

Role of Tea Tourism Marketing in Bangladesh for the Attainment of Sustainable Development Goals

Shah Zahidur Rahman¹, Bushra Humaira Sadaf², and Farhana Shahnaz³

Bangladesh's RMG sector has been booming over the past decade. It has reached a point where over 80% of Bangladesh's export earnings is generated from this sector. With the rise of automation looming in the near future Bangladesh's over dependency on the RMG sector can prove costly. Tourism, namely tea tourism can be a suitable alternative of generating export revenue for the country. Tea tourism has emerged a niche market which has quickly gained popularity in many tea producing countries like China, India and Sri Lanka. Bangladesh is the tenth largest tea producer in the world and holds a total of 166 commercial tea estates in the country. So, Bangladesh has great prospects of developing and promoting tea tourism. Sylhet is already an established destination for tea tourism. Other possible locations include Chittagong, Panchagarh and Rangamati which can be developed to further strengthen Bangladesh's image as a touristic country. According to a 2018 report by the UNWTO, tourism contributes to sustainable development and the attainment of SDGs. The report also explains that tourism benefits economic growth, standard of living, environmental protection, diverse cultural heritage and world peace. It also spells out tourism's links to each of the 17 SDGs. But, there hasn't been a paper that links tea tourism and SDGs. Therefore, the main objective of this paper is to provide a comprehensive understanding of how tea tourism can help achieve the sustainable development goals.

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¹BS Graduate, Department of Economics School of Business and Economics, North South University, Bangladesh, Email:1330422020@northsouth.edu

²BS Graduate, Department of Economics, School of Business and Economics, North South University, Bangladesh

³BS Graduate, Department of Economics, School of Business and Economics, North South University, Bangladesh