



Tourism Connectivity in BIMSTEC Region

On Behalf of BIMSTEC Secretariat

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Summary

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A Glance on Tourism



Tourism Basics

- ❖ **Tourism is purposeful travel from one place to another for limited duration.**
- ❖ **World Tourism Organization (UNWTO) defines tourism as:**
“The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes” (World Tourism Organization, UNWTO Technical Manual 1995).
- ❖ **Tourism is a source of foreign exchange earning and it has huge impact on country’s balance of payment (BOP).**
- ❖ **September 27 is World Tourism Day. The theme of 2019 Tourism day is: “Tourism and Jobs: a better future for all”**



Tourism Basics (contd.)

- ❖ Tourism generates 10% of world jobs (UN World Tourism Organization).
- ❖ Tourism is a contributor to the Sustainable Development Goals (SDGs) as a target in Goals 8, 12 and 14.
- ❖ Tourism sector's contribution to job creation is specifically recognized in SDGs Goal 8, target 8.9.
- ❖ Goal 8, target 8.9 states: “By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”.



Types of Tourism

- ❖ **Cultural tourism** (arts and architecture, historical and cultural heritage, culinary heritage, literature, music, lifestyles, value systems, beliefs and traditions)
- ❖ **Business tourism** (related to the meetings industry, MICE- meetings, incentives, conference & exhibitions)
- ❖ **Ecotourism** (biodiversity, natural environment, ecosystems, wildlife)
- ❖ **Gastronomy tourism** (culinary experiences, visiting the local producers, participating in food festivals and attending cooking classes)
- ❖ **Rural tourism** (nature-based activities, agriculture, rural lifestyle/culture)
- ❖ **Water Tourism- Coastal, maritime and inland water tourism** (fishing, cruising, yachting, boating and nautical sports)
- ❖ **Adventure tourism** (mountaineering, trekking, bungee jumping, rock climbing, rafting, kayaking, canyoning, mountain biking, bush walking, scuba diving)
- ❖ **Urban/city tourism** (administration, manufacturing, trade and services and by being nodal points of transport)
- ❖ **Health tourism** (wellness tourism and medical tourism)
- ❖ **Education tourism** (learning, self-improvement, intellectual growth and skills development, academic studies, skill enhancement holidays, school trips, sports training, career development courses and language courses)
- ❖ **Sports tourism** (spectator or actively participates in a sporting event)
- ❖ **Theme based circuit tourism** (specific themes to attract tourists having special interest in visiting tourist circuits)

Tourist Circuit

- **A route with at least three major tourist destinations located at different town, village or city and separated by short distances.**
- **The entry and exit points of circuit should be well demarcated.**
- **While entering at the entry point, tourist should get motivated to visit all the places identified on the circuit.**
- **Theme based tourist circuits may be: Buddhist circuit, temple circuit, shrine circuit, eco-circuit, ancient trail circuit, wildlife circuit, river circuit, coastal circuit, desert circuit, heritage circuit, mountains circuit, tribal circuit etc.**
- **BIMSTEC- Buddhist circuit, temple circuit, eco-tourism, ancient trails etc.**
- **Purpose of circuit tourism: increase the total number of visits on the circuit and provide the attractions of all the destinations on the circuit.**



Tourist Destination, Product and Value Chain

- ❖ **Tourist destination** is a physical space with or without administrative boundaries in which a visitor can spend an overnight.
- ❖ **Tourism product** is a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities including emotional aspects for the potential customers, priced and sold through distribution channels.
- ❖ **Tourism value chain** is the sequence of primary and support activities which are strategically fundamental for the performance of the tourism sector which include linked processes such as policy making and integrated planning, product development and packaging, promotion and marketing, distribution and sales and destination operations and services.

Source: World Tourism Organization (2019), UNWTO Tourism Definitions.

Determinants of Destinations: 8 As Concept

- ❖ **Aim** (aspiration, ambition, desire, target, agenda)
- ❖ **Awareness** (marketing, recommendation, experience, feedback)
- ❖ **Access** (connectivity, routes, circuits, travel options, time, cost)
- ❖ **Accommodations** (location, safety, security, facilities, price)
- ❖ **Activities** (MICE, sight seeing, theme tourism, adventure, sports)
- ❖ **Attractions** (brand, reputation, name & fame, innovative ideas)
- ❖ **Attitudes** (hospitality, behavior, etiquette, civilization, customs)
- ❖ **Atmosphere** (weather, climate, environment, health, hygiene)

Source: Presenter's collection based on different concepts

Domestic vs International Tourism

Domestic Tourism

- ❖ Leave/festivals/adventure
- ❖ Know own-nation

International/Global Tourism

- ❖ Intra-regional
- ❖ Inter-regional
- ❖ Country inbound/outbound
- ❖ Region inbound/outbound



We promote international (intra-regional and inter-regional) inbound tourism in BIMSTEC region.



Brief on BIMSTEC

Map of BIMSTEC Region

A regional Organization in Littoral Zone of Bay of Bengal



BIMSTEC: Bridging South and South East Asia



- ❖ Seven Member States: Bangladesh, Bhutan, India, Myanmar, Nepal, Sri Lanka and Thailand
- ❖ Among seven, five (Bangladesh, Bhutan, India, Nepal and Sri Lanka) are from South Asia and two (Myanmar and Thailand) from South East Asia.



BIMSTEC: Establishment and Facts

- ❖ **Established as a Regional Organization through Bangkok Declaration on 06 June, 1997.**
- ❖ **BIST-EC to BIMSTEC (Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation)**
 - **Economic bloc to Multi-Sectoral Organization**
 - **Myanmar joined on 22 Dec 1997**
 - **Nepal and Bhutan joined in Feb 2004**
- ❖ **SECRETARIAT has been established at Dhaka, Bangladesh and is operative since September 2014**
- ❖ **BIMSTEC a platform for intra-regional cooperation :**
 - **Covers 3.7% of global area**
 - **Is a market of almost 1.7 billion people (22.2% of global population)**
 - **With US\$ 3.7 trillion economy which accounts for 4.3% of global GDP (2018)**

Sectors of Cooperation in BIMSTEC

S.N.	Sector	Lead Country	Identified/ Added on
1	Trade & Investment	Bangladesh	19 December 1998 by 2 nd Ministerial Meeting (MM), Dhaka
2	Technology	Sri Lanka	
3	Transport & Communication	India	
4	Energy	Myanmar	
5	Tourism	India	
6	Fisheries	Thailand	
7	Agriculture	Myanmar	19 December 2005 by 8 th MM, Dhaka
8	Cultural Cooperation	Bhutan	
9	Environment & Disaster Management	India	
10	Public Health	Thailand	
11	People to People Contact	Thailand	
12	Poverty Alleviation	Nepal	
13	Counter-Terrorism and Transnational Crime	India	
14	Climate Change	Bangladesh	12 November 2008 by 11 th MM, New Delhi

❖ Mountain Economy & Blue Economy are considered as possible new areas of cooperation by 4th BIMSTEC Summit, held in Kathmandu on 30-31 August 2018.



BIMSTEC Tourism Sector



BIMSTEC Tourism Sector: Mechanisms and Meetings

BIMSTEC Tourism Ministers' Roundtable	BIMSTEC Working Group on Tourism	BIMSTEC Network of Tour Operators
<p>First Meeting:</p> <ul style="list-style-type: none"> • Held on 23 February 2005 in Kolkata, India • Prepared and discussed Plan of Action of Tourism for the BIMSTEC Region <p>Second Meeting:</p> <ul style="list-style-type: none"> • Held on 29 August 2006 in Kathmandu, Nepal • Adopted Plan of Action of Tourism for the BIMSTEC Region • Agreed to establish a BIMSTEC Tourism Working Group <p>Third Meeting:</p> <ul style="list-style-type: none"> • Proposed to be held in Dhaka on February 2020 	<p>First Meeting:</p> <ul style="list-style-type: none"> • Held on 23 September 2013, New Delhi, India • Agreed on BIMSTEC Tourism Fund to run Information Centre in India • Agreed to appoint nodal officers <p>Second Meeting:</p> <ul style="list-style-type: none"> • Proposed to be held in Dhaka on February 2020 	<p>First Meeting:</p> <ul style="list-style-type: none"> • Held on 07 July 2017, New Delhi, India • Public-Private Partnership to promote tourism in BIMSTEC region • Annual convention on tourism. <p>Second Meeting:</p> <ul style="list-style-type: none"> • Proposed to be held in Sri Lanka (Date to be confirmed)

BIMSTEC tourism conclave: Proposed to be held in Nepal in 2020 with coinciding the Visit Nepal Year 2020



Tourism Promotion Plan of Action in BIMSTEC Region

- **Information Centre:** Agreed to establish in New Delhi, India
- **BIMSTEC Tourism Fund:** Each Member States contributing 10, 000 USD
- **Tour Packages:** Tour Packages (for two or more countries) including Buddhist Circuit, eco-tourism, adventure-tourism and MICE tourism products
- **Organizing FAM Trips:** Familiarization trips (two for each member country) for Journalist/tour operators organized by each member country.
- **Travel Facilitation:** BIMSTEC Business Travel Card to consider inclusion of simplifying travel visa and immigration procedures to facilitate and promote inter- and intra-regional tourism
- **Student Exchanges:** Student exchanges to each other countries in pursuit of cultural and artistic excellence
- **Parity in Entrance free at Archeological sites:** the citizens of BIMSTEC member countries should enjoy parity with regards to entrance fee for visiting archeological sites in each other countries (India already implemented).
- **Extending of accessibility by Air, Land and Water:** Facilitating more accessibility by air, land and water.
- **Joint Investment Promotion:** Information sharing on investment opportunities and incentives available in the BIMSTEC member countries
- **Human Resources Development:** Sharing information on tourism related training facilities presently available
- **Crisis Management:** Preparation of operational modalities of the regional network on crisis management
- **Support from Development Partners:** Search for technical assistance from development partners
- **BIMSTEC Tourism Working Group:** Set up BIMSTEC Tourism working Group to decide on program priorities and to follow up the progress on the plan of action

This action plan is as of 2006 and needs to be updated and reviewed by Working Group Meeting



BIMSTEC/World Tourism in Statistics

International Tourists Arrival and Departure in BIMSTEC Region

Country	Inbound and Outbound Tourism in 2017			Direct and Indirect Employment in Tourism Sector in 2018	
	Arrival	Departure	Net	Employed Persons	Contribution in GDP (as % of GDP)
Bangladesh	148,000*	1,460,000*	- 1,312,000	2,414,000	3.9
Bhutan	255,000	-	-	-	-
India	15,543,000	23,943,000	- 8,400,000	42,673,000	8.1
Myanmar	3,443,000	-	-	1,351,000	5.9
Nepal	940,000	1,197,000	- 257,000	1,051,000	6.7
Sri Lanka	2,116,400	1,439,000	677,400	1,000,000	12.1
Thailand	35,592,000	8,963,000	26,629,000	5,991,000	15.9

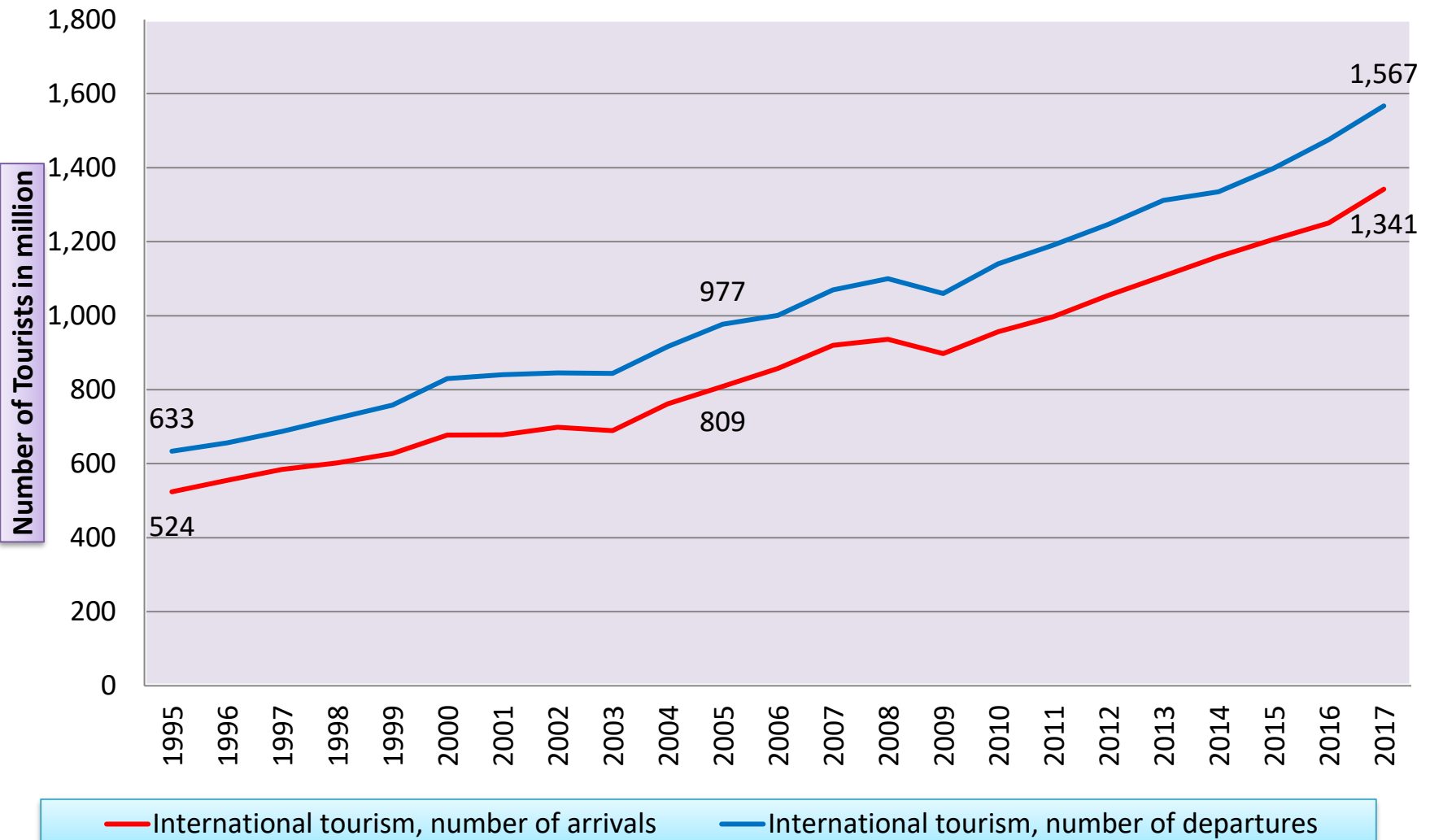
- **In Bangladesh, India and Nepal outbound tourism is higher showing net negative tourism.**
- **In Sri Lanka and Thailand inbound tourism is higher showing net positive tourism.**

• Note: for Bangladesh, arrival and departure data is available only for 2013, for Bhutan and Myanmar, departure data is not available, for Bhutan employment data is not available.

Source: World Data Atlas: <https://knoema.com/atlas/topics/Tourism> (Employment)

World Bank (2019), World Development Indicators (Inbound and Outbound Tourism)

International Tourism Trend (1995-2017)



Source: World Bank (2019), World Development Indicators



Receipt and Expenditure from International Tourism 2017

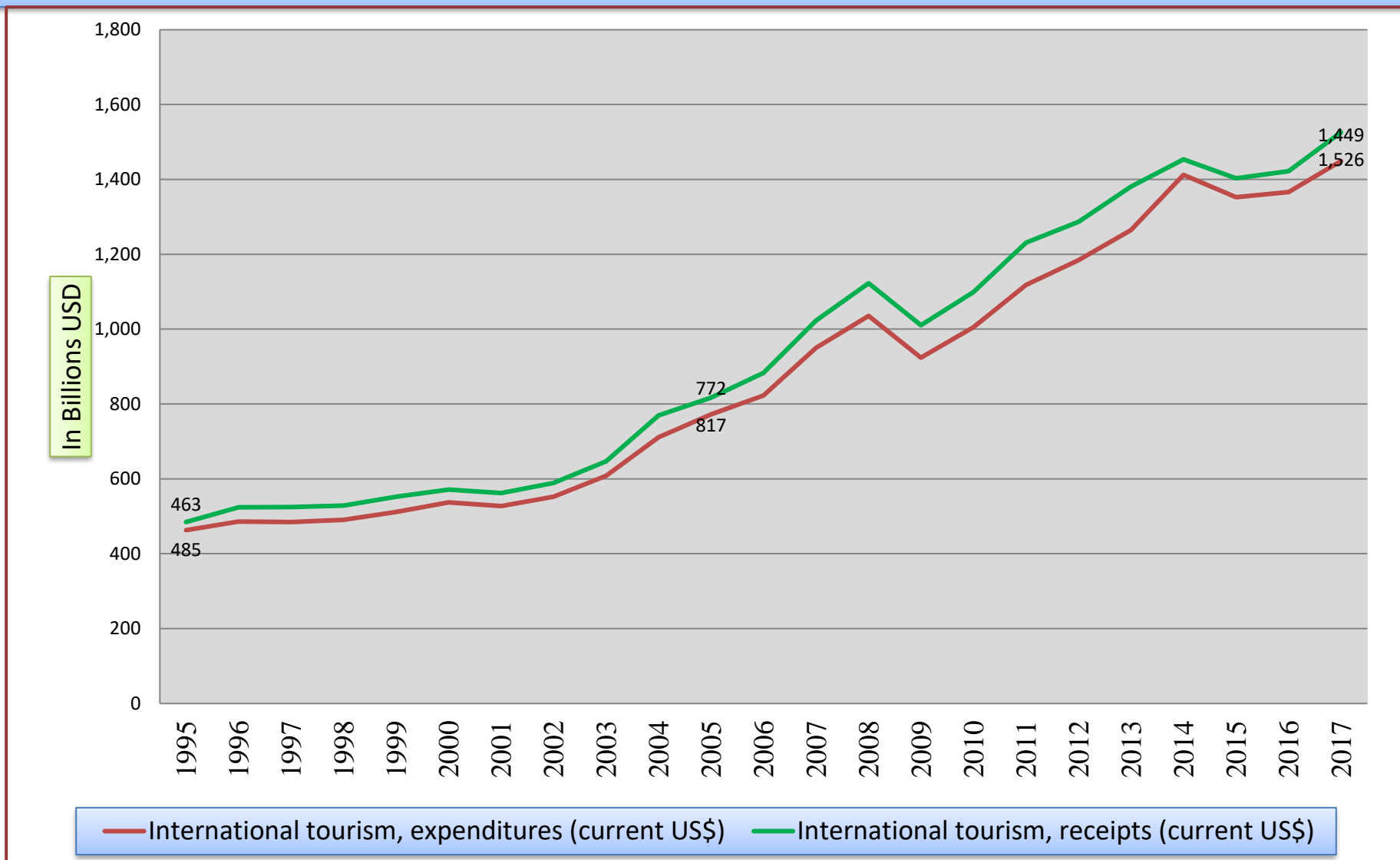
Country/Region	Receipt (million USD)	Expenditure (million USD)	Net Receipt (million USD)	% of World Receipt	% of World Expenditure	Receipt as % of GDP
Bangladesh	344.00	1,118.00	-774.00	0.02	0.08	0.14
Bhutan	105.00	61.00	44.00	0.01	0.00	4.15
India	27,878.00	21,856.00	6,022.00	1.83	1.51	1.05
Myanmar	2,279.00	136.00	2,143.00	0.15	0.01	3.42
Nepal	712.00	889.00	-177.00	0.05	0.06	2.86
Sri Lanka	5,083.00	2,409.00	2,674.00	0.33	0.17	5.77
Thailand	62,158.00	11,579.00	50,579.00	4.07	0.80	13.65
BIMSTEC	98,559.00	38,048.00	60,511.00	6.46	2.63	2.78
SAARC	37,902.00	30,053.00	7,849.00	2.48	2.07	1.13
Arab World	99,836.32	89,093.26	10,743.06	6.54	6.15	3.86
East Asia & Pacific	372,953.58	480,273.62	-107,320.04	24.45	33.14	1.56
European Union	498,264.00	414,979.00	83,285.00	32.66	28.64	2.87
Latin America & Caribbean	101,816.61	79,660.18	22,156.43	6.67	5.50	1.71
North America	272,278.00	206,104.00	66,174.00	17.85	14.22	1.29
Sub-Saharan Africa	34,409.36	27,405.13	7,004.24	2.26	1.89	2.05
OECD members	951,079.00	776,008.00	175,071.00	62.34	53.55	1.91
World	1,525,677.41	1,449,151.38	76,526.03	100.00	100.00	1.89

- Though India has net negative tourism in 2017, it is receiving net positive income.
- Bangladesh and Nepal have negative net receipts in 2017.

Source: World Bank (2019), World Development Indicators



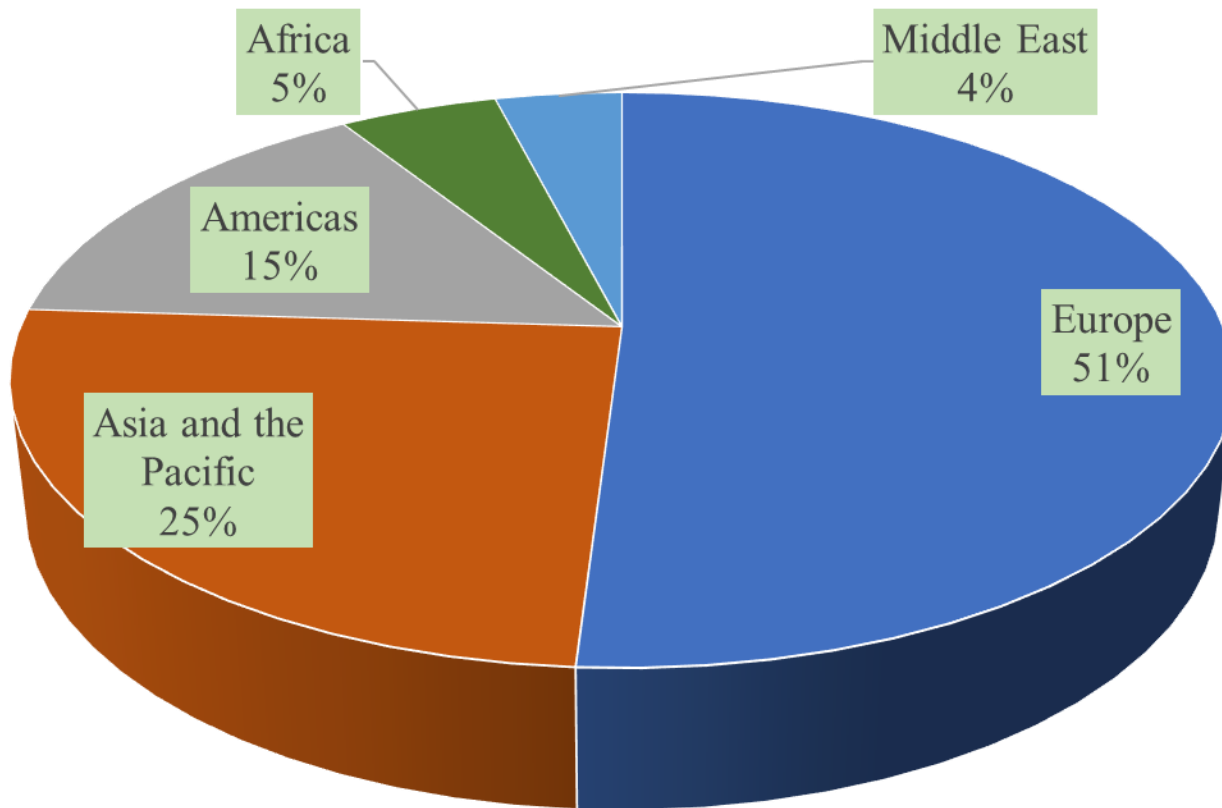
International Tourism Receipts and Expenditure Trend (1995-2017)



Source: World Bank (2019), World Development Indicators



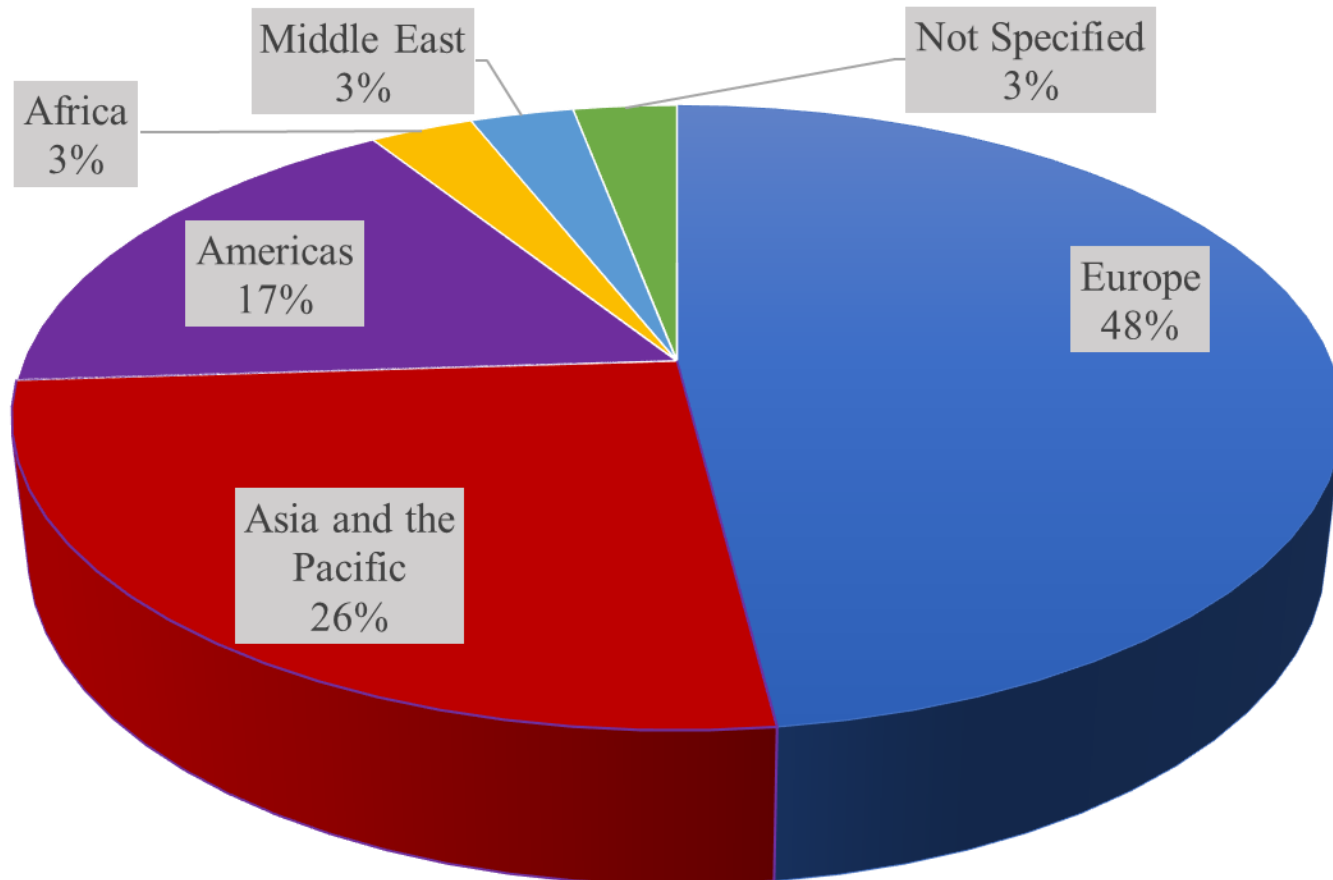
World Inbound Tourism in 2018



Source: UNWTO (2019), International Tourism Highlights.

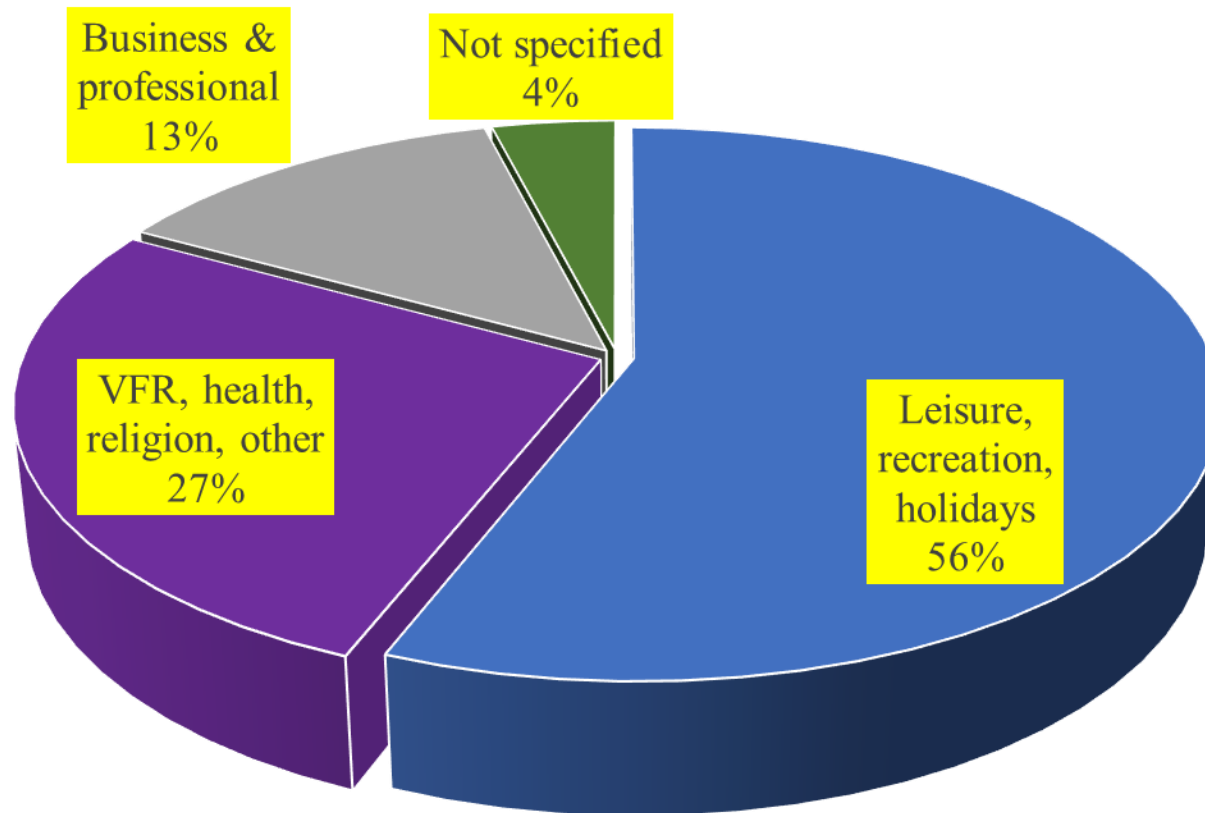


World Outbound Tourism in 2018



Source: UNWTO (2019), International Tourism Highlights.

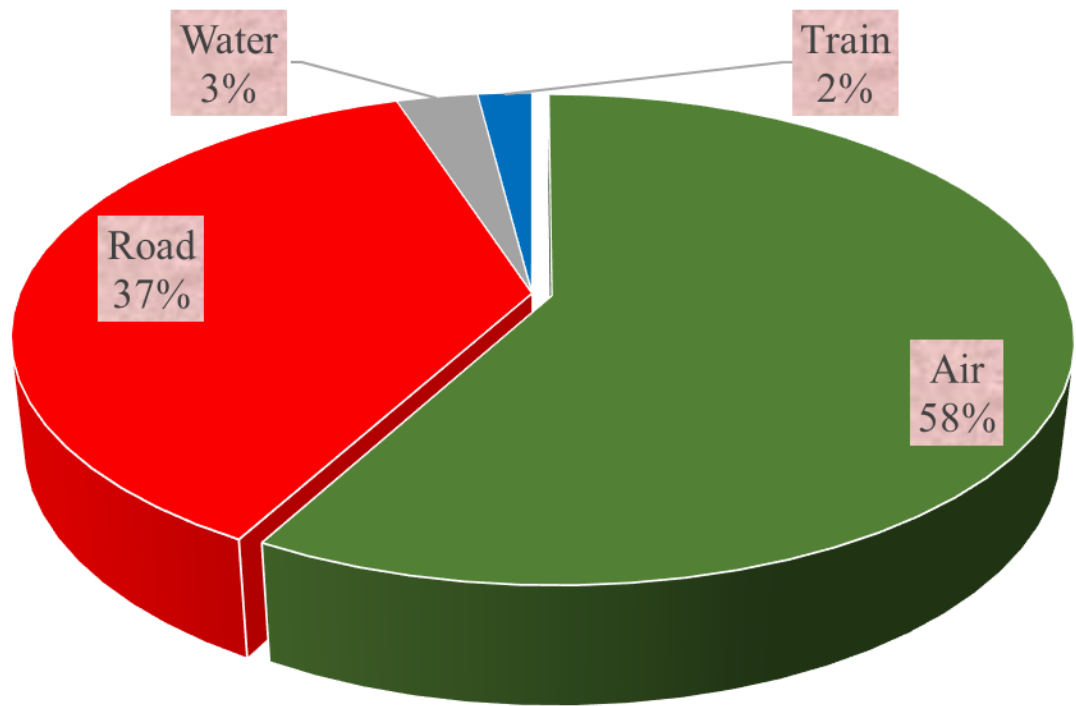
World Tourism in 2018: Purpose of Visit



Source: UNWTO (2019), International Tourism Highlights.



World Tourism in 2018: Mode of Transportation



Source: UNWTO (2019), *International Tourism Highlights*.

Top 10 Tourists Receiving and Sending Countries in 2017

Tourists Receiving (Arrivals)			Tourists Sending (Departures)		
Rank	Country	No of Tourists (in million)	Rank	Country	No of Tourists (in million)
1	France	86.86	1	China	143.04
2	Spain	81.79	2	Germany	92.40
3	USA	76.94	3	Hong Kong (SAR, China)	91.30
4	China	60.74	4	USA	87.70
5	Italy	58.25	5	UK	74.19
6	Mexico	39.29	6	Poland	46.70
7	UK	37.65	7	Russia	39.63
8	Turkey	37.60	8	Canada	33.06
9	Germany	37.45	9	Italy	31.81
10	Thailand	35.59	10	France	29.06

Source: World Data Atlas: <https://knoema.com/atlas/topics/Tourism>

Tourists Receiving and Sending in 2017: Rank of BIMSTEC Countries

Tourists Receiving (Arrivals)			Tourists Sending (Departures)		
Rank	Country	No of Tourists (in million)	Rank	Country	No of Tourists (in million)
10	Thailand	35.59	13	India	23.94
23	India	15.54	30	Thailand	8.96
68	Myanmar	3.44	68	Sri Lanka	1.43
84	Sri Lanka	2.12	73	Nepal	1.19
110	Nepal	0.94		Bangladesh	Data not available
137	Bhutan	0.26		Bhutan	
	Bangladesh	Data not available		Myanmar	

Source: World Data Atlas: <https://knoema.com/atlas/topics/Tourism>



Top 20 Countries with Highest International Tourism Spending in 2017

S.N.	Country	Spending (in Billion US\$)	S.N.	Country	Spending (in Billion US\$)
1	China	257.73	11	Hong Kong SAR, China	25.39
2	United States	173.92	12	Singapore	24.54
3	Germany	97.60	13	Belgium	23.00
4	United Kingdom	71.67	14	Brazil	22.99
5	France	50.33	15	Spain	22.32
6	Australia	39.49	16	Netherlands	22.04
7	Russia	35.59	17	India	21.86
8	Korea	33.35	18	Switzerland	19.49
9	Canada	31.82	19	Saudi Arabia	18.75
10	Italy	27.88	20	Japan	18.18

Source: World Data Atlas: <https://knoema.com/atlas/topics/Tourism>



Tourism Connectivity in BIMSTEC Region

Why Tourism Connectivity in BIMSTEC Region?

“Towards a Peaceful, Prosperous and Sustainable Bay of Bengal Region”

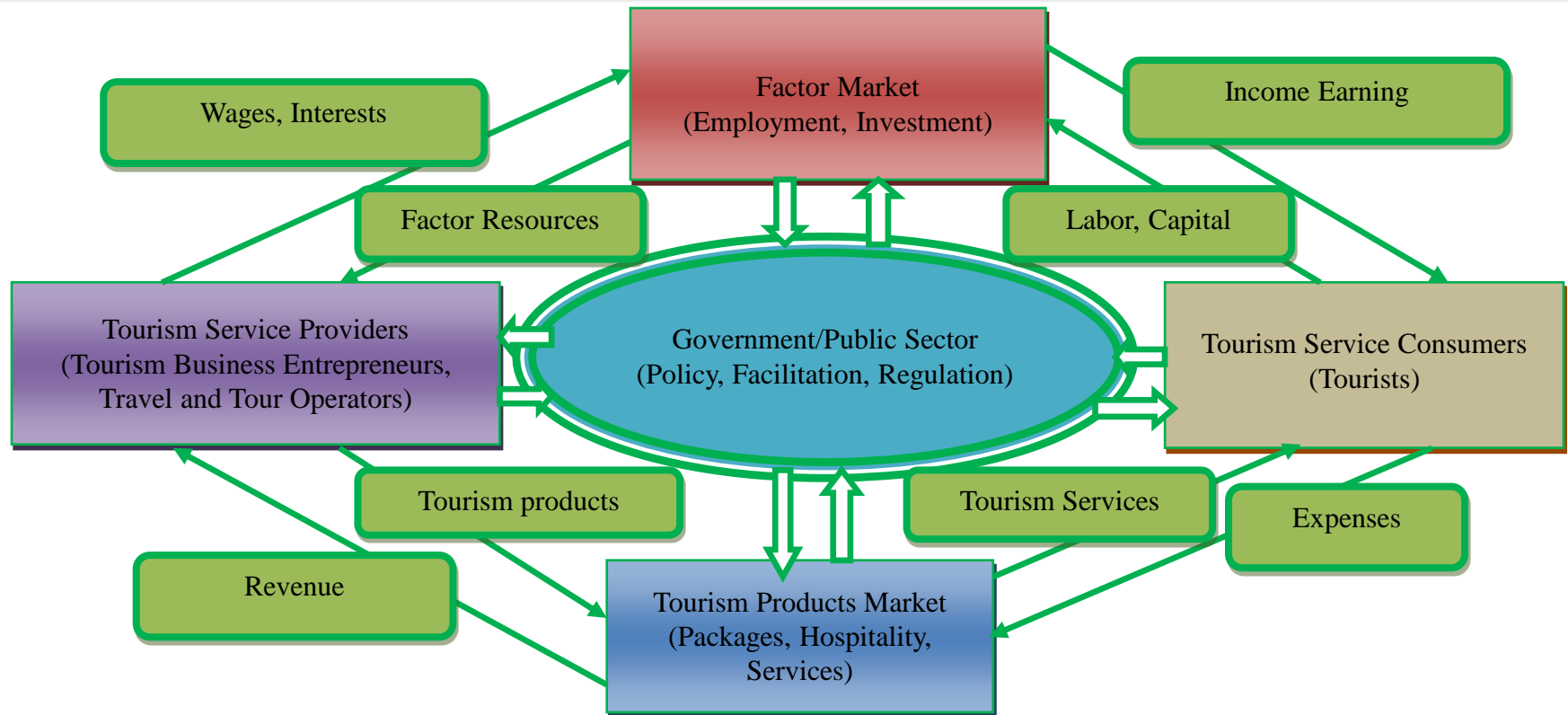


- ❖ The above was the main theme of Fourth BIMSTEC Summit held in Kathmandu on 30-31 August 2018.
- ❖ **Peace** comes from solidarity, stability, harmony, unity, collaboration, coordination and mutual respects.
- ❖ **Prosperity** comes from sustainable high economic growth- further from massive investment, employment generation, plentiful earnings and efficient use of resources. High backward and forward linkages of different sectors create high multiplier effects and high economic growth.

- ❖ **Sustainably** comes from environmentally bearable, economically viable, inclusive and equitable allocation and use of factors of production and resources.
- ❖ **Tourism**, being one of the major sectors of economic cooperation, can contribute to peaceful, prosperous and sustainable BIMSTEC region if made **sustainable** and have high multiplier effect.
- ❖ **Sustainable tourism** can reduce poverty, promote people’s welfare and bring happiness in this region.
- ❖ Therefore, **sustainable tourism** is the main aim of tourism connectivity in BIMSTEC region.



Circular Flow of Income and Expenditure in Tourism

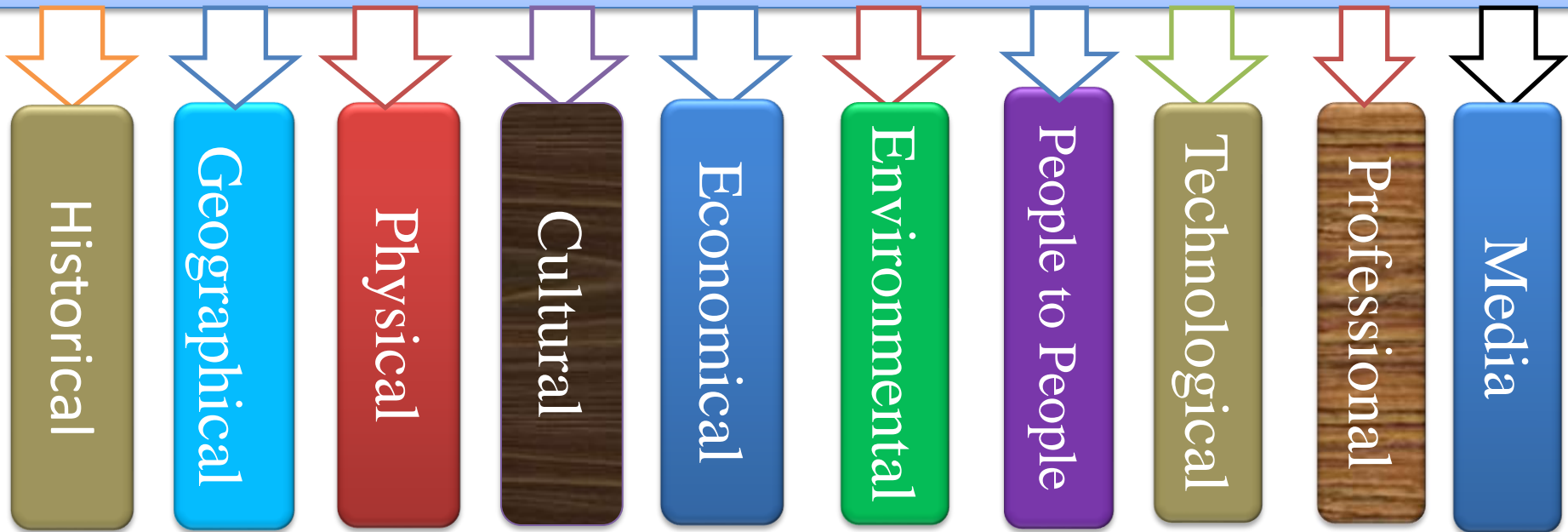


Source: Prepared by the presenter based on the concept of circular flow of income and expenditure in an economy

- Forward linkages (income side) and backward linkages (expenditure side).
- Higher the flow of income and expenditure, higher will be the linkages.
- If both the linkages are higher than one -- that is called the key sector in economy (input-out model).
- Creation of key sector is very important for developing economy for high economic growth.
- Our aim is to make tourism a key sector in BIMSTEC Member States' economy with sustainability.

Different Facets of Connectivity

Tourism Connectivity in BIMSTEC Region



- These different types of connectivity directly or indirectly supporting tourism in BIMSTEC region.
- Historical, geographical, physical, cultural, economical/financial, environmental/natural, people to people, technological, professional and media (social or print) linkages among the seven Member States in one or another way create unique identity of BIMSTEC region and help for its economic integration.

How are these Linkages Formed?

Historical Connectivity: Shared history, migration of nationals, historical rulers, not all but some states are also member of commonwealth nations.

Geographical Connectivity: Shared borders or in same littoral zone.

Physical Connectivity: Connected through air, land, water, infrastructures.

Cultural Connectivity: Sharing same or similar cultures, traditions, languages, lively diasporas, foods, agricultural products, textiles/garments/apparels, radio- television programs and cinema, common culture to serve **“guest as god (*atithi devo bhava: in Sanskrit*)”**.

Economical Connectivity: Relations of trade and investment, financial institutions, development assistance, employment, remittance etc.

Environmental Connectivity: Shared nature and ecological zones, interdependent ecosystems from high Himalayas to blue ocean, glacier melt down and heavy rains in mountains bring flood in Bay of Bengal and polluted upper part affect life in lower, migration of birds and animals.

People to people Connectivity: Kith and keen relationship, family and friends, marriage and migration, education and medical treatment.

Technological Connectivity: Sharing technology in information & communication, construction, banking, agriculture, industries, transport, technical human resource and many more.

Professional Connectivity: Networks and links of political parties and leaders, bureaucrats, tours and travels operators, journalists, economists, doctors, engineers, research scientists, students etc.

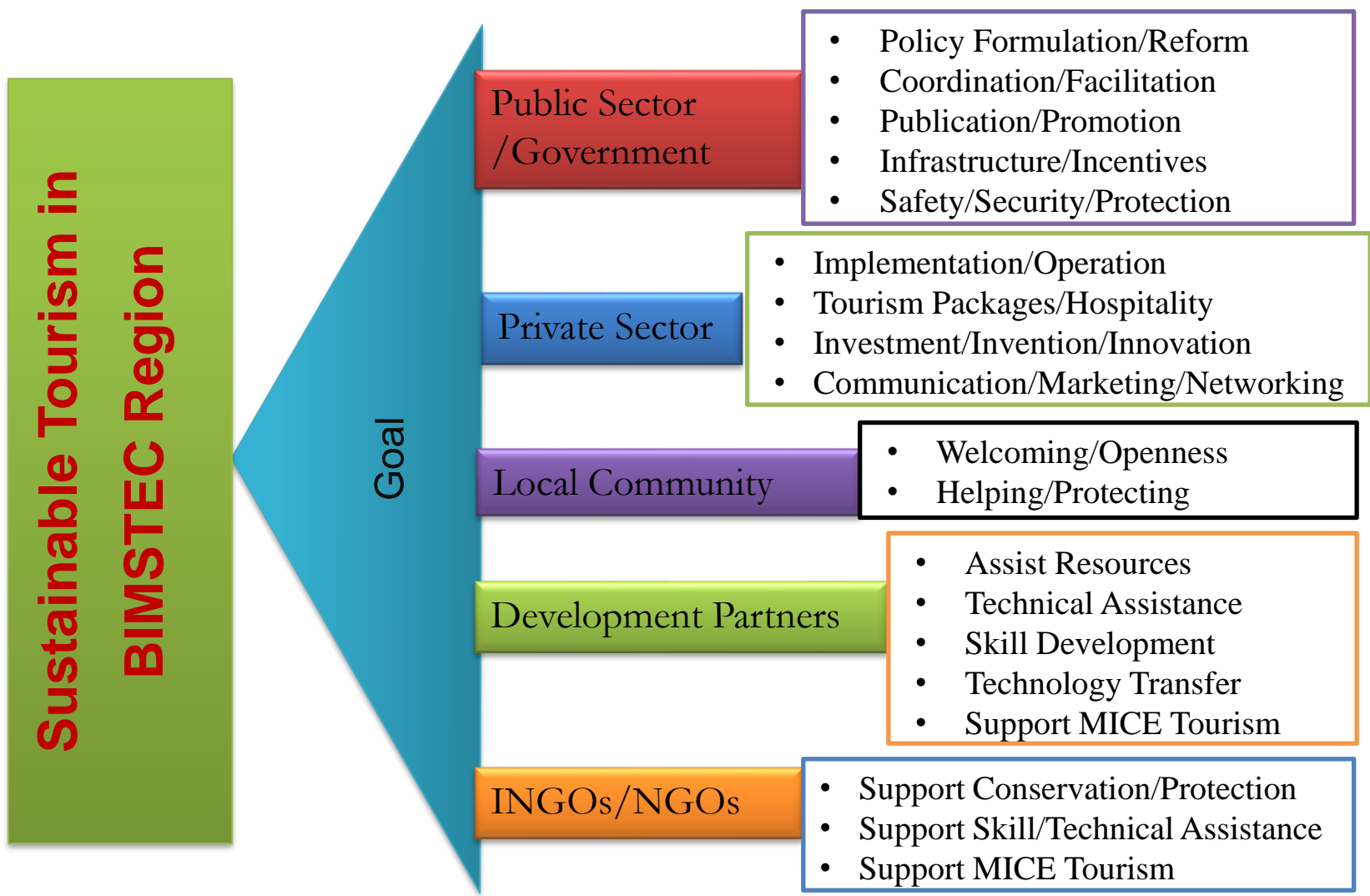
Media Connectivity: Networks through print and social media, email and internets, websites etc.



Sustainable Tourism in BIMSTEC Region and Role of Different Actors



Sustainable Tourism in BIMSTEC Region



Role of Public/Government Sector

- **Regular meetings of government mechanisms**
- **BIMSTEC business travel card/VISA facilitation**
- **Construction and maintenance of tourism infrastructures**
- **Policy reforms in air, land and water/sea transports**
- **Facilitation and incentives to private entrepreneurs (case wise tax exemption)**
- **Encouragement to tourists (case wise tax refund)**
- **Safety and security measures**
- **Environment protection/sustainability**
- **Theme based circuit tourism policy support**
- **Collection and publication of tourism statistics**
- **Facilitation in training, skill development and human resource development**
- **Economic diplomacy (investment attraction, destination marketing, technology transfer, knowledge sharing etc.)**



Role of Private Sector

- **Regular meetings of tourism business community (travel and tours operators)**
- **Joint marketing strategy and joint tourism packages**
- **Development of theme based tourism circuits (Buddhist circuit, temple circuit, ancient cities trail, eco-tourism, medical tourism etc.)**
- **Identification of destinations**
- **Hospitality management**
- **Inventions and innovation in tourism industry**
- **Sharing of best practices/experiences**
- **Investment in tourism facilities**
- **Networking and sharing tourism information**
- **BIMSTEC region dedicated travel mobile application**

Role of Local Community

- **Keep harmony in the destination**
- **Welcoming behaviors**
- **Cultural performances**
- **Provide shelters/home stay**
- **Guiding the way to destinations**
- **Showing things of local value**
- **Share local languages, traditions, cultures and customs**
- **Offer healthy and hygienic foods**
- **Help in crisis situation**
- **Protect local serenity/environment**
- **Keep destinations clean, green and healthy**

Role of Development Partners

- **Support resources for tourism infrastructures**
- **Provide technical assistance**
- **Provide training for skill development**
- **Assist in technology transfer**
- **Provide experience sharing opportunities**
- **Publish and promote tourism destinations**
- **Support through MICE tourism**

Role of INGOs/NGOs

- **Support to protect local serenity**
- **Support to local community's conservation of tradition, cultures**
- **Support skill development activities**
- **Assist in technology transfer**
- **Provide experience sharing opportunities**
- **Publish and promote tourism destinations**
- **Support through MICE tourism**

Public-Private Partnership including BIMSTEC Secretariat

- Promote tourism both from **within and outside the region**
- Active public-private **partnership for sustainable tourism**
- Private Sector to make **BIMSTEC tourism packages and marketing strategy** and public sector and the Secretariat to facilitate through **policy and also promote it abroad via economic diplomacy**
- By collaborative efforts create of a **BIMSTEC brand of tourism** and **focus on the top tourist sending countries and countries with highest tourism spending.**
- Develop **a common website** for tourism promotion
- Hold annual **BIMSTEC Travel Mart/Conclave**
- Develop and share a **common safety protocols for adventure tourism**
- Hold BIMSTEC **annual convention on tourism**



Conclusion

Conclusion

- Historical, geographical, physical, cultural, natural, professional, technological, financial, social media connectivity are the important facets of tourism connectivity which make unique identity of BIMSTEC region.
- International as well as domestic tourism can be promoted to BIMSTEC region through the partnership of both private and public sectors.
- The aim of tourism promotion is to enhance contribution of tourism sector in Members States' economy through sustainable tourism in BIMSTEC region in which the different actors (Government/public sector, private sector, local community, development partners, INGOs/NGOs etc.) have their own role to play.



Conclusion (contd.)

- Policies and actions should be geared towards addressing the current mismatch between tourism skill that have and tourism skill that needs which requires a holistic approach with heightened cooperation between all actors.
- **The role of Tourism Business Community (Private Sector Entrepreneurs) is the key for making joint marketing strategy and operating theme based circuit tourism in BIMSTEC region.**
- **We need to create tourism value chain in BIMSTEC region with integrated planning, product development, packaging, branding, promotion, marketing, distribution, sales, destination operations and other tourism services in a coordinated manner.**

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Discussion Continues.....
Thank you !