18TH UTM – UN TOURISM TRAINING PROGRAMME · COUNTRY PRESENTATION

AI Adoption in Tourism Destination Marketing

Current State — A Bangladesh Perspective

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CONTEXT

Bangladesh: A Destination of Untapped Potential

Cox's Bazar

World's longest natural sea beach

Sundarbans

UNESCO World Heritage mangrove forest

Sylhet

Rolling tea gardens and green hills

1,500+ destinations

Listed nationwide — most still unexplored



A country of coastlines, forests, hills and heritage — still largely undiscovered by global travellers.





The Sundarbans:

The most beautiful Forest', is the largest littoral mangrove belt in the world and the home of the Royal Bengal Tiger





Cox's Bazar:

The longest unbroken sandy sea beach in the world and the most visited tourist destination in Bangladesh



Hills and Tea Valleys of Sylhet and the Hill Tracts





Paharpur The World Heritage Site, Largest at the foot of the South Himalaya-Buddhist Relics



Mahasthangarh, the oldest known ancient city and archaeological site in Bangladesh, dating back to at least the 3rd century BCE, featuring rich Buddhist history.

Mainamati Buddhist Bihara,
The largest Buddhist Seat of Learning



Sixty Dome Mosque World Heritage Site



Lalbagh Red Fort History speaks



Ahsan Manjil
The pink palace

Panam-city-Narayanganj





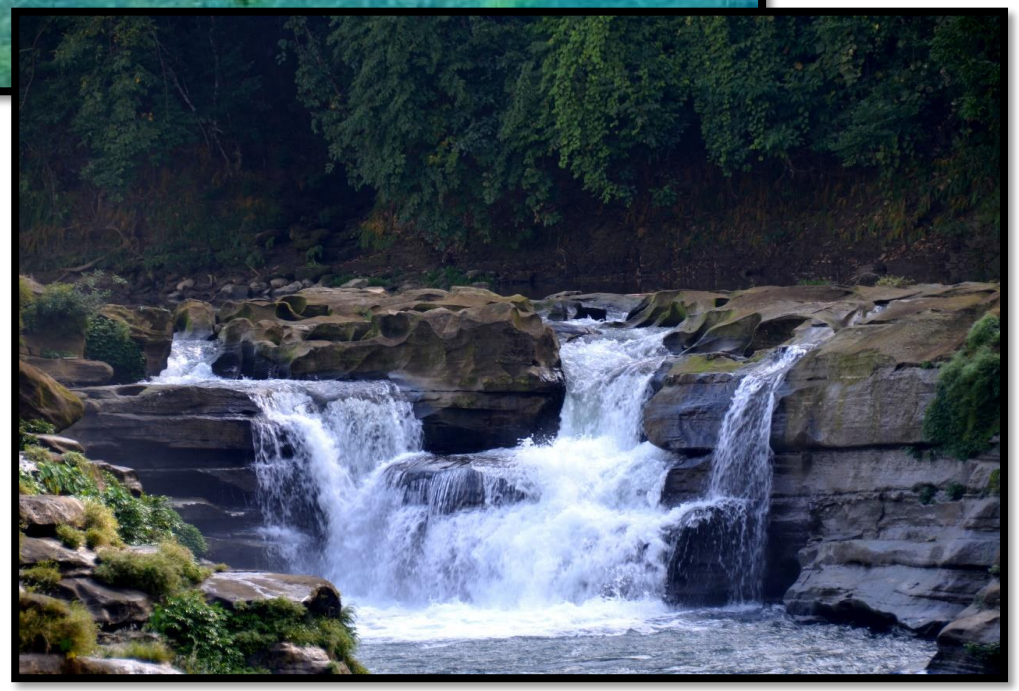


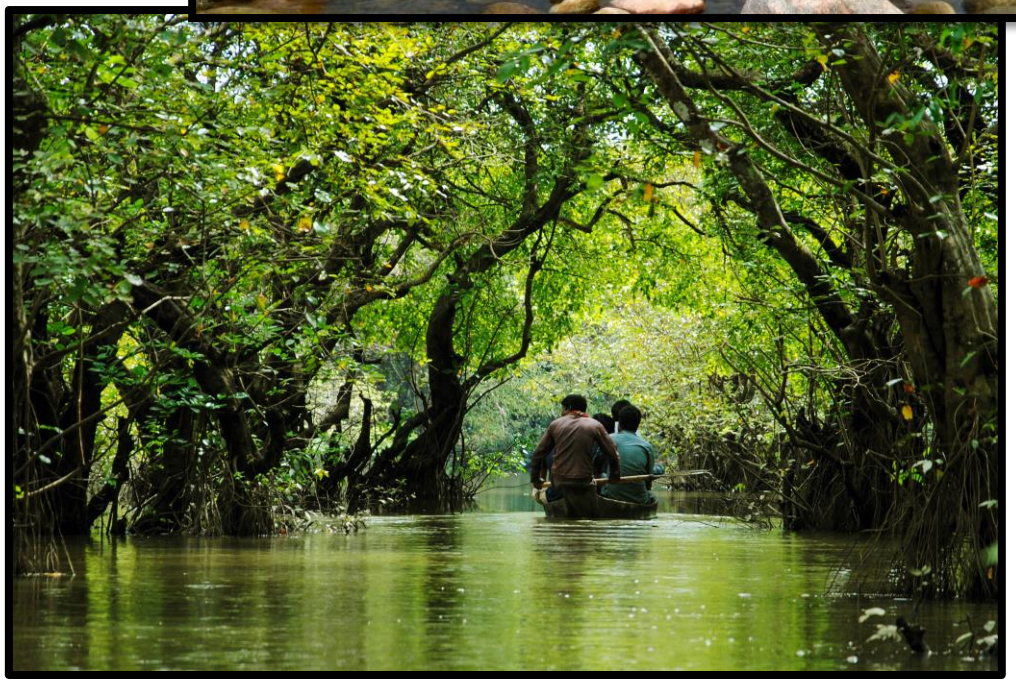
Bisakandi,
Sylhet.



Nafakhum,
the most
beautiful
waterfalls in
Bandarban.

Tanguar
Haor

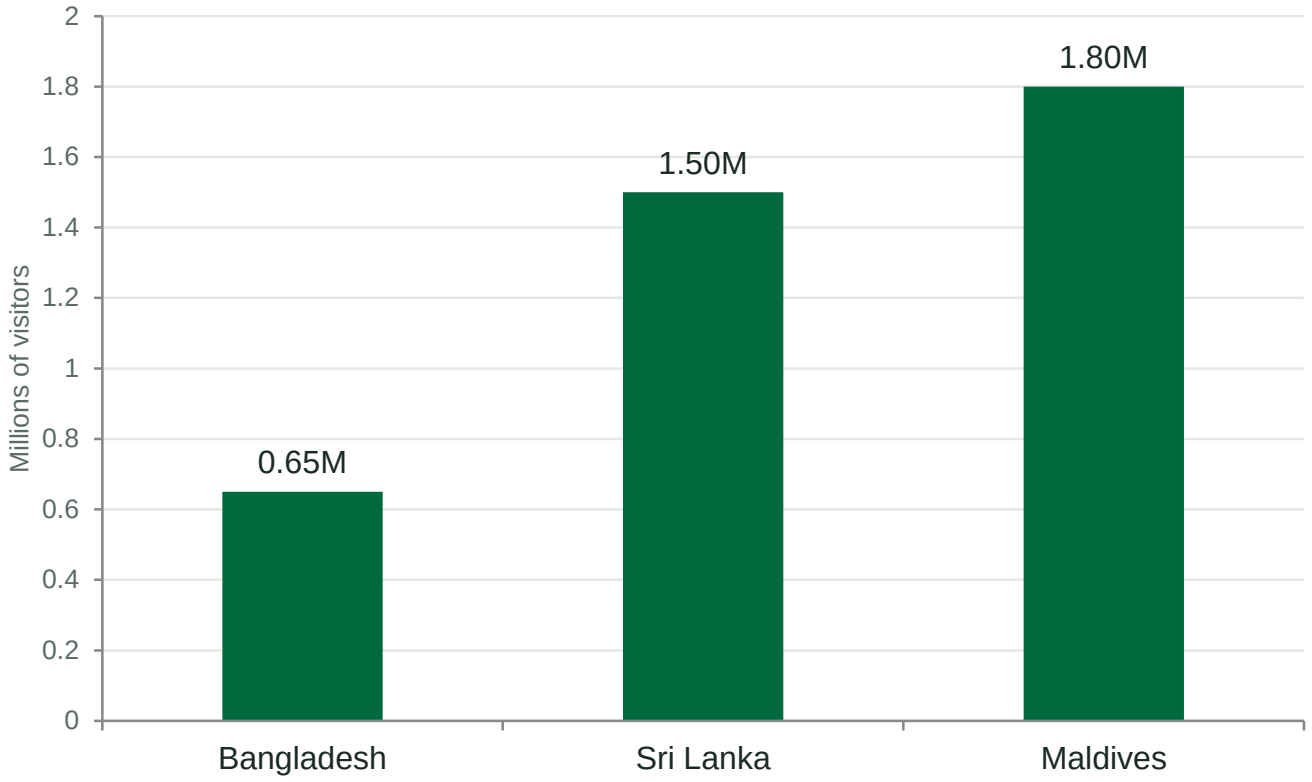




Ratargul
Swamp
Forest
Sylhet

CURRENT STATE

Where We Stand Today



650,000

foreign visitors in 2023

Bangladesh's highest recorded number since data collection began in 2010.

Source: Bangladesh Tourism Board records; regional press, 2023–24

CURRENT CHANNELS

How We Market Today

Social Media

Facebook and YouTube for promotion

National Website

Static information portal for travellers

Travel Fairs

Dhaka Travel Mart and trade events

Print & Broadcast

Traditional advertising and press

Mostly manual · Limited personalisation · Limited automation

AI Adoption Today: Early and Scattered

Private Sector

- AI tools for content writing
- AI-assisted image & video editing
- Early chatbot pilots at online travel agencies

Bangladesh Tourism Board

- AI use still minimal at national level
- Marketing workflows remain largely manual
- We are at the beginning of this journey

SPOTLIGHT 01

Social Media and Short-Form Video

Facebook, YouTube & TikTok

Reaching a growing base of young travellers

AI-assisted editing

Faster captions, cuts, and translations for reels

The new travel brochure

Short video is replacing static guides and ads



Low-cost reach, high global potential.
Still needs structure and strategy behind it.

SPOTLIGHT 02

AI Chatbots and Visitor Assistance

Private pilots emerging

Some online travel agencies test simple chatbots

No national chatbot yet

Bangladesh Tourism Board has none in place today

A clear opportunity

Quick answers on visas, transport, and safety

SPOTLIGHT 03

The Data and Content Gap

AI needs structured data

Rich, consistent, machine-readable information

Today, it's scattered

Spread across many sites, in different formats

Mostly Bangla-only

Limited depth of English-language content

"If our data is weak, our visibility in AI search will also be weak."

CHALLENGES

Key Challenges

Limited Budget

Global ad placements are costly — one month of airport advertising abroad can cost around $100,000

Staff Shortage

The Tourism Board operates with limited manpower

Skills Gap

Limited in-house expertise in AI and digital tools

Fragmented Data

Destination information is spread across agencies



Travellers now ask AI where to go — not just search engines.

If we are not in the data, we are not in the answer.
Our hidden destinations could remain hidden forever.

OPPORTUNITY

Emerging Opportunities for Bangladesh



Structured destination database

A clean, consistent foundation for AI systems



Multilingual AI content

English and other languages, generated at scale



National visitor chatbot

Fast answers on visas, transport, and safety



AI video for hidden gems

Showcasing lesser-known spots like coastal forests



Global platform partnerships

Better visibility on the tools travellers already use

STRATEGY

Our Strategic Priorities Going Forward

1

Clean & structure our destination data

Build a consistent, machine-readable foundation

2

Train staff in AI & prompt engineering

Programmes like this one accelerate that journey

3

Pilot small AI projects

Content generation and a visitor chatbot, to start

4

Build platform & regional partnerships

Work with global platforms and peer NTOs

COLLABORATION

What We Seek From This Partnership

Knowledge-sharing

With peer national tourism organisations in this room

Joint pilot projects

Together with UN Tourism

Mentorship

From institutions like Macao University of Tourism

"Bangladesh is ready to learn, adapt, and move faster — with the right support."

From Hidden Gems to Global Recommendations

Technology that supports our culture — not replaces it.

Thank You

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www.tourismboard.gov.bd