Analyzing Trends and Impacts in Bangladesh's Tourism Sector: A Study of Visitor

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Abstract

Bangladesh's tourism sector has fluctuated significantly over the years due to global events, local development, and infrastructure improvements. The Bangladesh Bureau of Statistics (BBS) provides annual visitor arrival data from December 1981 to December 2021.This study analyzes trends in Bangladesh's visitor arrivals, identifies peak and low periods, and examines the effects of global and local factors, focusing on the COVID-19 pandemic.A quantitative analysis of yearly visitor arrival data from the BBS was conducted, comparing key years, including the peak in December 2019 and the decline in December 2021. Major global events such as the 2008 financial crisis and COVID-19 were considered. The highest recorded arrivals occurred in December 2019 (621,131), while the lowest was in December 1981 (49,315). In December 2021, arrivals dropped to 135,186 due to COVID- 19. Other trends include steady growth during the 1990s and 2000s.Despite challenges, Bangladesh's tourism sector shows recovery potential, supported by infrastructure improvements, government initiatives, and growing international interest. Strategic marketing and tourism development are critical for sustainable growth.

Keywords:

Visitor Arrivals, Tourism Trends, COVID-19 Impact, Infrastructure Development, Bangladesh Bureau of Statistics.