

The Effect of Terrorist Attack on Tourism Supply Chain in Gulshan and Dhaka

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Abstract- The study has conducted the research on changes in activity behaviors of tourist in affected cities in Dhaka, Bangladesh. The reservations were cancelled after the Gulshan attack where five of the foreign guests checked in during this period. It is quite essential to inform the tourist police when any visitor arrives. The exploratory research design was employed in this study where the secondary research has been conducted for the purpose of other than the issue at hand. The study has conducted the secondary research which includes the data from reports and produces the output required for the current research study. According to the outcomes of the research study, government sits with the parties to address the extremism issues whereas almost 4,500 foreign tourists said that inbound tourism supply chain has been on the wane. The host expected almost 3000 to 4000 tourists in the year 2016 until 2017 and saw that there were cancellations after the two foreign nationals murder one was Japanese and other was Italian. The conclusion has demonstrated that Gulshan incident is a total disaster for the tourism supply chain.

Keywords- Terrorist, Attack, Tourism, Supply Chain.

1. Introduction

Over the past year, approximately thousands of tourists came to Bangladesh. The arrivals of the tourist from Japan have reduced where sixteen tour guides handled the tourist who came from Japan. According to [1], the overall tourism supply chain slump has caused total of fifteen tour guide and has also adopt other languages to quit. There are number of tourists who visit Bangladesh since the terror attack and have been dropped drastically at Holey Artisan Bakery in Gulshan Dhaka previous year. The terrorist attack within four or five months, Bangladesh has no arriving tourists from Italy or Japan. The condition has enhanced because the operators revealed that there were current numbers reflect 20% of the flow of tourists specifically from different countries.

Therefore, majority of the companies were deep in preparation for its customer's arrival when the terror struck the capital. Almost 100 of the tourists behaved like they had scheduled their rooms before but the company has cancelled bookings that were provided for the tourists people who come from England and scheduled to watch Bangladesh versus England cricket matches back in October.

Ref. [2] determined that killing of foreign nationals has been considered as the huge blow according to the tourism supply chain experts to the industry. Also, it is identified that there were hundreds of tourists from majority of the different countries who have canceled their visits to Bangladesh. Every year, almost total of 5 thousand to 6 thousand tourists from Japan came to visit Bangladesh. The scenario is completely revealing the Gulshan attack according to the executive director of the Bengal Tours Limited. The Italian citizen after the Cesare Tavella was killed earlier last year in Gulshan. The tourists from Italy had been canceling their reservations. Ref. [3] explained that there was another major setback from the Gulshan terror attack where ref. [4] demonstrated that total of five hundred bookings after the latter incident had been canceled. Therefore, the suggestion from Mahbubul's was that government should function with the intention to recover the trust of foreigners for an industry.

2. Literature review

2.1. Terror strikes Dhaka

In popular, the militant's storm in Gulshan Dhaka hangout for foreigners, for almost twenty foreign nationals, dozens of children held hostage where forty were injured and two of the police officers were killed. There was the photo taken where policemen near the Gulshan guard near the building after the gunmen stormed. The gunmen held hostage for the dozens of individuals in unprecedented events inside the popular hangout in the Gulshan zone for foreigners. The people were got fire shots at low enforcers where hurled bombs killed two cops and injured almost forty of them. Also, [5] determined that foreign diplomatic sources after the

Gulshan attack said that they are worried due to the diplomats and citizens who were living in Dhaka, this is because none of the tourist guessed such high voltage condition in Bangladesh. Hence, it can be said that majority of the people living in Dhaka Bangladesh are aware of the reports of what appears to be hostage condition in the neighborhood of Dhaka, Gulshan.

2.2. Tourism supply chain in sharp reduction since Dhaka terror attack

The group of foreign tourists sightseeing one of the popular tourists spots at the Katka point in the Sundarbans Tribune. The experts in tourism supply chain say that foreign nationals killing have been a huge blow to the industry at the Holey Artisan Bakery on 1st July. According to the study of [6], there were number of tourists who visit Bangladesh. This demonstrates that tourism sector is booming where the arrival of foreign tourist rises eventually and which matters the most. The infrastructure of tourism supply chain is rudimentary by the internal tourism supply chain rapid growth which is already being strengthens for the country. Hence, it can be said that everything needs to be fixed in Dhaka because the current spending on the infrastructure project will definitely help in answering or providing responses to the people [7].

On the other hand, the terror attacks current wave is more selective while targeting other things. They attack in a selective way where it also hurt. In this case, that is not at all leisure tourist's arrival but there were majority of overseas businessmen who see the prospect and will be discouraged from coming to BD [8]. According to the study of [9], there were exercise that has increased the caution because of the terrorism and crime. While reconsidering the travel, Dhaka because of the terrorism and crime including Hill Tracts, the violent crime has been identified such as rape, armed robbery and assault is widespread. The groups of terrorists continue to plot the attacks in Dhaka Bangladesh. According to the study of [10], the Bangladesh government declares that tourism year has set the target of millions of tourists while visiting the country. The militancy struck and uncoordinated initiatives forced the idea. This demonstrates that Dhaka government did not allow the foreign tourists in the year 2016 where the other sign of how far the country target the actual numbers were the another sign in the terrorist attack in Gulshan, Dhaka [11].

3. Research design

The exploratory research design was employed in this study where the secondary research has been conducted for the purpose of other than the issue at hand. Some of the data in a quick way can be located inexpensively. The use of the secondary research data is to identify the issue and develop the approach to the problem of the research

study. The design of the research was exploratory in nature which provides the insight of the general nature of the issue. There was no prior or little knowledge required with high flexible structured which also diagnose the issue in the research study as well as discover some of the new thoughts and ideas with the intention to gain background information and identify alternative sources of action [12]. The exploratory research design gain the insight of developing the approach to the issue catered in the research study and establish some of the priorities for the research in near future so that key variables can be isolated and the connections for further examination can be able to provide the correct insights so that priorities for the future research could be established. In the context of exploratory research design, the analysis of the secondary data was employed in this research study with regard to generate the insights and clarify some of the issues that was seen in the research. Therefore, the exploratory research cannot generalize the outcomes and should not be a basis for making the decision [13].

3.1. Secondary research

The secondary research involves the collation, synthesis and summary of the existing research study instead of primary research in which the data gathered from the research experiments and subjects. According to [14], the secondary research refers to the data collected by the individual other than the user. The sources of the secondary research include information gathered from the organizational records, government departments and the data which was gathered originally for other research reasons [15].

4. Data Collection

The data in the secondary sources replace some of the data from original ones where the collection of the data in the secondary research is a part of the input phase in the context of statistical procedure. The collection of the data in secondary research includes the data from reports and produces the output required for the current research study. The collection process of the data enters into the joint undertaking which retains the intensive control over the gathered data.

5. Findings

The study finds out that there were law enforcement agencies that amped their operations and still unable to regain the international tourists trust. [16] discussed that almost five hundred Japanese citizens visited Bangladesh every year. Majority of the Japanese citizens after the Gulshan attack has left which took almost six months to get back on track for majority of the development projects due to which key roles were held by the Japanese individuals. On the other hand, the outcomes revealed that the target market were determined in the list

of the tourism products. Italian tourists visited Bangladesh before the Gulshan attack whereas a lot has been recovered by the Foreign Ministry to gain the confidence of tourists. Foreign Ministry officials represent Bangladesh internationally because they were the ones to salvage the image [17]. The findings revealed that government has to demonstrate why they have taken part in the tourism fairs internationally so that the people can properly plan. Therefore, the tourism supply chain sector and its entrepreneurs have reported several bookings cancellation by expatriates who wanted to visit these areas for tourism supply chain in Bangladesh. Conversely, there was the greater commitment and knowledge by the minister for the development during this period but also visited various factories to see the progress made by the sector while making sure of the workers safety [19]. On the other hand, the findings also revealed that there are reports of shooting and hostage condition where the tourist exercises high degree of caution in Bangladesh. Hence, there is a focal point of tourism fairs that can be generated from person to person contact with the intention to generate sales [18]. Therefore, the findings revealed that people of all strata are responsible for the behavior they had during the visit to any of the tourist site.

6. Conclusion

In conclusion, the tourism supply chain and hospitality sectors are taking the terrorist attack heat in Gulshan for security fears with foreigners who cancelled their scheduled trips to Bangladesh. According to the outcomes of the study, it can be said that majority of the foreigners had plans to visit for leisure or business reasons to Dhaka but have cancelled their plans with tour operators. The tourist attractions and luxury hotels are witnessing the fate despite the fact that they measure security where the international event on telecommunication in Dhaka scheduled from September 29 to October 6. According to the hospitality and tour operators' service providers, the security fears of the diplomatic zone of capital among all from its slump dimmed the prospects of the rebound in inbound tourism in the year 2013. The inbound tourism has started to recover from battering following the Italian and Japanese nations. Hence, it can be said that the Gulshan incident is a total disaster for the tourism. Also, it is identified that majority of the tourists who came from Japan and Europe were scheduled whereas almost 300 bookings were cancelled since July 1 attack. It would be tough enough for the hotels to maintain the optional expenses if the cancellations continues.

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