

Effective Strategies to Rebrand Bangladesh: Application of Simon Anholt's Hexagon Model of Branding

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***Abstract:** Branding a country for many is misconstrued and interpreted to simply mean designing a new logo for their country and possibly a slogan to go underneath it. However country-rebranding proponents highlight that there is a difference between nation branding and tourism promotion. To eliminate the current poor image of Bangladesh, there is no alternative of rebranding. For this, the author has chosen the model of nation branding developed by Simon Anholt through which a country like Bangladesh can reestablish a strong brand image as a highly positive better nation to invest and also to visit. This study examined that Bangladesh doing good in all the sectors and also the government taking some good initiatives but we need to make a proper tuning among all these individual efforts to rebrand Bangladesh.*

***Keywords:** Nation Branding, Rebranding, Export, Governance, Tourism & Culture, Investment*

Introduction

A country's image is just as important to its progress and prosperity as a company's brand is to its success in the marketplace, because it exerts so much influence over the behaviors and attitude of that country's target audiences (Anholt, 2010). Nations may be regarded as "products" in the sense that they provide labor, land, premises and industrial infrastructures to businesses (Bennett and Savani, 2003; Stewart, 1996); while offering housing, shopping, leisure and other amenities, and a social *milieu* to residents (Barke and Harrop, 1994.) Increasingly, moreover, nations compete against each other to attract new investment, tourists and visitors, (Ashworth and Voogd, 1994; Kanter, 1995; Warnaby, 1998). Branding an area can help differentiate it from other places and hence greatly facilitate the promotion of its place product offer. A brand, according to Louro and Cunha (2001), is a multidimensional assortment of functional, emotional, relational and strategic elements that collectively generate a unique set of associations in the public mind (Aaker, 1996). Thus, the branding of an area can give it a substantial competitive edge in the competitive world economy.

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The study of Bangladesh Brand Forum (2012) revealed that in today's world economy, Asia is playing a crucial role as the basket of developing nations in comparison with the developed nations. As Asia emerges from the global economic crisis faster than the rest of the world, it is increasingly clear that the world's centre of gravity is shifting towards the developing countries. There may be some undiscovered and less crowded opportunities in some of the most populous countries in Asia like Bangladesh, a country of great hope (BBF, 2012). Regrettably, Bangladesh has been thoroughly failed, by last 40 years, to uphold the image of our realm. The world knows Bangladesh as the nation with poor image which is not good to the potential investors or visitors (Hamid, 2010). In political negotiation, Bangladesh has already failed to strengthen relationships with superpowers or neighboring countries. Actually only increasing the number of some new tourists is not the outcome of branding a nation. It affects very widely and of course positively. For instance, before investment decision, an investor critically evaluates also the country image. Even the bilateral or multilateral political relations among nations depend on the 'brand image' of the counterparts. So, it's high time to rethink about increasing the country image of Bangladesh and to do so there is no alternative to rebranding. From the above discussion it is evident that the proper utilization of rebranding strategy is a prerequisite for sustaining in this fiercely competitive industry of branding for the developing countries. For this, author has selected one of the major promising players among the developing nations "Bangladesh". In this context, this paper attempts to condense some key insights into the rebranding strategies and policies of Bangladesh.

Objectives of the Study

Through this paper author was trying to find out the broad objective that is to find out the concepts needed to describe and analyze the rebranding process for Bangladesh. The specific objectives are as follows:

- To explore the major variables affecting the rebranding strategies for Bangladesh.
- To discover the factors that are affecting adversely in rebranding Bangladesh.
- To recommend some policies to build a strong brand image of Bangladesh.

Methodology

The paper undertakes a qualitative study on the concepts needed to describe and analyze for the rebranding process of Bangladesh. As the purpose of the study is to gain an in-depth understanding of such activities this empirical study qualifies as a case study on the branding activities of different countries. In particular, the reason for conducting the study as a case study is the desire to maximize realism (Brinberg and McGrath, 1985) i.e.

to obtain holistic understanding of multifaceted, interrelated phenomena within their real world context. Data were collected both from the primary sources and secondary sources. The major sources of secondary data include brochures of various Public and Private Organizations. Periodicals of various Ministries of Bangladesh, various journals, books, newspapers, different websites and expert write-ups on branding were also used as secondary resources.

The In-depth interviews with key informants and the unstructured questionnaire acted as the primary source of data for this study. Ten in-depth interviews were conducted of the key informants of various Public and Private Organizations. The study was conducted on the basis of non-probability sampling procedure. In this regard, the judgmental sampling method was used. Data have been processed and tabulated by using Microsoft Excel version 2007. Meanwhile, for the qualitative and for small sample size (only ten respondents) of the study, one cannot argue that the study's findings can be generalized across the population of the nations rebranding strategies (Miles and Huberman, 1994; Yin, 1989).

Literature Review

The branding of entire nations has been common for many years (Williams, 1994; Bramwell and Rawding, 1996; Miller, 1997; West, 1997). Well-documented examples of the practice include nation branding with slogans such as "India: Incredible India", "Germany: The Travel Destination", "Switzerland: Get Natural", "Malaysia: Truly Asia" (Hamid, 2010). In the same way Bangladesh had been used "***Bangladesh: Beautiful Bangladesh***" in the Cricket World Cup – 2011 hosted by Bangladesh.

Large companies sometimes overhaul or completely replace their images and re-launch themselves as fresh corporate brands (Hedberg, 2001), so too have many nations sought to establish completely new brand identities. If it is done effectively, country rebranding will attract investors and visitors (Bramwell and Rawding, 1996), appeal to government officials, engender civic pride (Williams, 1994), and conspicuously distinguish a place from competing locations. Country rebranding exercises might be implemented to revive a pre-existing but outdated country image in order to make it more relevant to a target market. Crucially, country rebranding affords opportunities for not linking a locality from past failures or social or other problems (Lewis, 2000) and also helps to eliminate previous negative image (Spaeth, 1998).

At the end of the 90's, Simon Anholt developed a model where the six factors which he considered affect a nation's brand image, are represented by a hexagon. For Anholt (2009), a clear, trustful and attractive national brand is created "...when the country's

main bodies, activities and investments are – accidentally or deliberately – organized around a clear and shared vision, and when its communication channels with the rest of the world (tourism, investment and export promotion, cultural relations, public diplomacy and so forth) are harmonized”. So, all these factors that he called, “natural channels of national communication”, can be depicted in a hexagon (Anholt, 2005).

GfK Roper Public Affairs & Media, the current partner of Anholt in the elaboration of the Nations Brand Index, summarizes what represents each of the channels of natural communications presented in the hexagon (Anholt, 2005).

Figure 1: The Hexagon Model of Branding



Source: Simon Anholt (2005)

Exports	Determines the public's image of products and services from each country and the extent to which consumers proactively seek or avoid products from each country-of-origin.
Governance	Measures public opinion regarding the level of national government competency and fairness and describes individuals' beliefs about each country's government, as well as its perceived commitment to global issues such as democracy, justice, poverty and the environment.

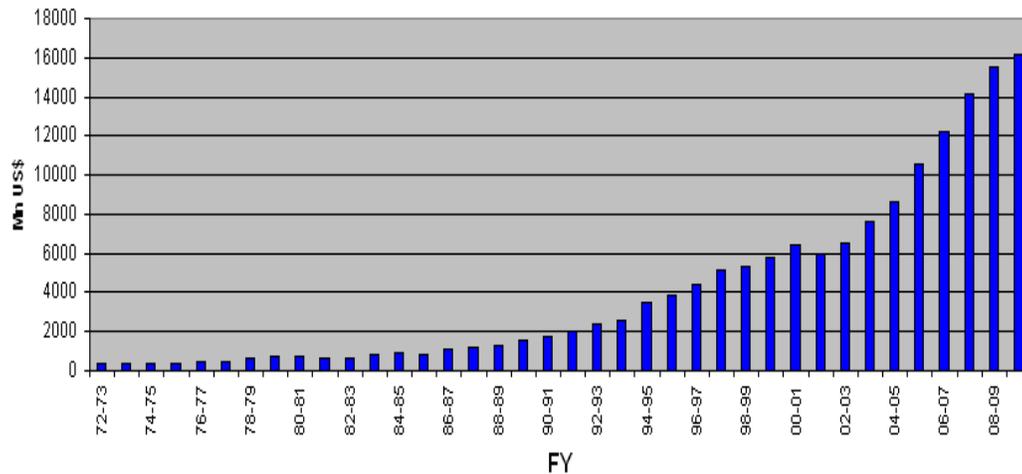
Investment & Immigration	Determines the power to attract people to live, work or study in each country and reveals how people perceive a country's economic and social situation.
Culture & Heritage	Reveals global perceptions of each nation's heritage and appreciation for its contemporary culture, including film, music, art, sport and literature.
People	Measures the population's reputation for competence, education, openness and friendliness and other qualities, as well as perceived levels of potential hostility and discrimination.
Tourism	Captures the level of interest in visiting a country and the draw of natural and man-made tourist attractions.

Towards the purpose of this research, these factors will be considered in detail for analysis. The reasons which motivate this choice are based on the relevant impact that exports and inward investments, culture, tourism, people and government in the background, have on the creation of a strong nation brand (Anholt, 2005).

Analysis and Findings of the Study

Exports

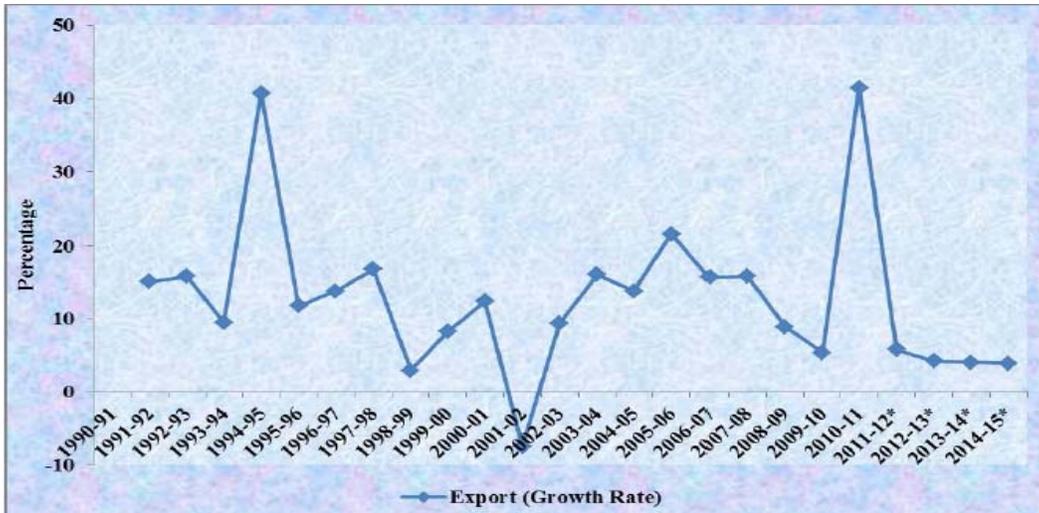
The extensive study of The Anholt-GfK Roper Nation Brands Index (2011) identified that export is what marketers call the “country of origin effect” – whether knowing where the product is made increases or decreases people’s likelihood of purchasing it, and whether a country has particular strengths in science and technology, and has creative energy. Trade is an integral part of the total developmental effort and national growth of all economies including Bangladesh. It particularly plays a central role in the development plan of Bangladesh where foreign exchange scarcity constitutes a critical bottleneck. Export trade can largely meet ‘foreign exchange gap’ (Rahman, 2008), and export growth would increase the import capacity of the country that, in turn, would increase industrialization, as well as overall economic activities. The performance of Bangladesh’s export sector in recent years is quite impressive especially after 1990s. Though the increasing rate is very low, the overall export trend is increasing.

Figure 2: Export Trend of Bangladesh (1972-2009)

Source: Bangladesh Export Promotion Bureau, 2011

The study of Unnayan Onneshan (2012a) revealed that the contribution of the export sector to Bangladesh's GDP has been gradually increasing over the years. Export share in GDP was 5.45 percent in FY 1990-91 while this share reached at 20.07 percent in FY 2010-11, reflecting an increase of 15.02 percent in GDP contribution within twenty years. This contribution might increase further in FY 2011-12, FY 2012-13 and FY 2013-14 at 21.48, 21.67 and 21.85 percent respectively. Total export of Bangladesh got a significant boost with an annual average growth rate of 14.53 percent during FY 1990-91 to FY 1999-2000, with compared to an annual average growth rate of below 10 percent (in nominal US dollar terms) over the earlier period of FY 1972-73 through FY 1984-85. The annual average growth rate might be 14.31 percent during the FY 2010-11 to 2014-15, if the current business scenario remains as usual. Bangladesh achieved its export target in most of the fiscal years between FY 2000-01 and FY 2005-06. During FY 2006-07 to FY 2009-10, Bangladesh could not maintain the pace and remain behind the target. In the previous fiscal year (FY 2010-11), the export target was set at USD 13370 million, however, actual export was USD 22928.22 million that is 171.49 percent of the target. In the budget of 2011-12, government set an export target of USD 26500 million. If the recent trend continues, only 91.58 percent (USD 24267.80 million) of the target might be achieved at the end of the fiscal year. So, the overall situation of export of Bangladesh is quite satisfactory though there are some more opportunities that Bangladesh needs to grab.

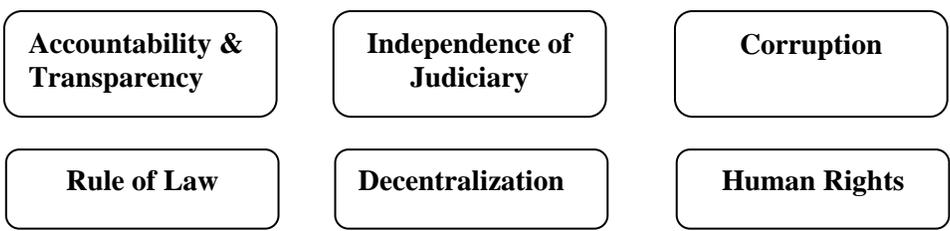
Figure 3: Export Growth



Source: Bangladesh Bank (2011) & Export Promotion Bureau (2012)

Governance

Governance can be defined as power which exercises for effective conduct of country's economy and social resources. The term good governance is an adjective of "governance". The governance is good when it is able to attain this theoretical objective. Good governance can play a vital role for a healthy and independent economy or culture. Good governance is more in action where it can overcome all discrimination. Both the genders should give equal rights to make the effort of good governance more powerful. Good governance requires fair legal frame works that are enforced impartially. In Bangladesh, democracy as an institution is new and still frail. Bangladesh government has made serious and sincere efforts to strengthen democratic institutions and promote good governance Bangladesh has post in place the non- party caretaker government, which is unique in the world and assures the responsibilities for holding parliamentary elections on completion of normal occupancy of an elected government (Uddin, 2010). The same study of discussed that there are several aspects of good governance in Bangladesh.



In Bangladesh both political and public officials are not accountable and decision-making process is not transparent. The parliamentary government has been far away from satisfactory (Ara and Khan, 2006). Parliament's control over the executive is a vital thing for a democratic system but there are a number of factors that is constrained the system. These are: Inexperienced legislators, and Unwillingness of government's plans and so on (Ara and Khan, 2006). A sound judicial system is a must for good governance. The judiciary was made subservient to the executive branch of the government by the fourth amendment to the Bangladeshi constitution in 1975. The high court enjoys a certain measure of independence but the lower courts are under the direct control of the ministry of law. Corruption is a big obstacle in the pave of good governance in Bangladesh. The World Bank has cancelled and demanded refund of Taka 68 million from three projects on the ground of corruption (Ara and Khan, 2006). Recently they have also cancelled the funding in the Padma Bridge due to the same reason. Though there are lot of controversies regarding this cancellation (Alamgir, 2012).

A state can be well governed when the rule of law is being progressed. The rule of law is a cardinal phenomenon to good governance, which has been tainted with the increasing number of extra judicial killing by the Rapid Action Battalion (RAB) (Haque, 2006). The rule of law is just not in practice in Bangladesh. Civil society is highlighting in particular its concerns with regard to specific laws that facilitate endemic human rights violations in Bangladesh. The Bangladesh government's human rights record remained poor. It continued to commit numerous abuses. Security forces consign a large number of extra judicial killings. In least developed countries the governments are unable to secure basic rights of its population such as food, clothing, and shelter so on (Hossain, 2005). Decentralization has multiple benefits especially when central governments fail to fulfill special needs of local community. Decentralization is the primary strategy for transferring responsibility from central government to substantial levels of government. Bangladesh has decentralization system of power to local bodies with a view to bring democracy at grass- roots level. The existing Awami League Government is taking some positive initiatives in decentralization of the important organs (The Prothom Alo, 2011).

Bangladesh scored the lowest marks among 209 low-income countries in 2004 in the World Bank's governance situation survey conducted on the basis of six indicators of the governance Issue (World Bank, 2006).

Table 1: Governance Situation of Bangladesh

Countries	Voice and Accountability	Political stability and Absence of Violence	Government effectiveness	Regulatory quality	Rule of Law	Control of Corruption
Bangladesh	0.37	0.40	0.35	0.44	0.27	0.24
Denmark	0.81	0.79	0.87	0.63	0.90	0.93
USA	0.63	0.41	0.79	0.71	0.78	0.76
China	0.51	0.71	0.50	0.59	0.57	0.57

Source: *www.info.worldbank, (2006)*

Investment and Immigration

The flow of foreign direct investment (FDI) is of utmost importance in the current backdrop of overall slump in investment in the economy in recent days. If FDI falls, it will reduce investment, which in turn will shrink employment generation. These may lead to decline in consumption level and savings will face a downward trend. There would be, as a result, a contagious pressure on the GDP growth of Bangladesh (Unnayan Onneshan, 2012b). Gross investment as a share of GDP reached 28.4 in FY12 from 19.99 per cent in FY96, recording an average growth of about 21.51 per cent during that period. It is expected that in FY15 gross investment will be 32.0 which indicates a consistent growth in the gross investment in Bangladesh.

Table 2: Gross Investment as % of GDP

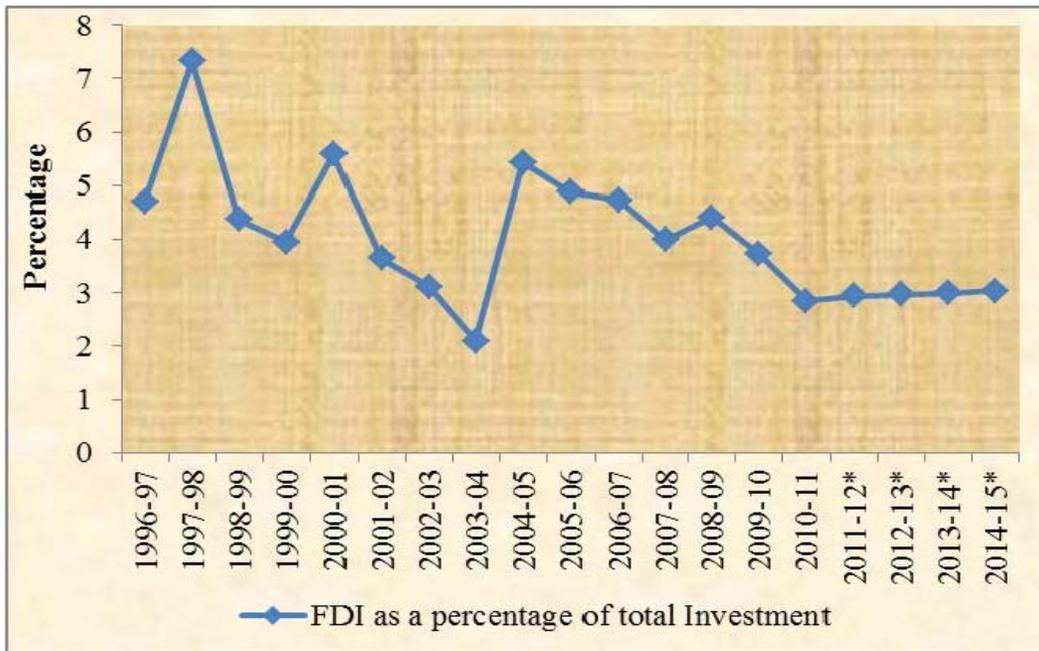
	FY 09	FY 10	FY 11	FY 12*	FY 13*	FY 14*	FY 15*
GDP Growth (%)	5.7	6.0	6.7	7.2*	7.6*	8.0*	8.0*
Gross Investment (% of GDP)	24.4	24.6	26.4	28.4*	30.0*	31.6*	32.0*

Source: *Bangladesh Board of Investment (BOI), 2011*

There is no target of the contribution of FDI in total investment. The share of FDI in total investment is following a downward trend. FDI as percentage of total investment was the

highest in FY 1997-98 while the contribution of FDI in total investment was 7.3 percent. From the figure 4, it is quite understandable that global economic recession had an adverse effect on the flow of FDI in the country (BOI, 2011). If the current trend of FDI inflow persists, it might stand at 2.94 percent in FY 2011-12 and 3.03 percent in FY 2014-15. For this, Bangladesh Board of Investment is taking a lot of corrective measures to attract more investment to uplift of current scenario of investment in Bangladesh.

Figure 4: FDI as a % of Total Investment



Source: Bangladesh Economic Update (2012)

Bangladesh is considered as one of the major labor exporting countries of the world. Since Independence over 7.4 million Bangladeshis were abroad. According to Bangladesh Economic Update (2012) the receipts of remittances from Bangladeshi migrants during FY 2010-11 has stood at Tk. 82,992.89 crore against Tk. 76,010.98 crore of FY 2009-10. The rate of labor migration from Bangladesh after 2008 has witnessed a comparatively lower growth rate which has also affected the flow of remittance in the country. The contribution of the immigrants through remittance is tremendous in the economy of Bangladesh. For this government should focus on the quality and expertise of the immigrants to lessen the negative impact of remittances sent by the immigrants of various countries.

Culture and Heritage

Bangladesh has a long history in its culture. The land, the rivers, and the lives of the Bengali people formed a rich heritage with marked differences from neighboring regions. Relics of old civilization and culture are evident all over the country, some of them with worldwide significance. Bangladesh's culture has its own strong personality and unique character formed by its nature, history, traditions, and customs. The centuries old cultural traditions of Bangladesh are reflected in a diverse tangible and intangible heritage - in archaeological sites, sculptures, stones and terracotta, architectures, museums, archives, libraries, classical music, songs and dance, paintings, dramas, folk arts, festivals, games as well as ethnic cultural activities (Akter, 2008). During the mediaeval period, Bengali Literature developed considerably with the patronage of Muslim rulers. The era of modern Bengali Literature began in the late nineteenth century Rabindranath Tagore, the Nobel Laureate is a vital part of Bangalee culture. Kazi Nazrul Islam, Michael Madhusudan Datta, Sarat Chandra Chattopadhyaya, Bankim Chandra Chattopadhyaya, and Mir Mosharraf Hossain are the pioneers of modern Bengali Literature. Their works are gradually becoming known to the wider world through translations into various languages (travelspedia.com, 2012).

Bangladesh has a rich tradition of art. Great Painter Zainul Abedin enriched the nation's heritage followed by Quamrul Hasan and S.M. Sultan. Well-known painters such as Shilpacharya Zainul Abedin, Shafiuddin Ahmed and Quamrul Hasan provided early inspiration to the younger generation to go for fine arts. This was given institutional shape in the form of a full-fledged Institute of Fine Art within Dhaka University, originally established in 1848 (Akter, 2008). The music and dance styles of Bangladesh may be divided into three categories: classical, folk, and modern. The classical style has been influenced by the Indian subcontinent, and accordingly show some influenced dance forms like Bharata Natyam and Kuchipudi. Such folk songs also revolve round several other themes, including love themes. In relatively modern context, Rabindra Sangeet and Nazrul Geeti form precious cultural heritage of Bangladesh.

Festivals and celebrations are an integral part of the culture of Bangladesh. Prominent and widely celebrated festivals are Pohela Boishakh, Independence day, National Mourning Day, Eid-ul-Fitr, Eid-ul-Adha, Muharram, Durgapuja, and the Language Movement Day. Pohela Boishakh is the first day of the Bengali calendar. It is usually celebrated on the 14th of April. Pohela Boishakh marks the start day of the crop season. Fairs are arranged in many parts of the country where various agricultural products, traditional handicrafts, toys, cosmetics, as well as various kinds of food and sweets are sold. There are countless ancient monuments and antiquities throughout the country. Excavations at Paharpur, Vasu-Bihar, Mahasthangarh, Sitakot, Mainamati, Kantaji

Temple and other ancient sites together with research have greatly helped enrich knowledge about the country's early history. Historically, Bangladesh has earned the reputation of being at the crossroads of many cultures. Bangladesh has always been known as a land full of nature's bounties as evident from the vast expanses of its lush crop fields, borderland hills thickly covered with virgin forests and innumerable rivers and their tributaries, making it the world's largest delta. Ancient chroniclers have described it as "a land of emerald and silver", "a garden fit for kings", or as "a paradise among countries". It is no wonder then that this country has always attracted settlers, traders, and conquerors who turned the land into a vast melting pot of diverse races and cultures (Bangladesh High Commission, 2012).

People

The extensive study of The Anholt-GfK Roper Nation Brands Index (2011) argued that "the people of the country themselves: politicians, media, and sports stars as well as the population in general; how they behave when abroad and how they treat visitors of their country can help to develop a strong brand image of their country". There are a number of famous people from Bangladesh who have managed to excellence in their particular field. Not many of them are known beyond Bangladesh, but there are those unique few who have even achieved worldwide success. One such person is Sheikh Mujibur Rahman was a renowned Bengali nationalist politician and the founder of Bangladesh. He is popularly referred to as the honorary title of Bangabandhu (*Friend of Bengal*). An advocate of socialism, Mujib became popular for his leadership against the ethnic and institutional discrimination of Bengalis.

Kazi Nazrul Islam, sobriquet Bidrohi Kobi (Rebel Poet), was a Bengali poet, musician and revolutionary who pioneered poetic works espousing intense spiritual rebellion against fascism and oppression. Bangladesh is proud to have many great scholars such as Muhammad Yunus. Muhammad Yunus is an economist and Nobel Peace Prize recipient. He previously was a professor of economics where he developed the concepts of microcredit and microfinance. These loans are given to entrepreneurs too poor to qualify for traditional bank loans (Polgreen and Bajaj, 2011). In 2006 Yunus and Grameen received the Nobel Peace Prize "for their efforts through microcredit to create economic and social development from below" (Nobel Prize.org., 2006).

Bibi Russell, who is a fashion designer and former international model from Bangladesh, represent our handicraft (Taat shilpo) to the whole world. With assistance from UNESCO, she organized her first European fashion show in Paris in 1996. Her entrepreneurship has earned her many awards. The Asia week magazine highlighted her

as "one of the 20 people to watch in the millennium" (The Daily Star, 2004). Tareque Masud was an award-winning Bangladeshi independent film director. He was known for directing the films *Muktir Gaan* (1995) and *Matir Moina* (2002), for which he won two international awards, one of them the International Critics' Prize, FIPRESCI Prize, in the Directors' Fortnight section outside competition at the 2002 Cannes Film Festival (Russell, 2003). In 2012, he received Ekushey Padak, the highest civilian award of Bangladesh posthumously (bdnews24.com, 2012).

Bangladeshi people are always very passionate to sports. Despite of various limitations, there are many players who play significant roles in their areas and make Bangladesh renowned in the sports world. Shakib Al Hasan is a Bangladeshi international cricketer. In December 2011, he became the world's top-ranked Test all-rounder and still maintains his rank as on 12 June 2012. He was named *The Wisden Cricketer's* "Test Player of the Year" in November 2009. Zobera Rahman Linu is a famous Bangladeshi table tennis player. She is the only Bangladeshi sportswoman to have her name listed in the *Guinness Book of World Records*. To develop the strong branding strategy, Bangladesh needs to keep in front these personalities to give a positive image to the people of other nations.

Tourism

The role of international tourism in generating economic benefits has long been recognized in many developing countries (Jenkins, 1991; Vanhove, 2005). It has become a major thrust area of economic and business activities in most of the destination countries. For most of the destination countries, tourism has become an emerging sector. Its growth affects not only the activities directly linked to tourism but also other sectors. Developing countries have been fast growing in tourism industry terms in the world over the last decade. Tourism in Bangladesh provides a number of untapped opportunities relative to other comparables in the region. Travel and tourism sector in Bangladesh has not reached its full potential yet, although significant growth has been experienced in the recent years. A total of 0.467 million tourists visited Bangladesh in the year 2008. This was a sharp rise from 0.289 million in 2007, 0.20 million in 2006 (Bangladesh Parjatan Corporation, 2010). Highest number of inbound tourists was contributed by neighboring India, followed by United Kingdom. The revenue earning had also risen considerably. This scenario is also common for Bangladesh but the growth was not that much satisfactory as it was expected. The annual income for the tourism industry was 45.36 billion in 2009-10 which was only 36.78 billion in 2003-04.

Table 3: Annual Income From Tourism Industry

Year	03-04	04-05	05-06	06-07	07-08	08-09	09-10
Income (in Billion)	36.78	40.49	43.34	37.68	37.3	35.99	45.36

Source: Neger et al. (2012)

Bangladesh has the world's longest 120 km unbroken sea beach (Hossain, 2006) sloping here down to the blue water of the Bay of Bengal in Cox's Bazar and Kuakata. Such a long sea beach covering miles of golden sands, soaring cliffs, surfing waves, all of these make Cox's Bazar the tourist capital of Bangladesh. The tourists can enjoy the charming beauty of the sunset behind the waves of the sea (Hossain, 2006). Its appeal makes Cox's Bazar one of the most attractive tourist spots in the world. In addition to that, there are other beaches like Inani beach in Ukhia, St. Martin Island, and Patengha beach which are also attractive to foreign as well as local tourists (MoCAT, 2006; Hossain, 2006). In Bangladesh, there are some attractive hilly regions which also are considered beautiful tourism spots and attract a large number of tourists. These hilly regions show significant differences from the rest of the country because the indigenous inhabitants belong to different ethnic minorities who have a distinctive lifestyle from the majority of the population (Hasan, 2005). Sundarban, the world's largest mangrove forest, is another major attraction. It is one of the last natural habitats of the endangered Royal Bengal Tiger. Sundarban has been induced as a UNESCO World Heritage Site in 1987. Other favorite spots for tourists mostly include historical monuments and shrines spread across the country Islam, 2009).

Several international players have highlighted Bangladesh positively as a tourism destination during the last couple of years. The Worldwide New7Wonders of natural campaign included Sundarban and Cox's Bazar among more than 440 candidate locations from 220 countries. Along with only 27 locations Sundarban was the part of the final competition (The Daily Star, 2011). Bangladesh has recently introduces a tourism-specific identity that is "*Beautiful Bangladesh*" like "*Malaysia: Truly Asia*, *India: Incredible India*". With its lower transportation and accommodation cost, along with its geographical proximity to major tourist destinations like Nepal, India and Thailand, Bangladesh can be an excellent transit destination for tourists (Meet Bangladesh, 2011). Investment opportunities are in abundance in the tourism industry. With the global economy recovering fast, the number of tourists coming to Bangladesh will certainly rise. There will be acute need for better accommodation, cuisine, and tertiary entertainment facilities in tourist spots. For which government needs to take proper initiatives and steps to make this sector as a profit generating sector.

Conclusion

Recently we listen to some buzz words like nation branding, country branding, or branding Bangladesh. It is not as new concept as it is pronounced in our homeland. Many countries have successfully implemented this thought by this time and they have reached at peak to some extent. There is a misconception among most of the people that it is required to develop tourism sector of any country. This is partially correct because international tourists consider the name and fame, or image of the particular country very sincerely. For example, Nepal, Malaysia, Singapore, Thailand, or even India has taken this opportunity with a great care.

Actually only increasing the number of some new tourists is not the outcome of branding a nation. It affects very widely and of course positively. For instance, before investment decision, an investor critically evaluates the country image at first. To recruit foreign employees the employers also consider this factor. Even the bilateral or multilateral political relations among nations depend on the 'brand image' of the counterpart(s). Already there is a brand image of Bangladesh to other countries which is not satisfactory. So the alternative strategy to uphold the image of Bangladesh can be rebranding. Only government is not liable, or even capable enough, to enhance our national image. We have to contribute according to our position and ability. At first we should try to make aware all level of people about the responsibilities to uphold our brand image. Media can play the most significant role in this respect. If we can, it will bring not only name and fame but also huge foreign currency. For this, countries are not focusing only a single sector. They are going for the great tuning among some important factors like export, investment and immigration, governance, people, culture and heritage, and most importantly tourism. So in the better tuning of these factors, a countries brand image can be developed or even rebranding of a country can be developed.

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