

Rising Prospect as National Emblem of Bangladesh Tourism Industry

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ABSTRACT: *Since the beginning of travel, souvenirs have been central to the tourist experience. In general, travelers want a to have a tangible object to take home with them that represents the places they have been, the things they have seen, and the memories they have made. Tourists also buy souvenirs so that they have something that symbolizes the memories 1 during their trip. Bangladesh has a rich and living tradition of craft and textiles that are closely linked to its vibrant cultural heritage. The crafts and textiles produced by its artisans reflects thousands years of history, folk music, and literature.*

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I. INTRODUCTION:

A tour to another country is incomplete without the requisite shopping, especially souvenirs. Souvenir represents the culture, tradition, history of a particular country. Bangladesh is genuinely a shopper's paradise, with a wide variety of handicrafts, jewelry, and materials at a broader range of prices. Silks, coconut masks, bamboo products, handloom fabrics, woodworks, cane and conch shell products, gold and silver ornaments, cotton, printed saris, and folk dolls as the souvenir are very popular to the tourists.

1.1 Background

Among the most prominent issues which are currently under investigation in tourism studies, particularly those which deal specifically with shopping and retailing. these are motivations, satisfaction, customer behaviors, shopper typologies, spatial travel patterns, the production and consumption of handicrafts and other souvenirs, purchase possibilities, and product authenticity and experience lifestyle of the local society (Bloom, 2002).

Authentic crafts and souvenirs that actually represent the essential destination to provide a memorable experience for tourists. Also, delivering actual products would be a useful opportunity for tourism businesses to become more successful (Wicks et al., 2004). Among all types of souvenirs attributes, authenticity may be the most essential factor that affects tourists' buying intentions (Wicks et al., 2004).

1.2 Objective

- a. Identify the souvenir of Bangladesh.
- b. Promoting handicrafts as Souvenir
- c. Scoping of the creation of identity through the souvenir.

1.3 Methodology

The article is based on secondary data, and detailed research. The qualitative and quantitative data has been collected from various sources like newspapers, journals, online publications, publications from Bangladesh Parjatan Corporation (BPC), websites, etc. We have also emphasized expert opinion to ensure the reliability of the study. Further studies need to be conducted to find out the impact of the souvenir in the tourism industry in Bangladesh.

1.4 Limitation of the Study

The findings of this study could be generalized after considering certain limitations. The study is mainly based on secondary data. The use of primary data is very much shorted. Moreover, enough data was not available to rely on the area of study regarding Bangladesh perspective.

II. LITERATURE REVIEW

2.1 What is Souvenir?

‘Souvenir’ is French word meaning ‘to get back to’ the memories associated with it. It reminds people of the places they’ve been and the wonderful experiences they’ve had been. The word “souvenir” comes from the French word for “remembrance” or “memory” (Online Etymology Dictionary). Sometimes souvenirs are called by other names, such as mementos or keepsakes.

Tourism provides tourists with memories that remain with them long after they return home.

‘Souvenir’ is a French word meaning ‘to get back to myself.’ It refers to objects that remind us of people, places, and events; that revive the past; and that serve as a link to the past and to the ‘other,’ allowing them to invade everyday life (Cohen, 2000; Gordon, 1986; Love & Kohn, 2001; Stewart, 1993). Indeed, the context of a souvenir – that which endows it with meaning—is found in our memory (Smith & Reid, 1994).

Souvenirs can, but do not necessarily have to originate in tourism. They are often acquired during other meaningful life experiences, primarily rites of passage (Gordon, 1986; Stewart, 1993). They transform intangible experiences into tangible memories and enable us to freeze a passing moment in an extraordinary reality and to interweave it into our daily lives. Thus far, tourism research has not fully understood the significance of objects in modern tourism (Haldrup & Larsen, 2006). One of the perceptions in this under-explored area (Morgan & Pritchard, 2005) has been that objects are unimportant. More recent studies, however, suggest that this is not the case (Haldrup & Larsen, 2006). The subject of souvenirs has been explored extensively over the last decade in a number of fields of study, including, among others: art, history, cultural studies and anthropology. Tourism researchers have also paid ample attention to souvenirs, as the phenomenon provides us with new insight on tourists, host populations, and the relationship between

The two. Some empirical studies have also explored souvenirs, with research focusing on: the meaning of souvenirs (Gordon, 1986; Shenhav-Keller, 1993); souvenir purchasers (Anderson & Littrell, 1996; Littrell et al., 1994); issues of authenticity (Asp let & Cooper, 2000; Blundell, 1993; Littrell, Anderson, & Brown, 1993); purchase intentions (Kim & Littrell, 1999, 2001); and travel motivations (Swanson & Horridge, 2006).

Many tourism and souvenir researchers have built upon Littrell’s (1990) early benchmark study, which focuses primarily on objects and their meaning. Today, scholars argue that people in post-modern society are surrounded by material objects that can provide them with pleasure, security and refuge (Morgan & Pritchard, 2005; Wallendorf & Arnould, 1988).

2.2 Characteristics of Souvenir

2.2.1 Categories of Souvenir

According to Stewart, souvenirs are into two categories, one is ‘Sampled’ objects, and another one is ‘Representative’ artifacts. She defines sampled objects as souvenirs of individual experience. They are the real sample from the actual site and are not available as general consumer goods. Stewart’s second category, the Representative, is defined as those souvenirs of exterior sights which most often are representations and purchasable.

Gordon (1986) proposed that souvenirs could be put into five categories:

- Pictorial images– such as postcards, photographs, illustrated books about particular regions, and Poker cards with local scenarios.
- “Piece-of-the-rock” souvenirs– materials or objects were usually natural objects, such as rocks, shells, or pinecones, taken from the natural environment.
- Symbolic shorthand souvenirs– these were usually manufactured products in large quantities and were related to a real object or monument, presenting landmark scenery, Examples included a miniature Eiffel Tower from Paris, France or a miniature building of New York City.
- Some types of souvenirs might offer no reference to a particular place and inscribed with words which, identifies them in place and time. For example, a T-shirt, which had little meaning by itself but was marked “Grand Canyon” became a full souvenir of memories.
- Local product souvenirs– this included a variety of objects such as ethnic foods and crafts that brought back.

2.2.2 Souvenirs' Attribute on Purchase Desire

The result from Littrell, Baizerman, Kran, Gahring, Nierneyer, Reilly, Littera and Stout's (1994) study showed that a souvenir's characteristic would affect consumer's purchase desire. The Uniqueness of souvenirs - only is purchased at this place or if it represented this tourist nature revive destination. Aesthetic standards- quality product Functional standards - practical, and if it was easy to take with during travel.

This study used the souvenirs categories Gordon (1986) proposed main categories, plus multi-media and food products (local agricultural products and cakes and desserts) found in Da-Hu area to discuss the purchase intention and desire of the different types of souvenirs.

2.2.3 Product Attribute

A combination of a product's external and internal characteristics and properties, in other words, the product's quality, and was noticeable by the customers

– Appearance, price, function, and brand.

– According to Park, Jaworski, and MacInnis (1986), consumer's need in product attribute is categorized as the following:

- Utilitarian attributes: Satisfying consumer's functional needs. Consumers had the needed of solving external problems or achieving a certain purpose or mission,
- Hedonic attributes: Bring consumer emotion and beauty sensory experiences pleasant fantasy and happy experiences, or provide pleasantly, fantasy, sensory feelings.
- Symbolic attributes: According to the definition Park et al. (1986) proposed, this attribute could promote consumer's self-image, role status, group belonging, or self-identity consciousness

The main intention of hedonic or entertaining

Oriented products was to obtain sensory pleasure, fantasy and enjoyment, but the principle motive of utilitarian or goal-oriented products was to satisfy basic needs or achieve functional tasks.

The other type of symbolic products was for consumers to obtain self-confirmation or identity from others through this kind of purchase (Park et al., 1986).

III. Analysis and Findings

3.1 Economy of Souvenir

Souvenir production and sales to tourists, a key sub-chain in the tourism sector, account for one of the prime sources of revenue for pro-poor income in developing economies (ITC 2009). Poor people in rising economies often lack resources, skills, and employment, keeping them below the poverty line. These are primary factors of limited access to education, and a reliance on

subsistence farming or poorly paid occasional jobs in urban centers.

Souvenir production, however, is based on traditional skills and has low investment requirements. Thus, producing and selling Souvenirs to tourists offer an opportunity for the poor to increase their income.

Souvenir production plays a significant role in job creation in the informal sector. Subsistence farmers can gain additional income from Souvenir production. In Vietnam, for example, craftspeople generate income that is on average 60 percent higher than the average earnings for the rural population. Occurrence of Souvenirs is also often a viable alternative for the urban poor (Ngo 2005).

In countries attracting large numbers of international visitors, the tourism sector offers many opportunities for the poor for selling Souvenirs, as tourists spend substantial amounts of money on such products as souvenirs. Strengthening the Souvenir sector will ensure that tourists have the option to buy locally made Souvenirs instead of imported or factory-made products. Souvenir production can also help diversify the tourism product of a region with home-stays, cultural experiences and it facilitates the promotion of responsible tourism principles.

Souvenir production is a labor-intensive industry and, as such, can support some part-time and full-time employees who are both skilled and unskilled. It also supports and mediates partnerships between tourism enterprises. Souvenir producers have a valuable role as development partners. Employment creation in rural areas can help to reduce migration into cities. There are, however, also challenges related to making full use of the opportunities provided by the tourism sector.

3.2 Purpose of Buying Souvenir

Buy for whom?

When tourists purchased souvenirs, it usually was for personal use (Ruck, Kaiser, Barry, Brummett, Freeman & Peters, 1986).

In a study on tourists visiting US Midwestern area, most of them purchased gifts for friends and family during the trip (Littrell et al., 1994).

The consideration of buying for whom was often an important decision factor whether consumers purchase souvenirs or not.

Visitors might buy less when buying for themselves, but might purchase more when purchasing for family and friends, and the reason for this usually was because they wanted to extend the feeling of this trip or share it with family and friends.

Why do tourists want to buy souvenirs?

et al. (1999) proposed tourist's purchase intentions included natural intention and social (psychological) intention. The reason tourists buy souvenirs was to satisfy the basic needs of traveling life and for their psychological satisfaction.

This psychological dimension included:

- (1) Seeking something new – seeking the originality, uniqueness, and seasonal of a souvenir.
- (2) Searching something beautiful – souvenir not only had to be functional and monumental but also possessed aesthetic value.
- (3) Seeking fame – to show off one's status, prestige, and reputation. For example, one could show that he had been to the a certain destination and obtain respect and admiration from others; or to display one's ability, reputation, and status.
- (4) Seeking practicality – finding the functionality of a souvenir; the main focus was its practicality, durability, and convenience.
- (5) Seeking a negotiation – a remembrance was best to have excellent quality and reasonable price.
- (6) Look for something interesting – expect to purchase something special that was related to one's favorite, such as stamps of the different nationality, or souvenir with a local landmark.

Other Factors Influencing Souvenir Purchase

What people buy is caused by social composition to consumers. However, tourists make purchase decisions based heavily on the composite value they attach to various attributes of individual items. In general, they want souvenirs that are easily portable, relatively inexpensive, understandable, cleanable, and usable upon returning home. Basically, three product attributes are important to tourists;

- Value: as it pertains to range and quality
- Product display characteristics: such as color, display, packaging, and size. Tourists are drawn to store shows that visually present ideas. They are also more likely to spend money on souvenirs if the exhibition is high quality, imaginative, and attractive.
- Uniqueness: as it pertains to memories from their trip Tourists use store attributes to deciding where to shop. They select stores based on their perceptions of the characteristics that they consider to be important. Twelve components that motivate consumers to patronize specific businesses; price, quality, assortment, fashion, sales personnel, location convenience, and other convenience criteria like:
 - Services: consumers value friendly conversation with knowledgeable sales staff.
 - Sales promotions
 - Advertising
 - Store atmosphere
 - Reputation on adjustments

Within these components, the most significant

Characteristic of businesses in a tourist area is location because of the amount of time first-time visitors spend orienting themselves to the field.

Travelers want to experience the authenticity of the community they are visiting. Because of this, they require emergence into classes through conversation with local residents, participates in community festivals, and visitation to art galleries, museums, and theaters.

3.3 Contribution in Tourism

According to Great Britain (GB) Tourism Survey in 2015, tourists spent £81bn on souvenir purchase in England made up of:

£18.1bn spent by British residents on domestic overnight tourism, measured by the GB Tourism Survey

£45.1bn spent by British residents on national tourism day visits, measured by the GB Day Visitor Survey

£19.1bn spent by foreign visitors, measured by the International Passenger Survey (inbound tourism) Some fact according to Holiday Inn survey (2013)

- 7/10 of travelers see buying souvenir as a considerable part of their holiday, but 1/5 leave holiday plan Empty-handed.

- Motivations are 48% bring a part of the holiday home, 25% fond reminder of the visiting and 10% to build and grow their souvenir collections.
- Young people (25 and below) feels souvenirs have great importance.
- Unique cultural differences can be founded in purchasing the souvenir. Travelers from South-East Asia and the Middle East thinks Partners should get the priority first. On the other hand getting souvenirs for your colleagues is customary for Japanese people.
- On an average traveler spend \$40 for themselves (for the Middle East and Australian people can spend more than \$100) \$30 for family and friends and \$13 for colleagues.
- For purchasing souvenir 42%, people went to Local markets, 23% in tourist Landmarks, 13% in a Specialty an shop, 7% in the airport area d 5% in a shopping mall

3.4. Souvenir as an Identity

Authenticity

Due to tourist demand and the economic impact on destination development, souvenirs have gained much attention from researchers. Gordon (1986) proposed that memorial could be put into five categories. Among all these categories, the authenticity of memorial may be the most necessary factor, affected the tourist's buying intention. Tourists prefer symbolic and manufactured products that are made by local people. They want handcrafts to have traditional and cultural meaning. Littrell et al. (1993) found that the criteria used to define authentic crafts included several main themes. One of the most important standard is uniqueness and originality of crafts. Cohen proposes that "authenticity is a socially constructed and its social connotation is therefore not given but acceptable." Authenticity is personally constructed, contextual and has a changing concept. Tourists are creators of meaning in their tourism experiences rather than passive recipients. Craft authenticity is very often associated with the characteristics of the craft person and with the shopping experience.

The concept of bringing home "authentic" souvenirs is not new thing. Tourist's description of souvenir buying while traveling and while they search for authentic souvenirs show that their consumption may be different than their everyday spending behavior (M.A. Littrell, L.F. Anderson, P.J. Brown; 1993). For example, old, used tribal crafts may appeal to a tourist who buys only new, pristine products when at home.

Tourists are reluctant to associate authenticity with crafts that are mass-produced or made from a kit (M.A. Littrell, L.F. Anderson, P.J. Brown; 1993). A product that tourists see duplicated at every shop they visit does not represent authenticity. Working qualities are also associated with authenticity. It is necessary that a craftsman take great care and effort to create the piece of work and it must be evident that someone made it with their own hands. Some tourists are concerned about the cultural and historical integrity or accuracy of a craft. If a artistry shows religious meaning or tells a story tourists to want that story to be right. Tourists do not accept souvenirs as authentic when they have labels that state "made in which country" (M.A. Littrell, L.F. Anderson, P.J. Brown; 1993).

3.5 Souvenir in Bangladesh

In Bangladesh majority of our products come from rural areas, i.e., villages. So, the rustic people get the direct benefits of these product manufacturing projects. In Bangladesh, we commonly use handicraft as souvenirs. Since the demands for Bangladeshi handicrafts are increasing, more creative people are coming to this profession as a result more exclusive & originative products are coming out.

Souvenir in festivals:

Festivals and celebration are an integral part of the culture of Bangladesh. A Souvenir can represent different festivals in Bangladesh. Bangladesh is a country of festivals.

Pohela Boishakh:

PohelaBoishakh is the first day of Bengali calendar. Different kind of postcards, clay toys are found on this day representing the Bengali New Year. Pantaillish- a traditional platter of soggy rice with fried Hilsa slice is the main attraction of this day.

Cloths as Souvenir:

Sari

Sari is the main traditional dress of Bangladeshi women. A trip to Dhaka is incomplete without this lovely item, and Dhaka boasts extraordinary types of saris that we won't find anywhere else in the world. Mirpur BenarasiPalli, a shopping hub for quality traditional silks like Katan and Benarasi and also for Jamdani sari.

Lungi

A lungi is the most comfortable clothing for men's wearing. This reflects the traditional men's wear of Bengali culture. Bangladeshi men wear lungi as casual wear. One can wear it in a costume party and get a few laughs from your friends.

Punjabi

Bangladeshi men traditionally wear Punjabi on religious and cultural occasions like Eid, Weddings, and Pohelaboishakh. Punjabi can represent both the tradition and culture of Bangladesh.

T-Shirts

T-shirt, bearing little meaning by itself, marked with "Royal Bengal Tiger" of Sundarbans, Sandy Sea Beach of Cox's Bazar and Tea Garden of Sylhet becomes a reminder of the place.

Tribal Dress

The Tribal cloth is a big representation for Bangladeshi culture. There are many tribal community living in Bangladesh. Different tribes have different wearings according to their culture, according to their religion. Chakma is the largest tribe of Bangladesh. Chakma women wear pinon and khadi, and men wear Dhuti which is a long piece of cloth rounded the loins of males. 'Thumbui' traditional dress of marmas is connected to their ancestral heritage.

Handcrafted Souvenir:

Handicraft, also known as craft work or simply craft, is a type of art where useful and decorative devices are made totally by hand or using only simple tools. Usually, the term is applied to traditional means of creating goods. General products are bag, SitalPati (kind a mattress having natural cooling effect), pottery, baskets, wall hanging, travel kit, toys, card, earrings, ashtray, carpet, embroidered quilt, bracelet, wood works, dresses, cushion, pillow-cover, bedspreads, woven cloth, silk product, traditional Jewelry, candles, terracotta, hand-made paper items, handloom etc. Normally the rural people use many environment friendly raw materials such as wood, bamboo, straw, bead, stone, souvenir of Bangladesh could be the following items.

Rickshaw

Rickshaw is Bangladesh's favorite mode of transport and the livelihood of millions. Dhaka is a city of the rickshaw. A rickshaw showpiece is a must for anybody who wants to carry a symbolic piece of day to day Dhaka living life.

Nakshi Kantha

Depicting everyday scenes of a villager's life with beautiful, intricate embroidery on brightly colored cotton is a Bangladeshi specialty. It has been practiced in rural Bengal for centuries, uses as a signature piece that takes away with the form of bed cover, wall hanging or bag. This product could be used on winter season & Household product. It is also very gracious item for decorating room.

Textile based Handicrafts

Hand printed textiles including hand knitted, and crochet, block, and screen printing, batik, hand printing by pen and tie-dye is used in products ranging from bed-covers to sheets, dress material to upholstery and tapestry.

Bamboo Made

Excellent ornament box, calendar made by bamboo. We can gift this item in any occasion. Very good to keep any type of ornaments.

Made by Wood

This product could be used as Mirror & Photo Frame, Candle Holders, Jewelry Boxes, Desk Top Accessories, Wooden Trays, wooden bowls, Cloth Hanger, Lock-Key Holder & Household products. It is also very lovely for decorating room.

Wall Mat and Calendar

One can gift this item on any occasion This product use for Wall Decoration. It is also very excellent for room decoration.

Made by Jute

As a natural fiber, it has many advantages over synthetics. It is recognized as eco-friendly like it is biodegradable in nature which is also known also as the golden fiber, it is the cheapest of all the natural fibers. Jute handicrafts of Bangladesh have created a niche the world over. It is used extensively in manufacturing different types of traditional packaging fabrics and blended yarns. It is also used to make bags, Jute Handbags, Jute coasters, Jute tablemats, and other aesthetically beautiful jute handicrafts.

Metal and Brass Items

Metal Handicrafts and Brass Handicrafts products reflect the excellent design and fine craftsmanship. The story of Bangladeshi Metal /Brass (AshtaDhatu or Eight Metals) Handicrafts comes from one of the oldest civilizations of the world. Handicrafts are like Bowls, Dishes, Flower Vases, Boxes, Photo Frames, Candle Stands, Lamps, Christmas Hangings, Tea Set and other gift covers.

Leather

Bangladesh's humid climate is perfect for the development of soft, pliable animal skins. Combining leather with NakhshiKantha and short embroidery results in a suitable match. Craftsman makes bags, briefcases, and other accessories fine enough to sell besides a Givenchy. Leather items include some small leather items like ladies vanity bags, wallets, purses, men's toilet kits, portfolio bags, Leather Cases, etc.

Ceramics, Terracotta and Pottery

Ceramics the art of shaping and baking clay articles such as pottery, earthenware, and porcelain have today become a sophisticated art of Bangladesh. In the sub-continent, terracotta would perhaps be the epitome of some religious expression conveyed through clay. Comilla, Dinajpur, Bogra has the best tradition of terracotta. The range of items are primarily decorative such as tea sets, plates, ashtrays, vases, coasters, small bowls and boxes for trinkets.

Jewelry

Bangladeshi Jewelry is any piece made up of pure material used to adorn the body or wear on body and body parts especially. In recent time it is used for decoration of women and sometime for men. Jewelry was made from natural materials, such as bone, animal teeth, shell, wood, and carved stone. It is also made with precious and semi-precious stone such as with-gold, silver, clay, conch shells, pearls, and various metals. It can also be a fashionable and exclusive Bangles, Bracelets, Earrings, Necklaces, Rings, Toe Rings, Brooches and Hairpins. Coral, shell etc. could be considered as "piece-of-the-rock" souvenirs. These are usually natural materials or objects, such as rocks, shells, or pinecones which are taken from the natural environment.

Foods as Souvenir:

Bangladesh has different kinds of tasty food from different regions. PorobarirChomchom (Sweets) of Tangail, Rosmalai (Sweets) of Comilla, Khaja from Kustia, Sweet Yougart from Bogura, BakharKhani from Old Dhaka, Mango from Rajshahi, etc. could be considered as prominent local foods for tourist. Tourists can take these foods remembering these particular places.

RECOMMENDATION

In accordance of the discussion with the craft-peoples, tourism specialist and souvenir retailer the following suggestions have been made to make a way for the development of souvenir business in Bangladesh-

- Souvenir product with history, story tale and represent Bangladesh.
- Setting up of design development center is urgently need for producing a new product and product diversification.

Access to finance is made available.

- Facilitate exporter participation in trade fairs, designing catalogs and preparing for the exhibition.
- Continued and focused attention must be given to craftsman for up-gradating skill, creating better work environment and developing cluster of specific crafts with general service, improvement of infrastructures and promotion.
- Quality raw materials to be ensured for product diversification.
- Branding Bangladesh is essential for this moment because tourist is asking product with authenticity.
- A focus will be on capacity building of the SME's for supporting all companies to comply with the international product oriented code of conduct.
- The arrangement of International Handicraft Fair to attract more buyers and thus reducing difficulties in entering to overseas market with our Traditional and Non-Traditional Handmade goods.

- Authentic crafts and souvenirs that basically represent the Essential destinations of memorial experience of tourists. Also, supplying real products would be better opportunity for tourism businesses to become successful.
- Educational materials and information about Bangladesh and locally made souvenirs should be made available to tourists. These will help tourists to identify the location and give them insight into the history of Bangladesh making them more interested in buying souvenirs to commemorate their trip.
- A brochure or visitor's guide, published in English, Japanese, Chinese, French including attractions, accommodations, restaurants, and shopping opportunities would be helpful to tourists visiting Vladimir because it offer. A list of shopping locations and the types of products sold would be very useful to tourists. This entire brochure or visitor's guide would be easily transferable to a website.
- Educating tourists through internet about Bangladesh.
- Tourist information center should be created providing information to tourist about souvenir and available location.
- Setting up marketplace is significant step for our country because it acknowledges the fact that shopping oriented tourists exist.
- On-site souvenir shops located by historical landmarks or other designated tourism sites can be a generator of tourism revenues. Pointing souvenir shops near attractions is a particularly strategic plan because it caters to tourist impulse buying.
- Enhance visitor participation in souvenir production.
- Providing industry manufacturer tour which leads to buying Souvenir as well.
- Souvenir shops or markets should match their hours to meet the needs of the travelers; this may mean extending their business hours through the evening and businesses should also be open during the weekends and holidays, as is appropriate.
- By developing unique characteristics of souvenirs sold in Bangladesh, craftsmen will be able to assure that tourists will recognize their products and want to buy them. The design, packaging and gift-wrapping, and delivery of the souvenir should all be unchanged processes that, when seen, boasts the fact that these souvenirs came from Bangladesh.
- One of the problems identifies that higher price, size, and weight are not luggage friendly. The designer should think about these criteria while designing and pricing the products.
- Organizing special event related to souvenirs which will familiar the souvenirs of Bangladesh.

IV. CONCLUSION

Tourism is regarded as one of the main thrust sectors where the poor can be integrated for better income opportunities by producing and marketing traditional souvenir items. Both the domestic and inbound tourists usually spend a good amount of money in buying crafts and souvenir products in every trip. Tourists are willing to stay more if a great range of attractive and innovative souvenir products are available. Bangladesh Government has a Vision of 2021 to reach the middle Income level as a Country. We believe tourism especially by souvenir production, promotion, and sales we can use our poor people to overcome poverty. It is the biggest way involving poor people to the mainstream business.

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