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Leadership Styles, Gender Roles and Institutional Effectiveness: A Comparative Study

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Leadership Styles, Gender Roles and Institutional Effectiveness: A Comparative Study



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Certificate

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2016-1017 at the Institute of Bangladesh Studies, University of Rajshahi, Bangladesh.
The findings and views expressed in this dissertation are entirely his contribution. This
dissertation is an original research work done under my supervision and guidance.
To the best of our knowledge, this dissertation has not been submitted anywhere else for any
purposes, such as for any degree or diploma.

We have gone through the draft dissertation thoroughly and found it satisfactory for
submission. The dissertation is therefore recommended and forwarded to the University
of Rajshahi through the Institute of Bangladesh Studies for necessary steps towards its
acceptance in partial fulfillment of the requirements for the degree of Doctor of
Philosophy.

Supervisor

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Abstract

The tourism sector of Bangladesh is perceived as very potential from the very beginning. The policymakers, concerned authorities, and other active stakeholders frequently express such opinions on different occasions. But the achievements in the last decades do not indicate the same. Undoubtedly many factors are responsible for such slow progress. In that case,

The researcher was fascinated to understand the marketing issues, strategies, and challenges of the tourism sector of Bangladesh. The objectives of the study were to portray the current scenario of the tourism marketing issues (elements) in Bangladesh; to gain more insights of tourist behavior in Bangladesh; to be acquainted with the competitiveness of Bangladesh as a tourism destination; and to figure out the challenges of marketing the tourism sector of Bangladesh.

It was an exploratory study in nature. Both the primary and secondary data have been used. For primary data, a survey has been conducted on 390 respondents based on a structured questionnaire. The respondents were tourists and visitors of four leading tourism spots of Bangladesh. Besides, to collect qualitative data 28 active stakeholders have been interviewed from the concerned industries. To analyze the quantitative data different statistical and mathematical tools have been used. For qualitative data, a content analysis method has been used. Related secondary materials have been incorporated where appropriate.

The necessity of tourism marketing is frequently pronounced by the responsible authorities but its scope and potential contributions have not been identified. As a result, need based, timely, and competitive products have not been developed and offered. Pricing methods of tourism products are not well integrated. The distribution channels are less effective. The promotional tools are not diverse and customized. Absence of realistic and organized plans to produce skilled manpower for the tourism related industries is noticed. The process of communication and providing services is not competitive as well. The significance of the physical layout and presentation has never been properly addressed.

To formulate effective strategies required analyses, field level studies, and database management could get priority. To do so a goal oriented and dynamic organization is highly required. A group of skilled manpower with professional expertise, passion, and devotion toward the sector is extremely needed. As the goals are not SMART, the weaknesses are not duly recognized yet. Absence of detail plans to uplift from the existing situation is also noticed.

For the dynamic nature of the sector, the behavior patterns of the tourists rapidly changes. As the competitors offer value added services, the tourists' expectations increase. The digital technologies are creating more scopes for them to compare and choose the best alternative options. For this reason the boundary of competition is being wider. The marketers are struggling to keep the tourists satisfied through providing regular services.

In that situation, offering traditional and obsolete products in an unorganized manner can not help to win in the competition. The pace of the service providers should be more speedy and dynamic than the tourists. The tourism sector of Bangladesh can not follow this trend. The domestic tourists are being interested in the alternative offers and destinations. Their outgoing tendency has increased in the last few years. On the other hand, the international tourists are getting many alternative offers from neighboring countries.

For the distinctive nature, the domestic and international markets are equally important to the marketers. Besides, by offering the nation as a destination, each country is competing with each other. As a result, no one is beyond the reach of the global

Acknowledgements

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I would like to thank IBS for supporting me during the study. I am especially grateful for the fellowships granted by the IBS, University of Rajshahi and University Grants Commission Bangladesh. I am indebted to all the participants who took the time out from their busy schedules to talk to me during the data collection and analyses.

I am grateful to the authority of Shahjalal University of Science and Technology, Sylhet. Through granting the study leave they have made the task possible for me within the given period of time. My colleagues of the Department of Business Administration, SUST have played a significant role to shape the study. Their suggestions and cordial supports have made the task easier for me.

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