on October 30 2017, UNESCO recorded the speech in the Memory of the World Register as a documentary heritage. A national monument named SwadhinnotaStambha is established there to honor the occasion.

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The Liberation War Museum

The Liberation War Museum is situated in the center of Dhaka and initiated on March 22, 1996. There are 4 galleries which display the events of the language movement and training of freedom fighters in the liberation war.

Sculptures


_Aparajeyo Bangla_: Khalid's “Aparajeyo Bangla” at Dhaka University established in 1973.

_Shongshoptok_: Hamiduzzaman Khan’s “Shongshoptok” located at Central Library, Jahangirnagar University.


In this figure, the model depicts mainly three dimensions, first one is the destinations or spots are selected and highlighted as a source of splendid tourism. Second, the input or determinants need to be splendid tourism. That means these factors contribute to the structure of splendid tourism. Third one is the aftermath or consequences of developing splendid tourism in Bangladesh. If splendid tourism is developed, automatically foreign tourists will be interested to visit these destinations as well as Bangladesh. So it will generate revenue and contribute to the Gross Domestic Product (GDP). A strong country image and brand value will be established. Finally, the country will achieve an individual or distinctive identity in front of the world.

Recommendations

Here, some memorable and distinguishable destinations are identified which can be the source of splendid tourism. So, some recommendations are drawn here to promote these places and ensure that tourists may get enough knowledge, entertainment while visiting these places. These are:

_Initiating new ideas at the destinations_

The destinations or spots which are highlighted here are already built but the purpose will be new. A museum can be built closer to the spots such as ShaheedMinar. A museum depicting the history of international mother language day can be built. A library can be built closer to the spots like a national memorial with all the books of the liberation war.

_Light and sound show_

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The destinations can be highlighted portraying the history of mother language day or liberation war by light and sound show. There can be some specific time so that the visitor comes and enjoys the show for the purpose of education as well as recreation.

Tour guide
There should be appointed a person to look after the visitors at the destinations. The person should be educated and knowledgeable to communicate with the foreign tourists.

Maintenance of the destinations
The destinations should be kept neat and clean. There should appoint some maintenance team to look after the monument and surrounding premises. Sometimes these places are deteriorated due to unawareness and depreciation. So the authority should take care of this matter.

Promoting the destinations
The destinations should be promoted among tourists. The main target is the foreigners here due to their curiosity about the history and heritage sites. Splendid tourism is a strong field to attract visitors because very few glorious histories of liberation exist in the world. So, it’s a solid point to promote a destination worldwide.

Limitations
In this paper, a new idea is developed. The potential of developing the idea is developed by identifying some splendid sites. The idea is drawn based on assumptions. There is no validity test or feasibility study done yet. So, further research scope is there to conduct the feasibility test in a quantitative manner using statistical tools.

Findings
The people of Bangladesh are the only nation who sacrificed their lives for language. There is no other nation who did this till now. That’s why it was declared as the international mother language day in 1999 and celebrated since 2000. So if anyone wants to know the root of the glorious background he or she must visit these sites in Bangladesh. By developing this new concept of splendid tourism these historical and glorious sites can be promoted among people. There are also many sites identified here such as national memorial, museums, sculptures which play a supporting role to promote Bangladesh but ShaheedMinar can be the icon of Bangladesh to represent Bangladesh internationally.

IV. CONCLUSION
In splendid tourism there is a story of protest, fight and sacrifice of people which end up with an achievement of people. Although, the fight caused huge losses of many lives, the result is extraordinary and something to be proud of as a nation.

In future splendid tourism will be a form of developing new tourist destinations. Thousands of visitors will be lured to know the history of victory and see those memorial sites where mass fights took place in the past. It’s a journey through history to discover “splendid tourism” destinations in Bangladesh.

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