Types of Tourism in Bangladesh
(Inbound, Outbound & Domestic)

- Nature Based Tourism (Eco-Tourism)
- Historical & Heritage Tourism
- Agro-Tourism
- Riverine Tourism
- Tea tourism
- Marine and Coastal Tourism
- Cultural & Religious Tourism
- Halal tourism
- Tribal people (Culture, Life Style)
- Gastronomy tourism
- MICE Tourism
Present Scenario of Human Resource

- 05 millions (Above)
- Tourism industry is growing at a rate of 3.9%
- Formal and Informal sector
- Skilled
- Semi-Skilled
- Un-Skilled
- Comparatively Shortage of Skilled Workforce
- Initiatives taken for skilling (Both Government and Private)
Training Need for Human Resource

Main Reasons-
• Bridge the gap between Demand and Supply.
• To upgrade employees with globalization and fulfil the sectoral needs.
• To get a highly demanded professional and Skilled workforce.

Other Reasons-
Impact of globalization and tourism on industry
Need of quality leadership
Strategic importance of the training and development
Innovative and more skilled techniques requirements in hospitality sector

Other Reasons-
• Need of quality service in hospitality sector
• Economic requirements of tourism sector
• Focus on skill development of the staff engaged in tourism business
• Need of human Resource Development programs
**Key Organizations, Institutes for HRD IN Tourism**

### Organization
- Ministry of Civil Aviation and Tourism
- Bangladesh Tourism Board (BTB)
- Bangladesh Tourism Corporation (BPC)

### Institutes
- Bangabandhu Sheikh Mujibur Rahman International Institute of Tourism & Hospitality (BSMRIITH)
- National Hotel & Tourism Training Institute (NHTTI)
- Bangladesh Hotel Management & Tourism Training Institute
- University (06 Public & 17 Private)

### Certification
- National Skills Development Authority (NSDA)
- Bangladesh Technical Education Board (BTEB)
- Bangladesh Accreditation Council (BAC)
- Industry Skills Council (ISC)
Who are under HRD Training Scheme

- UN Volunteer Groups
- Tour operators
- Tour guides
- Travel Agents
- Street food vendors
- Hotel, Motel, Resort, Guest House owners & employees
- Travel & Tourism Journalists, writers and Bloggers
- Amusement park owners & employees
- Member of CBT families
Who are under HRD Training Scheme

- Informal Tourism Workers
- Community Cook
- Cruise ship employees
- Local govt. officials
- Restaurants Owners & Employees
- Safe Food Authority Officials
- Consumer Rights Protection Department Officials
- Tourist Police
# Collaboration for HRD

<table>
<thead>
<tr>
<th>International Body (Cooperation)</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Labour Organization (ILO)</td>
</tr>
</tbody>
</table>

## Internship/Training

| Hotel InterContinental | Pan Pacific Sonargoan | Industry Skill Council (ISC) | National Academy for Planning and Development (NAPD) |

## Rescue, Safety & Security

| Centre for Injury Prevention and Research, Bangladesh (CIRPB) | Sea Safe Life Guard | Tourist Police |
## Types of Initiatives for Human Resource Development

<table>
<thead>
<tr>
<th>Serial No.</th>
<th>Types</th>
<th>Initiatives</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Initiatives for Ground Handlers</td>
<td>• Public-Private Partnership (PPP), Engage foreign JV Company, Automation, Train Up, modern equipment for operating ground handling services.</td>
<td>• Good responses, maintaining high standards and ensuring the safety and security of passengers, aircraft, and cargo.</td>
</tr>
<tr>
<td>2</td>
<td>Initiatives for Accommodation</td>
<td>• SOP Set up, Curriculum develop, internship</td>
<td>• Quality of service standard, customers satisfaction,</td>
</tr>
<tr>
<td>3</td>
<td>Initiatives for Destination Management</td>
<td>• DMO and District tourism cell form, stakeholder engagement</td>
<td>• Proper Destination Management, Tourist satisfaction</td>
</tr>
<tr>
<td>4</td>
<td>Initiatives for Restaurants</td>
<td>• Train up Safety and Hygiene, Quick service delivery, Behavior, management strategies, employee engagement activities,</td>
<td>• Continual job enrichment and stay happy, supportive team build up, a positive culture develop.</td>
</tr>
<tr>
<td>5</td>
<td>Initiatives for Homestay &amp; CBT</td>
<td>• Home keeping and hospitality training, provide equipment, Recognition</td>
<td>• Socio-economic development and Improve standard of living. Tourists/customers satisfaction.</td>
</tr>
<tr>
<td>6</td>
<td>Initiatives for Amusement</td>
<td>• Customer Service system, Behavioral pattern,</td>
<td>• Better service delivery</td>
</tr>
<tr>
<td>7</td>
<td>Initiatives for Tourist Police</td>
<td>• Partnership, Mind set build up, recognition, engagement,</td>
<td>• Quick response, Safety &amp; security, communication, coordination.</td>
</tr>
<tr>
<td>8</td>
<td>Initiatives for Archaeology</td>
<td>• Collaboration, Regional training,</td>
<td>• Information dissemination, Tourist support, Service quality.</td>
</tr>
<tr>
<td>9</td>
<td>Initiatives for Transport</td>
<td>• Safety and Accident issues, Tourist support</td>
<td>• Provide flexibility to passengers, Improve passenger catchment and integrate transport network.</td>
</tr>
</tbody>
</table>
# Length of the Training Programmes

<table>
<thead>
<tr>
<th>Serial No.</th>
<th>Organization/Institutes/University</th>
<th>Programmes</th>
<th>Trade/Vocation</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bangladesh Tourism Board</td>
<td>Training</td>
<td>Different Topics (Year Round)</td>
<td>01-07 Days</td>
</tr>
<tr>
<td>2</td>
<td>Bangabandhu Sheikh Mujibur Rahman International Institute of Tourism &amp; Hospitality (BSMRIITH); National Hotel &amp; Tourism Training Institute (NHTTI)</td>
<td>Short Course</td>
<td>• Food &amp; Beverage&lt;br&gt;• Front Office Management&lt;br&gt;• Housekeeping&lt;br&gt;• Travel, Tourism &amp; Ticketing</td>
<td>06 Months</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Long Course</td>
<td>• Food &amp; Beverage Production&lt;br&gt;• Food &amp; Beverage Service&lt;br&gt;• Front Office &amp; Secretarial Operations&lt;br&gt;• Bakery &amp; Pastry Production&lt;br&gt;• Housekeeping &amp; Laundry&lt;br&gt;• Operations&lt;br&gt;• Tour Guide &amp; Travel Agency Operations</td>
<td>03 Month, 06 Month</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Long Course</td>
<td>• Diploma In Hotel Management&lt;br&gt;• Professional Chef Course&lt;br&gt;• Diploma In Culinary Arts &amp; Catering Management (DCCM)&lt;br&gt;• Diploma In Tourism &amp; Hospitality Management</td>
<td>01 YEARS, 02 Years</td>
</tr>
<tr>
<td>3</td>
<td>University (Public &amp; Private)</td>
<td>Long Course</td>
<td>• Graduation, Post Graduation &amp; Diploma</td>
<td>04 Years, 01 Years</td>
</tr>
</tbody>
</table>
# Government Initiatives for HRD Law/Policy/Strategy/Plan
*(After Covid-19 and Recent)*

<table>
<thead>
<tr>
<th>Policy/Rules/Guidelines</th>
<th>Plan</th>
<th>Strategy/Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tour operators &amp; Tour Guide (Registration and Control), Rules, 2023</td>
<td>Rejuvenation of Small business Affected by Covid-19- a case on Tour Operator of Bangladesh</td>
<td>Crisis Management Committee (Covid-19) for Tourism</td>
</tr>
<tr>
<td>26 Guidelines under Tourism Recovery Plan</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Key Challenges of HRD in Bangladesh (1)

- Economic Crisis and Fluctuations
- Less Regulatory Body and Effective Compliance Mechanism
- Low salary and incentives
- Reskilling and Upskilling
- Less Job security
Key Challenges of HRD in Bangladesh

- Challenge to Attract top talents
- Technological changes and Employee engagement
- Seasonal job
- Low Budgeting Training and Skilling
- Vulnerable conditions
- Diverse Employee
Future Orientation for HRD in Tourism

- Big Data Analysis
- Positive Mindset growth
- Behavioral Insight
- Bridge between Academician, students and Industry
- Customer satisfaction oriented
- Competition
- Responsible and sustainable Tourism
- Health and safety measure development
- Skill Upgradation
- 4IR

Tourism
- Customer satisfaction oriented
- Competition
- Responsible and sustainable Tourism
- Health and safety measure development
- Skill Upgradation
- 4IR
- Big Data Analysis
- Positive Mindset growth
- Behavioral Insight
- Bridge between Academician, students and Industry
The government of Bangladesh should place equal emphasis on tourism development with other sectors and form a separate ministry for tourism.

This will create employment opportunity and reduce the dependency on some other specific sectors.

Accordingly, if proper care taken tourism can be a big source of foreign currency earnings and contribute to national economy.
THANK YOU