

Executive Summary:

The following report is done for my Masters of Business Administration (MBA) program at BRAC University, based on my 5 years' job experiences at The People's University of Bangladesh (PUB). It has three main parts such as a brief introduction about PUB, a short description about my duties and responsibilities at the institution. The critical observation and recommendation regarding my job are also included in the report. Most importantly, this essay has extendedly described a project based on the topic "Problems and Prospects of Quality education on Tourism in Bangladesh: A Particular Emphasis on the Tourism and Hospitality Management (THM) Department of The People's University of Bangladesh (PUB)." This project will help the students, teachers and stakeholders of tourism industry in Bangladesh. Furthermore, it will assist the policy makers who work on the higher education sector; for instance, university education of the country.

This report firstly introduces The People's University of Bangladesh (PUB), which is a non-profit educational institution located at Dhaka, Bangladesh. It was established on 14th May, 1996 as a private University under the Private University Act 1992, with a vision to enhance the opportunities for higher education in Bangladesh. The University Grants Commission (UGC) of Bangladesh has approved its curriculum. To illustrate nature of the job, my teaching methods include lectures, seminars, tutorials, practical laboratory demonstrations, field work and e-learning. Multimedia technologies are being increasingly used in most of my classes. I am also pursuing my own research to contribute to the wider research activities of my department and my administrative tasks take up a significant part of the working day. I am also taking on a pastoral role with my students. As a lecturer progress along my career path, may be expected to undertake a managerial role of the department.

In the third part of the report, it contains the project which elaborates significance of the topic and other important stuffs regarding quality higher education on tourism in Bangladesh. Entertainment is one of the major needs of human beings. Since the beginning of civilization, people amuse themselves while travelling various places. However, Modern Tourism is not solely visiting new places and having pleasure; it is closely associated with development of a region (World Tourism Organization UNWTO, 2013). Therefore, tourism is rapidly becoming one of the burning topics in the world. Tourism is globally a buzzword at present due to its contribution to a person's personal and social life as well as economy of a country. Bangladesh is a wonderful land, capable of attracting national and international tourists, since this country is blessed with key tourism assets such as beaches, forests, hills, islands, historical places and archaeological sites (Sarker & Begum, 2013). Yet, tourism industry is not well developed in order to remarkably contribute to economy of the country though it has huge potentials. Unfortunately, Bangladesh lacks behind in tourism industry despite its huge potential with a plenty of natural resources. Therefore, it is vital to investigate this issue and initiate appropriate actions for positive changes. One of the prominent steps to promote tourism industry in Bangladesh can be emphasizing on quality higher education on tourism. This paper explores the prior policies adopted for this industry, analyzes reasons behind their failure and provides fruitful recommendations for further improvement of tourism. The essay will illustrate the prospects and problems regarding quality higher education on tourism. It will particularly highlight the Tourism and Hospitality Management (THM) Department of The People's University of Bangladesh (PUB). In fact, the essay will help researchers and policy makers work towards growing the industry by focusing on higher education on Tourism and Hospitality Management (THM). This essay explores the existing policies regarding tourism industry in Bangladesh and discovers reasons behind failure of those strategies. The essay will illustrate the prospects and problems regarding quality higher education on tourism. It will particularly highlight the Tourism and Hospitality Management (THM) Department of The People's University of Bangladesh (PUB). In fact, the essay will help researchers and policy makers work towards growing the industry by focusing on higher education on Tourism and Hospitality Management (THM). Additionally, the paper provides some constructive recommendations, including emphasis on cooperation among SAARC regions and Bangladesh, to contribute to the sustainable tourism development in the country.