

Sustainable Tourism Development in Bangladesh:
An Empirical Investigation

Ph.D. Thesis

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University of Dhaka
Dhaka, Bangladesh

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An Empirical Investigation

Ph.D. Thesis

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A thesis submitted for partial fulfillment of the requirements of the degree

of

Doctor of Philosophy (Ph.D.)

**Department of Tourism and Hospitality Management
University of Dhaka
Dhaka, Bangladesh**

January, 2019

Dedicated
to
My beloved parents

Declaration of the Researcher

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I further undertake to indemnify the university against any loss or damage arising from breach of the foregoing obligations.

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Certificate of the Supervisor

This is to certify that the thesis on “Sustainable Tourism Development in Bangladesh: An Empirical Investigation” is prepared by Zakaria Lincoln as a partial fulfillment of requirements for the degree of “Doctor of Philosophy” in Tourism and Hospitality Management from the University of Dhaka. The work has been carried out under my supervision and is a record of the bonafide work carried out by him successfully. I wish him all the success in life.

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Abbreviations

AD	Anno Domini
ADB	Asian Development Bank
ATAB	Association of Travel Agents of Bangladesh
Aiest	International Association of Scientific Experts in Tourism
ATMs	Automated Teller Machine
BBA	Bachelor of Business Administration
BDT	Bangladesh Taka
BPC	Bangladesh Parjaton Corporation
BTB	Bangladesh Tourism Board
BTF	Bangladesh Tourism Foundation
CNTA	China National Tourism Authority
CQC	Continuous Quality Control
E	Estimated
EOROSTAT	Statistical Office of the European Communities
ETZ	Exclusive Tourist Zone
FDI	Foreign Direct Investment
FGD	Focus Groups Discussions
FEE	Foreign exchange Earning
GDP	Gross Domestic Products
GIS	Geographical Information Systems
IBAIS	International Business Administration and Information System
ICRT	International Center for Responsible Tourism
IT	Information Technology
INHAB	International Hotel Association of Bangladesh
IIED	International Institute for The Environment and Development
IET	International Ecotourism Society
ITAs	International Tourist Arrivals
ITRs	International Tourism Receipts
IUBAT	International University of Business Agricultural and Technology
IGD	Inter-Governmental Department
ISIC	International Standard Industrial Classification
LDCs	Least Developed Countries
MoCAT	Ministry of Civil Aviation and Tourism
MBA	Masters of Business Administration
MDGs	Millennium Development Goals

MIBF	Medium Term Budget Framework (MTBF)
MoEF	Ministry of Environment and Forest
MTBF	Medium Term Budget Framework
NHTTI	National Hotel and Tourism Training Institute
NGOs	Non –Government Organizations
NTOs	National Tourism Organizations
NTA	National Tourism Authority
ODI	Overseas Development Institute
ODA	Overseas Development Authority
OECD	Organization for Economic Co-operation and Development
PoA	Program of Action
pa	per annum
RVs	Recreational Vehicles
RMG	Ready-Made Garments
RMF	Recommended Methodological Framework
ST-EP	Sustainable Tourism for Eliminating Poverty Program
TPA	Tourism Protected Area
TOAB	Tour Operator Association of Bangladesh
UN	United Nations
UNBED	United Nations and Board of Environment and Development
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
UNCTD	United Nations Conference on Trade and Development
UNCED	United Nations Conference on Environment and Development
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

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Abstract

Sustainable tourism conserves the environment and meets the necessity of present tourist and local communities without hampering the interest of future generation. Bangladesh has adequate natural resources and long history of cultural and heritage that can be useful for Bangladesh to be a one of the best tourism countries. The existing tourism policy and acts of Bangladesh are not supportive for sustainable tourism development. The growth of tourist arrival and foreign currency earning has no consistency. In recent year's tourist's departure are more than the arrivals. Bangladesh is trying to develop this sector and for that some initiatives have already been taken for Foreign Direct Investment (FDI). This study has examined existing policies and investigated the role of tourism stakeholders in socio-economic, cultural and environmental sustainability, potentiality of sustainable tourism development. It has also studied tourism as tools of poverty reduction. Further, the study attempted to identify the challenges and opportunities for tourism sector in Bangladesh and required policy guidelines in this regards. Tourism means the activities of visitors to visit a destination outside their usual environment of living for the purpose of holiday, leisure, recreation, sports, carnival, business, treatment, education, training, seminar, conference and any other purposes for less than one consecutive year. Tourism and sustainable tourism products are eco-tourism, cultural tourism, camping and caravan tourism, heritage tourism, youth tourism, ethnic tourism, nostalgic tourism, religious tourism, pro-poor tourism, sports tourism, agricultural tourism, birth tourism, medical tourism, music tourism, sex tourism wild life tourism and the related services.

Basic requirements also are needed for sustainable tourism, regarding facilities, activities, attractions, transportation, commodities accommodations, food, beverages, restrooms and medical emergency assistance. The basic requirements for services are facilitation of travel access to information and service related to destination, financial transaction system, reservation and booking system, guide service and reliable local partners. The partners of sustainable tourism development are tourism industry, environmental support authorities and the local authorities. Sustainable tourism management of local level are related with political commitment, policy development, planning and regulations, safety and security, information service, event and attraction, organization and management, environmental management and promotion and marketing.

The main three principles of sustainable tourism development are ecological sustainability, which ensure that development is able to exists with the preservation of essential environment in a way that plants, animals and humans can live together. Second one is economic sustainability refers to that the enlargement is financially cost-effective in a way that money, materials, and other assets can assist fourth coming generation. Third one principles of sustainability is cultural and social control over human lives, which is able to co-exist with cultural values and religious believe and can keep residents coherence, which affected by tourism.

This study is qualitative in nature but descriptive in style. As such, it is an exploratory research. Because there is no comprehensive study conducted earlier in this area in Bangladesh. So, it has not been possible to draw any hypothesis. Both primary and secondary data has been used in this study. Three sets of separate semi-structured questionnaires

have been used: one for tourist, one for executives and experts and another one for local communities and stakeholders. Study area has been selected from the most popular tourist destinations of Bangladesh. For Major findings and analysis of primary and secondary data, non-parametric tests have been conducted to arrive at meaningful conclusion of data analysis of the study. The study has tried to finding out probable ways to make it more sustainable for the future generation. Sustainable tourism is an effective tool for poverty reduction of underdeveloped countries. Now a days some of the poorest countries in the world have enjoying comparative advantages than most developed countries in tourism sector. Tourism is a labor intensive business, So the poorest countries have greater advantages to use their labor resource is this sector to fight against poverty. According to UNWTO, 2016, the growth of international tourists of the world is 3.9%, for emerging economics countries is 4.1% and for advanced economic countries is 5%. Bangladesh is a lower middle income generating country with 170 million populations and a big number of them are below property level. This poverty can be reduced through the strategic development of sustainable tourism. The main challenges to sustainable tourism development in Bangladesh include poor existing tourism policy, amount of garbage, haphazard condition of some tourism destination, shortage of proper infrastructure, lack of standard accommodations, under developed transportation system, lack of effective marketing policy, political unrest, religion fundamentalism, investment, lack of required FDI, safety and security problem, traffic jam, inexperienced labor and executives, lack of proper knowledge, lack of experienced tour operators and tour guides, limited air destinations and finally negative impact of the country.

Major opportunities are improvements of sustainable tourism; large number of tourist spots like world largest unbroken sea beach, three UNESCO declared world heritage sites; river; hills; forests; life style; clothing; tribal culture and life style; and many archeological sites.

Potential of sustainable tourism development in Bangladesh is positive in respect to tourism products, services and facilities. Proper development can contribute to GDP, employment and foreign exchange earnings from the tourism sector of Bangladesh.

Roles and responsibility of government, NGOs, tourism related organizations and associations are essential for sustainable tourism development in Bangladesh. These parties should closely coordinate their efforts in this regard.

Policy guidelines for sustainable tourism development in Bangladesh can be developed in cooperation of public and private sector including NGOs, tourism related organization and association, tourist and other stakeholders. Ecological sustainability can be ensured by nature conservation, environmental education, land use policy, preservation of coastal areas and beaches, protecting forest and wild life. Ecological sustainability also depends on proper carrying capacities of the tourist areas. To managing economic sustainability government should create employment opportunities and income source for the local communities of the tourist areas by providing economic incentives, encouraging entrepreneurship and increasing various economic activities in the destination. Social and cultural sustainability can be managed through conservation of the cultural heritage of the area, cross-cultural exchange, community involvement and reinforcing positive impacts and mitigating negative impacts. Planned

infrastructure, pollution free environment, wildlife protection, livelihood environment for poor and disadvantaged people are also essential. Improvement of existing tourism policy at par with sustainable requirements can ensure sustainable tourism development of Bangladesh.

Key words: Tourism, Sustainable Tourism, Tourism Policy, Ecological Sustainability, Economic Sustainability, Social and Cultural Sustainability, Poverty Reduction, Challenges for Sustainable Tourism, Opportunities for Sustainable Tourism, Policy Guideline for Sustainable Tourism, Potentials of Sustainable Tourism.

Chapter One

Introduction

1.1. Preamble

Tourism in a developing country has opened opportunities for earning of foreign currency. The international tourism is generating economic benefits has long been recognized in many developing countries (Jenkins, 1991; WTO¹, 1994). Bangladesh is abundant in tourism resources with old heritage and distinct cultural and historic resources that can be attractive for both local and international tourists, subject to Bangladesh can arrange proper facilities to serve the tourists. By now, the tourism industry in Bangladesh has already started growing slowly, generating some reasonable amount of foreign currency (Lincoln, 2008). But the industry has not yet reached in a position that can attract a large number of tourists, employing people and earning a huge amount of foreign currencies. Unfortunately, tourism is one of the most neglected sectors in Bangladesh. This is because there is a lack of effective initiatives, proper management, plans, quick and sincere efforts of the government (UN², 2001). It is known to all of tourism related professionals, operators, agents and tourists that Bangladesh has very rich in natural beauty; panoramic views; historical and cultural attractions; UNESCO³ world heritage sites (Sundarbans, Mahasthangarh, sixty-dome mosque)⁴; the world largest sea beach⁵ of the world etc, that tourists can enjoy. Tourism brings economic

¹. *World Tourism Organization*

². *United Nations*

³. *United Nations Educational, Scientific and Cultural Organization*

⁴. **Sundarban:** UNESCO world heritage, world largest, mangrove forest

Mohasthangarh: UNESCO world heritage at Paharpur, Rajshahi

Sixty Dome Mosque: UNESCO world heritage at Bagerhat, Khulna, known as Shat Gambuj Masjid. founded In the 15 century and build by Khan Jahan Ali.

⁵. *Cox's Bazar (120 km).*

benefits to a country, side by side it also brings negative effects there. As such, today, sustainable tourism development has been recognized as a unique tool for developing tourism industry.

This idea has gained importance in response to increasing environmental conservation awareness and the rapid use and consumption of natural resources (Phelan, 2007). The natural and environmental damage done by tourism consumption should be taken into consideration and conservation be ensured through sustainable tourism development. It means those levels of tourism consumption which can be maintained over the long period of time and thus ensure a better benefit for the social, economic, cultural and natural environments of the tourist areas.

The United Nations World Tourism Organization (UNWTO) selects sustainable tourism development as better opportunities for the future development of the sector. UNWTO (2002) launched the Sustainable Tourism for Eliminating Poverty (ST-EP) program, aiming at promoting socially, economically, and ecologically sustainable tourism as a means of access to development. In 1992, the United Nations' Conference of Environment and Development (UNCED), also known as the Earth Summit on the Rio for particular attention on developing a strategy to facilitated the public and private sector in the execution of sustainable tourism development (UNCED, 1992). Eventually for travel and tourism in 1997, the WTO initiates a new development model for tourism through the Globe'90 conference in vanpooler (UNWTO, 1997). They accord the description of sustainable tourism as mentioned bellow:

The development of sustainable tourism satisfies the necessity of current visitors and local communities, eventually preserving and increasing the contingency for fourth coming generation. All tourism products and services should deal with aforesaid social aspect and aesthetic economical necessity could be ensured and at the same time retaining cultural harmonizing, essential ecological activities, biological variety and life sustentation procedure (WTO 1997:30).

In spite of the varied provocation the urge for international tourism continue to exist sustainable (UNWTO, 1997). In 2016, international tourist arrivals rise by 3.9% to extend a total number of tourist 1,235 million (UNWTO, 2017). About 4.6% additional tourists visited internationally compared to than that of 2015. Year 2016 was the seventh consecutive year of sustainable tourism blooming admirers the 2009 global political and financial disaster (WTTC⁶, 2017). The UN has declared year 2017 as an international year for sustainable development of tourism. Travel and tourism generate job opportunities, exports and creates financial success across the globe as a single largest industry. The international years deliver an immanence chance to supplemental endeavor the enormous economic, environmental, social, heritage, and cultural value, which the tourism industry can escort (WTTC, 2017).

Bangladesh has introduced its National Tourism Policy of 2010 with the main aims and objectives to develop eco-tourism⁷—a wing of sustainable tourism through conservation of natural resources and

⁶ .World Tourism and Travel Council

⁷ .Ecologically Sustainable Tourism

promote wellbeing of the local communities and preservation of cultural values of the local community and their participation in tourism business, decision making and sharing benefits.

Bangladesh has declared 2016 as the tourism year of sustainable tourism with a target of foreign tourist arrivals to one million and carries forward with the view to earn USD⁸ 200 million each year by 2018 and started “The Visit Bangladesh” year-long campaign (BPC⁹, 2018). Thirty officials from different ministries of Bangladesh have participated in a workshop to increase their knowledge and participate good practices on sustainable tourism and wildlife (BTB¹⁰, 2018). The activity took place under the framework of the UNWTO initiative on wildlife and sustainable tourism, which is being implemented between 2017 to 2018 aimed at raising awareness on policies related to the development of sustainable tourism as a tools of wildlife conservation and protection measures (UNWTO, 2018). A special focus was made on the Royal Bengal Tiger. But no positive and remarkable progress came out from this declaration of the year of sustainable tourism year of 2016.

Therefore, for assuring the development of sustainable tourism, Bangladesh must examine and improve current tourism act, the policies, rules and regulations, tourist law and adopt the proper techniques of sustainable tourism development in Bangladesh. The three principles of sustainable tourism development are ecological

⁸. *United States Dollar*

⁹. *Bangladesh Porjaton Corporation*

¹⁰. *Bangladesh Tourism Board*

sustainability, economic sustainability and social and cultural sustainability must be practiced by the different levels of tourism stakeholders. The tourism planning, development and operation techniques also be included in a sustainable way for all tourist destinations and travel and tourism agencies, tour operators, NTOs¹¹ and every tourist including local communities with proper honor to culture and of the destination, way of life of the local people, political and religious values as well as protect the biodiversities.

Sustainable tourism developments satisfy our present tourism needs without compromising the ability to meet the needs of future generation. So, the national tourism organizations of Bangladesh government have to ensure the economical benefit of local communities by providing financial supports and opportunities to involving them in business, supplying and purchasing goods and services. Government must create awareness for environment, local culture, ecosystem, and wildlife conservation and as well as environment friendly business opportunities.

It is expected that the research work will help the future researcher and government to follow the guideline for sustainable tourism development of the country. It will also help the tourists, stakeholders and individuals to gain knowledge about the importance of sustainable tourism development policies and practices. The main aim of the research is to understand the necessity of sustainable tourism development for individuals, tourists, tourism related organizations and

¹¹ . *National Tourism Organizations*

associations, and the government for the greater economic development and poverty reduction through creating employment opportunities in line with the environment.

1.2 Background of Tourism Industry in Bangladesh

Bangladesh Parjatan Sangsta was established in 1972 with the intention to develop the tourism industry of the country. In 1973 it has been renamed as Bangladesh Parjatan Corporation (BPC) under the ordinance of the Presidential Order-143 in 1972. This order has properly mentioned the whole grant of tourism development for the next century. BPC was assigned to create and develop all kinds of tourism and hospitality facilities across the country, enhance the positive image of the country to abroad, create trained human resources, carry out research on tourism, establish tourism institutes as well as different kinds of tourism parks including safari; establish foreign liaison; operate money exchange bureaus; run hotels, motels, restaurants and bars; conduct package tour; and operate rent-a-car with many more facilities. BPC has given the power to control and regulate the tourism industry of Bangladesh (Vide BPC ordinance, 2a).

Bangladesh government has taken its first Five Years Plan for development of countries tourism sector from 1973-1978. The main aim of this five year plan was to provide the necessary facilities and develop the tourism products and service of the country to attract more foreign and domestic visitors. The government has also taken its following 2nd, 3rd and 4th Five Years Plan and a 2 (two) years plan for the more advancement of the tourism sectors of Bangladesh. Infect

government has not implemented this plan properly for various reasons including negligence of government officials (BPC, 2007; Islam, 2007). Still the tourism sector of Bangladesh could not come out from these types of difficulties, so the country is failed to utilize the proper use of this tourism resources.

However, Bangladesh is now on the highway of tourism development. To ensure a consistent success of the tourism industry in Bangladesh, the present government has taken some remarkable steps including the establishment of tourist accommodation and amusement facilities at the popular tourist destinations of the country. The government has recognized tourism as an industry and formed a new national tourism policy in 2010 for the development of international standard tourism facilities in the country. The government has also enacted “Tourism Protected Area (TPA) and Exclusive Tourist Zone (ETZ) law” in 2010, with a view to increasing foreign investment in the ETZs. Apart from this, Bangladesh Tourism Board (BTB) was formed in the same year with the direct participation of public and private sector tourism experts and stakeholders. Bangladesh government has formed ‘Tourist Police’ to provide security to domestic and foreign tourists and to look after the nature and wildlife in the tourist areas.

1.2.1 Tourism Scenario of the Country

Tourism industry of Bangladesh is growing slowly. The growing tendency of last decade was satisfactory. But the scenario of growth of tourism sector in terms of foreign tourist inflow in 2005-2014 decade has downward tendency. The reason of downward tendency can be the

poor infrastructure, political unrest, weak management and inadequate facilities. The number of growth in 1995 was 0.154 million tourists, 0.166 million in 1996, 0.182 million in 1997, 0.172 million in 1998, 0.173 million in 1999, 0.199 million in 2000, 0.207 million in 2001 and 2002, 0.245 million in 2003, 0.271 million in 2004, 0.289 million in 2007, 0.467 million in 2008, 0.267 million in 2009, 0.303 million in 2010 and in 2011, 2012, 2013, 2014 was 0.155, 0.125, 0.148, 0.125 respectively (Table-1). The growth rate of tourist arrivals has decreased for the period of 2005-2015 (average growth 1.57% negative) in comparison to 1995-2004 (average growth 6.05%). Increasing number of arrivals is a good signal for the Bangladesh tourism sector except the year 2011-2014 of declined arrivals. The government should find out the cause of declined the tourist arrivals and take necessary steps to removed the causes as much as possible in the contest of facilities of international standard accommodations, transportations, linkages of transportation, political issues, security majors and different tourist related attractions need to build for enjoying colorful night life at tourist areas.

The table below shows the number of tourist arrivals along with the growth rates of different years:

Table-1.1 Tourist Arrival in Bangladesh (1995 to 2014)

Year	Number of Tourist Arrival	Growth (%)
1995	154000	-
1996	166000	7.79
1997	182000	9.63
1998	172000	-5.49
1999	173000	0.58
2000	199000	15.02
2001	207000	4.02
2002	207000	0.00
2003	245000	18.35
2004	271000	10.61
Average Growth (1995-2004)		6.05
2005	208000	-23.24
2006	200000	-3.84
2007	289000	44.50
2008	467000	61.59
2009	267000	-42.82
2010	303000	13.48
2011	155000	-48.84
2012	125000	-19.35
2013	148000	18.40
2014	125000	-15.54
Average Growth (2005-2014)		-1.57

Source: Tourists arrival and their growth (WTTC 2017)

As Bangladesh is facing declined of tourist arrivals and at the same time Bangladeshis' are travelling to foreign countries has increased in remarkable numbers compare to arrivals. Arrivals are increased by 6.05% in an average from 1995 to 2004 (Table-1.1), whereas the Bangladeshis' departures increased by 7.59% (Table-1.2) in an average which is more than arrivals at the same period. But the average arrivals of tourist is downwards by -1.57% from 2005 to 2014 which is much more lower than the number of tourist departures grew by 10.61% on an average rate over the same period of 2005 to 2014.

Table-1.2 Tourist Departures from Bangladesh (1995 to 2004)

Year	Number of Tourist Departures	Growth (%)
1995	830000	-
1996	911000	9.75
1997	866000	-4.93
1998	992000	14.54
1999	1103000	11.18
2000	1128000	2.26
2001	1075000	-4.69
2002	1185000	10.23
2003	1414000	19.32
2004	1565000	10.67
Average Growth (1995-2004)		7.59
2005	1767000	12.90
2006	1819000	2.94
2007	2327000	27.92
2008	875000	-62.39
2009	2254000	157.60
2010	1913000	-15.12
2011	2127000	11.18
2012	2273000	6.86
2013	1460000	-35.76
2014	--	--
Average Growth (2005-2014)		10.61

*Source: Tourists departure and growth rate
(Databank of World Bank, 2017)*

In 1995 the number of tourist's arrival is 154000 which is increased by 7.79% in 1996 and number reached to 166000, whereas number of tourist departures is much higher in 1995 was 830000 and increased by 9.75% to number 911000 in 1996, which is a negative sign for tourism industry in Bangladesh. Thus the growth of departures than arrivals affects the balance of payment of the country. In 1997 the number of tourist arrivals grew by 9.63% and reached to number 182000 but number of tourist departures decreased by -4.93% to 866000 that reflects the positive effects of tourism industry in Bangladesh as well

as positive balance of payment of the country. In 1998 Bangladesh tourism industry faces the negative growth of arrivals by -5.49% and the number reached to 172000. On the other hand number of tourist departures grown by 14.84% and the number reached to 992000 in 1998. In 1999 again the number of tourist arrivals increased by a very minimum percentage of 0.58% and the number reached to 173000, still number of departing tourist growth raised by 11.18% reaching the number to 1103000 that does not reflect any good sign for the sustainability of foreign currency earning and balance of payment, of the country. In 2000 a good number of tourists arrived in Bangladesh, which is 15.02% much higher than 1999 and number reached to 199000. This year number of tourist departures counted only 2.26% higher than previous year to 1125000, which reflect the positive sign for sustainability of foreign tourists, foreign currency earnings and balance of payments. In 2001 arrivals was increased by a small percent is 4.02% but in 2002 the number of tourism arrivals was unchanged. Tourist departures has decreased by -4.69% and reaching the number to 1075000 tourists in 2001 but in 2002 it has again increased by a big percentage of 10.23% and reaching the number to 1185000 tourists. So this inconsistency proves that Bangladesh is not at a right way for sustainability of foreign tourist's arrivals and domestic tourist departures to other counties, hence in foreign currency earning and balance of payment. Again in 2003 number of arrivals shown optimistic views by raising 18.35% and reaches the number to 245000 tourists this optimism impeded by the increase of departing tourists by 19.32% and reaching the number to 1414000 tourists in 2003. In 2004 number of tourist arrivals shows the expected percentage of growth by

10.61% and reaching the number to 27100 tourists and the departure of tourists was almost same, that is 10.67% in 2004. The average growth rate of number of tourists' arrival was 6.05% from 1995 to 2004 and the tourists' departure average growth rate was little bit higher than arrivals and that was 7.59%, which reflects overall sustainability of tourist arrivals, departures, foreign currency incomes and expenditures and also the balance of payments. The trends of tourist arrivals in Bangladesh have reverted and decreased by -23.24% and the number reached to 205000 tourists in 2005. This is a big threat for sustainability of foreign tourist arrival and thus foreign currency earnings. Whereas tourists departure increased by 12.90% and the number reached to 1767000 tourists in the same year that result negative economic impacts for economic sustainability of tourism sector in Bangladesh. The decreased trends of tourist arrival also continued in 2006 which reduced by 3.84% and number reached to 2,00,000 tourists. Similarly departures are increased slightly in 2006 by 2.94% and number reached to 1819000 tourists. In 2007 and 2008 number of tourists' arrival is increased in a remarkable percentage of 44.50% and 61.59% and number reached to 289000 and 467000 tourists respectively. On the other side number of tourist departure increased in 2007 by 27.92% and number reached to 2327000 tourists but in 2008 tourist departures from Bangladesh decreased by a very big percentage of 62.39 and number reached to 875000 tourists, which reflects very good sign for the tourism sector of Bangladesh as well as save foreign currency expenditures and positive balance of payments for the country. But in 2009 arrivals decreased by 42.82% and number reached to 267000 tourists and departures has increased ever before by

157.60% and number reached to 2254000 tourists, so there is a very big ups and downs of arrivals and departures and does not have any consistency, this reflects the instability of tourism sector of Bangladesh. The scenario of tourist arrivals in 2010, 2011, 2012, 2013 and 2014 has no exceptions of previous years, in 2010 tourist's arrival increased by 13.84% and number raised to 303000 tourists. In 2011 again tourist arrivals decreased by a big percentage of 48.84 and number reached to 1, 55,000 tourists. Tourist arrivals decreased rate also continued in 2012 by 19.35% and number reached to 1, 25,000 tourists. Again the arrival of tourists in Bangladesh have increased by 18.40% and number reached to 1, 48,000 tourists, but in 2014 tourists arrival have again decreased by 15.54% and number reached to 1, 25,000 tourists. So, the overall arrival scenario does not reflect any good sign for sustainable tourism development of Bangladesh in the context to foreign tourist arrivals and foreign currency earnings as well as balance of payments. The number of departures scenario is also exists same trends like previous years. In 2010 departures reduced by 12% and number reached to 1913000 tourists, which reflects the positive sign. Tourist departures again increased by 11.81% in 2011 and number reached to 2127000. The increase trends of tourist departures also continued in 2012 by 6.86% and number reached to 22, 73,000 tourists. But in 2013 tourist departures again shows optimistic sign by reduced -35.76% and number reached to 146000 tourists. The data of number of tourists' departures in 2014 has not found. The overall arrival and departures of tourist in Bangladesh still have on consistence for sustainability major.

1.2.2 Institutions for Tourism Development in Bangladesh

Bangladesh Parjatan Corporation (BPC) is an autonomous body under the Ministry of Civil Aviation and Tourism (MoCAT), established in 1972. Main target of BPC is to expand the tourism sector and provide service to the domestic and foreign tourists. National Hotel and Tourism Training Institute (NHTTI) is an institute for professional tourism and hospitality management training. NHTTI was established in 1974 under the BPC. This institute offers courses to ensure trained personnel for hotels and tourism industries. NHTTI has started a two year duration diploma in hotel management in 1994. This institute also provides job trainings to BPC personnel and arranges special seminar workshops related to tourism development. Another important institution supporting the development of tourism is Bangladesh Tourism Board (BTB). Bangladesh Tourism Board was established in 2010 to meet the strong demand of the private sector and tourism professionals. In the private sector non government university named IBAIS University has introduced B.A. (hons.) in Tourism and Hotel Management degree in 2003 with the collaboration of Bangkok University, Thailand. Among the public universities, the University of Dhaka is offering bachelor, master and Ph.D. degrees in tourism and hospitality management. Some other public and private universities are also offering bachelor degrees in tourism and hospitality management.

1.2.3 Policies for Tourism Development in Bangladesh

Bangladesh tourism policy was first formulated in 1992. The policy was revised and updated in 2010.

1.2.3.1 The Main Objectives of the 1992 Tourism Policy

- (i) To grow interest for tourism within the peoples of Bangladesh.
- (ii) Tourism resources development, preservation, invention and protection.
- (iii) To create positive image of the country to the foreign nation.
- (iv) To creating employment opportunities through tourism for poverty reduction.
- (v) To provide incentives to increase private investment in the sector.
- (vi) To increase more and more recreational and entertainment opportunities.

1.2.3.2 Objective of Updated Tourism Policy of 2010

- (i) To develop new rules, regulations and policy for filling up the gaps of existing tourism rules and regulations;
- (ii) To create awareness for tourism products and services protection, development and expansion among tourists, local communities and all levels of stakeholders;
- (iii) To develop tourism sector through proper planning, advice and directions;
- (iv) To develop responsible tourism with the cooperation of individuals, local communities, local stakeholders and administrations, NGOs, tourism related associations, women's federation, business related associations and media;

- (v) To develop strong communication channel among international tourism organizations in Bangladesh, tourism related private organizations and government agencies in Bangladesh.
- (vi) To take initiative for safety of the tourists with the co-ordination of various government and private agencies;
- (vii) To develop safe environment for tourists and to promote facilities for tourists of Bangladesh throughout the country and abroad;
- (viii) To develop skilled human resources for tourism industry by providing proper training on tourism education;
- (ix) To draw attention of the tourists by offering quality products and services that will be something different and interesting;
- (x) To arrange the involvement of poor and disabled people;
- (xi) To involve women in this sector and assure their rights properly;
- (xii) To research past, present and future on tourism, survey and analyze international tourism market.

1.2.4 Brief Description of the Study Area

The study areas for this research work include the following:

Cox's Bazar Sea Beach: Cox's Bazar is the world largest unbroken natural sandy sea beach. The beach in Cox's Bazar is 120 kilometers (75 miles) long with a gentle slope in an area of 6.85 square km. It is located at Cox's Bazar district of Bangladesh, which coordinates on

21°35'0" North Latitude and 92°01'0" East Longitude and bounded by Bakkhali river on the north and east, Bay of Bengal in the west, and Jhilwanj union in the south. Cox's Bazar is also known as Panowa, whose literal meaning is "yellow flower". Its old name was "Palongkee". Long marine drive beside the beach is also a rare attraction for tourists.

Kuakata Sea Beach: A rare scenic beauty spot on the southernmost tip in the Patuakhali district of Bangladesh, which coordinates on 21°49'0" North Latitude and 90°07'0" East Longitude. It has a wide sandy beach from where one can get the unique opportunity of viewing both the sunrise and sunset. It is located at a distance of 70 km. from the district headquarters of Patuakhali.

Saint Martin's Island: Country's only coral island is Saint Martin's, which coordinates on 20°37'38.12" North Latitude and 92°19'21" East Longitude. It is a union of Teknaf upazila under the Cox's Bazar district of Bangladesh. It is called the 'beauty spot of the Bay of Bengal.' Its local name is Narikel Jinjira. Attractions are beaches around the island, coral stones, coconut groves, sea crabs, turtle shells and pearls.

Bandarban: Hill district is the remotest and least populated district in Bangladesh, which coordinates on 21°48'0" North Latitude and 92°24'0" East Longitude. The three highest peak of Bangladesh, Tahjindong (1280 meters, also known as bijoy), Mowdok Mual (1052 meters), and Keokradong (883 meters) are located in Bandarban district. Raikhiang Lake is the highest peak lake in Bangladesh. Shajek Vally is another tallest peak, where also have standard resort for

tourists, which manage by Bangladesh Army. Chimbuk peak and Boga Lake are two more highly noted features of the district. Chimbuk is one of the tallest peaks in Bangladesh and lies some 14 km from the town. Bawm villages around Chimbuk and Mru Villages a little further off also lie within a day's journey from the town. Nilgiri is one of the tallest peaks and beautiful place in Bangladesh and lies some 46 km away from the town. There is a beautiful resort in the top of the mountain maintained also by Bangladesh Army.

Sundarbans: The Sundarbans is the largest single block of tidal halophytic mangrove forest in the world. The Sundarbans covers approximately 10,000 square kilometers (3,900 sq miles) of which 60 percent is Khulna Division in Bangladesh with the remainder in India coordinates on 21°56'59" North Latitude and 89°10'59.988" East Longitude. The Sundarbans is a UNESCO declared World Heritage Site. Royal Bangal Tiger is finds in this forest.

1.3 Statement of the Problem

To meet the tourist expatiations, tourism development needs to take care of changes from quantitative to qualitative adaptation in harmony with the global sustainability perspectives. It should focus on three main principles of sustainable development: (i) Ecological sustainability for the conservation of essential ecological process, biological diversity and biological resources for environment conservation; (ii) Social and cultural sustainability to control over people's lives compatible with the culture and values of people affected by it and to maintain the benefits of local people and local

needs and participation; (iii) Economic sustainability for ensuring that development is economically efficient and resources are managed in the way to support future generation. According to the United Nations Board of Environment and Development (UNBED), sustainable tourism is an approach that can be operated for a long time until it can be used as a permanent national development strategy in line with sustainable development (UNBED, 1997). It provides more benefits than what is invested, evenly distributing incomes to all social groups, not lacking a share of future generations, and bringing about constructive cultural exchanges between tourists and local people (Pakdeepinit, 2007). Bangladesh has got some unique prospects to develop sustainable tourism industry. The development of sustainable tourism in Bangladesh was discussed in different forums and most of them focus on the obstacles, like lack of proper infrastructure, communication network, lack of awareness, absence of proper conservation and preservation facilities, etc. Again, tourism experts have blamed the government for its lack of attention and the unethical practices and corruptions of the concerned authorities. Though these issues are true to some extent, these have become lame excuses creating major obstacles for sustainable tourism development. Thus, the present study will try to explore the existing scenario, capacity of sustainable tourism development and prospects of ensuring sustainability of tourism sector in Bangladesh. The study will also examine the attitude of the tourists, authorities, and host community toward sustainable tourism activities that can ensure sustainable tourism development in Bangladesh.

1.4 Objectives of the Study

1.4.1 Broad Objective

Ensuring sustainability can play the significant role towards the advancement of the tourism sector of the country. But enough existing literature on sustainable tourism development in Bangladesh is very rare. Thus, the present study will try for investigate key factors of the advancement to the tourism sector of Bangladesh in general and help to evaluating various impacts of those factors on the development of sustainable tourism in particular. Moreover, the present study has tried to develop comprehensive guidelines that will help to ensure sustainable tourism development in Bangladesh.

1.4.2 Specific Objectives

In the light of the above main objective, specific objectives of the study are as follows:

- i. To examine the existing policies of the government relating to tourism development of Bangladesh in a sustainable way;
- ii. to investigate the stakeholders roles in practicing sustainability in tourism sector of Bangladesh;
- iii. to investigate socio-economic, cultural and environmental sustainability of tourism development in Bangladesh;
- iv. to analyze the potentiality of sustainable tourism development in Bangladesh;
- v. to examine the contribution of Sustainable Tourism for Eliminating Poverty (ST-EP) in Bangladesh;

- vi. to analyses the challenges and opportunities for sustainable tourism development in Bangladesh;
- vii. to stipulate the roles and responsibilities of the government, tourism related organizations and tourists for sustainable tourism development in Bangladesh; and
- viii. to stipulate policy guidelines and suggestions for the development of sustainable tourism in Bangladesh.

1.5 Significance of the Study

The importance of sustainable tourism in the development of national economy is now widely recognized. For example, foreign exchange is essential for economic development of any developing country like Bangladesh. RMG¹² and manpower exports of Bangladesh have reached at a saturated stage. The growth of these two vital sectors can no longer be extended to a significant level. As such, the most prospective option remaining for Bangladesh to earn more and more foreign exchange can be focused on the development of tourism industry (Lincoln, 2008). Although the economic beneficiation of tourism is firstly admire in terms of its contribution to foreign currency earnings, it also contributed to creating job opportunities, like 292,220,000 jobs in 2016 globally, a total of 9.6% of total global jobs, through efficient use of manpower and widening and enlargement of tourism industries and services. It is forecasted to rise by 1.9% in 2017 number reached to 297,806,000, jobs which are 9.7% of total jobs (WTTC, 2017).

¹² . *Ready-Made Garments*

In Bangladesh tourism and travel supported directly 2,187,000 employments which are 3.8% of total employment of Bangladesh in 2016. It is forecasted to rise by 2.7% in 2017 and number reached to 2247,000 jobs, which is 3.8% of total jobs (WTTC, 2017).

The GDP of Bangladesh through tourism is expected to grow by 6.1% per annum (pa) to the amount of BDT¹³ 806.6bn (2.1% of total GDP) by 2027 (WTTC, 2017). International visitors are forecasted to arrive a total number of 239,000 by 2027, an increase of 7.6%pa generating expenditure of the amount BDT 18.4bn. The tourism industry has grown rapidly worldwide, resulting in economic and social benefits; this industry may play a vital role in enhancing a country's trade performance. But the development of this sector in Bangladesh must ensure sustainability of tourism industry with a view to earning foreign currency for longer period of time. As, it is already mentioned that tourism development to meet tourists' needs has been changed in recent years, shifting from quantitative to qualitative orientation in accordance with the global sustainable development trend. Therefore, tourism development, particularly sustainable tourism development for the economy of developing countries' deserves priority on the part of the governments and business community (UN, 1999).

1.6 Review of Literature

Many researchers have done much research on tourism around the world. Most of the research works in this area have centered on the

¹³ *Bangladesh Taka*

development of tourism organization, destinations, growth, contributions to the economy, society, and the environment. But a very few researches and literatures on the sustainable tourism development in Bangladesh have been found.

For this, the present review of literature includes only an irritant of papers and same study regarding sustainable tourism development in Bangladesh.

Anwar (2012) stated that currently Bangladesh is a poor country, but it has a glorious past and can have a glorious future too, if steps are taken in the right direction. One of the sectors where this country has a great future should be the tourism industry. Sustainable tourism industry can play a very important role to reduce poverty, generate employment opportunities to local people as well as create markets for locally made goods.

Thomsen (2010) has investigated that in the developing countries the development of sustainable tourism highly benefits the countries and destinations with a ecological or cultural endangered atmosphere. In Bangladesh, example of this endangered atmosphere is the tribal society in Bandarban and the surrounding harmony around the Sundarban. Thomsen (2010) witnessed one emerging sustainable tourism destination in Bangladesh that is the ‘Panigram Eco-resort’ at Named Auranima country site in Jessor. It has opened up in 2014. Bangladesh village life test will be the resort itself and managed socially accountable and environmentally sustainable. Thomsen also said that Panigram is such a sustainable practice which will definitely

inspire others and evidence that Bangladesh can have tourism destinations that are both profitable and sustainable.

Thomsen (2009) explores that the existence of tourism in any place repeatedly accompany with its atmosphere and economic as well as socio-cultural impacts. This is why internationally tourism is frequently admired as an effectual development weapon, especially in village areas and the developing countries. As such, a sustainable development of tourism strategy can also bring major positive effects to the society and culture in Bangladesh. Bangladesh is a country of South Asia region with the few arrivals and the minimum currency earned from the tourism sector.

Sarker, et al (2008) identified the problems of tourism growth especially in eco-tourism sector and proposed some guidelines on different factors related of the tourism growth and recreation of the country. This study has concentrated on the integration of sustainable eco-tourism development in the southern part of Bangladesh, especially focused on the Sundarban, St. Martin's Island, Chittagong hill tracts and the sea beaches of Kuakata and Cox's bazaar.

Hossain and Nazmin (2006) pointed out that the products such as Sundarban; Chittagong Hill Tracts; Tea Plantation in Sylhet; St. Martin's Coral Island; Sandy sea beach of Cox's bazaar and Kuakata; innumerable rivers and rivulets; some islands; lakes; forests; wild lives; glorious tribal people and their exotic culture and the traditional simple lifestyle of the rural people are the pride of Bangladesh and have tremendous demand to the eco-tourists of the world. They finally

concluded with the statement that the development of tourism in Bangladesh based on these products would ensure sustainability of this industry.

Alam (2002) praised that Bangladesh is blessed with two of the world's splendid and enchanting ecotourism spots of diverse nature (Sundarbans and the Chittagong Hill Tracts) and suggested these two areas must be developed for tourist keeping proper attention to ensure sustainability.

UNWTO (2002, 2004) launched the sustainable tourism for eliminating poverty (hereafter ST-EP) program, aiming at promoting social, economical and ecological sustainable tourism as a gateway to development. Having in mind the positive effects of sustainable development of tourism, the basis of the project ST-EP have been established at sustainable development summit of the world held in 2002 in Johannesburg with main goal of decreasing poverty in the world up to 50% until 2015 (Dimoska, 2008).

Although the economic significance of tourism for developing countries is long established (UNWTO and UNCTD¹⁴, 2001), noticeably in generating foreign exchange earnings, attracting international investment, increasing tax revenues and creating new jobs, it is not until recently that tourism has begun to be exalted as a powerful weapon to attack poverty. Dated back to the late 1990s, the pro-poor tourism partnership in the United Kingdom, a collaborative research initiative of the International Center for Responsible Tourism

¹⁴ . *United Nations Conference on Trade and Development*

(ICRT), the International Institute for the Environment and Development (IIED), and the Overseas Development Institute (ODI) has been committed to investigating the ways to tap the potential of tourism in poverty alleviation and is responsible for most of the early research and documentation (Ashley et al., 2001). Inspired by the vision and innovative work of the pro-poor tourism partnership, the UNWTO (2002, 2004) launched the Sustainable Tourism for Eliminating Poverty (hereafter ST-EP) program, aiming at promoting social, economical and ecological sustainable tourism as a gateway to development. Recent years have also witnessed a wide range of large-scale, tourism-based development projects around the world, for example in Vietnam (UNWTO, 20004), Nepal (MoCTA¹⁵, 2001) and China (CNTA¹⁶, 2003). The past decade has seen an upsurge of interest from the governments and development organizations in a tourism-based approach to poverty alleviation. More specifically, poverty alleviation has been established as a major priority within the United Nations World Tourism Organization (UNWTO) itself, as is evidenced by launching of the concept of ST-EP (Hall, 2007). As a result of its positive effect, sustainable development of tourism is considered to be a tool for eliminating poverty and enhancing the standard of life, especially on long term. Sustainable tourism is very important for the development of developing countries, especially for the least developed ones.

United Nation Conference on Trade and Development (UNCTD)
Contribution to Economic Growth and Sustainable Development

¹⁵. Ministry of Civil Aviation and Tourism

¹⁶. China National Tourism Authority

(Geneva, 2013) stated that many developing countries consider tourism to be important for economic progress and poverty reduction. However, it is also clear that the link between tourism and economic growth and poverty reduction is not automatic. It very much depends on whether tourism generates employment opportunities, creates linkages in particular with agriculture and service-providing sectors and stimulates the development of basic infrastructure through the construction of roads, and airport facilities and the provision of financial services from which the economy as a whole can benefit. It also depends on whether the development of tourism is guided by a national strategy comprising policy, regulatory and institutional frameworks with sufficient incentives to stimulate the development to supply capacity in national market. The tourism sector's capacity to generate employment and income owing to its backward and forward linkages makes it important for economic diversification and economic growth. At the same time, however, the negative impact inflicted on the environment and culture cannot be overlooked. It is also a sector that promotes inter-cultural understanding and peace among nations. For poor countries and small island states, tourism is the leading export often the only sustainable growth sector of their economies and catalyst for many related sectors. It can play a key role in overall achievement of the Millennium Development Goals by 2015 (e.Turbo News, 2005).

Yotsumoto, (2007) argued that the more immediate approach to alleviate poverty is consciously targeting the poor in tourism development. This approach is called pro-poor tourism, a relatively new perspective in development.

UNWTO World Tourism Barometer, 2017 declared in indicated 2017 as International year of Sustainable Tourism for Development, a unique opportunity to raise awareness of the contribution of sustainable tourism to development among public and private sector decision makers and the public in general, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.

In the context of the universal 2030 agenda for sustainable development and the Sustainable Development Goals (SDGs), the international years aims to support a change in policies, business practices, and consumer behaviors towards a more sustainable tourism sector that can contribute to SDGs. The International Year 2017 has decided to promote tourism's role in the following areas:

- Inclusive and sustainable economic growth
- Social inclusiveness, employment and poverty reduction
- Resource efficiency, environmental protection climate change
- Cultural values, diversity and heritage
- Mutual understanding, peace and security

The World Tourism Organization (UNWTO), the United Nations specialized agency of tourism, has mandated to facilitate the organization and implementation of the International Year, in collaboration with government, relevant organization of the United Nations System, international and regional organization and other relevant stakeholders.

Salam (2000) has pointed out that nature based tourism is increasing throughout the world. Most of it is based in national parks and restricted areas. UNESCO has declared 28% of the world's largest continuous mangrove forest, the Sundarbans, as a world heritage site in 1987. But having the world's densest population, it is difficult to protect the flora and fauna unless there are economic benefits to the country as well as to the local people. This paper suggests that nature oriented tourism can be one means to help achieve sustainability in the reserve forest as well as protecting the important world heritage site. Well-planned tourism could provide economic and political incentives for proper management and for conservation and could bring additional benefit to local communities and regional economics the paper focuses on how to minimize the impact of tourist intervention in the reserve forest using.

Khandakar (2014) investigated that among the largest industries of the world tourism is one of them. This continuous growth will place great stress on remaining biologically diverse habitats and indigenous cultures. Khandakar (2014) discussed the stressful nature of tourism that demands an inclusion of the concept "Sustainability" which attempts to find a balance between these impacts to create an improved quality of life for the host community and the destination. He tried to portray the strategies and practices for developing environmental, economic and socio-cultural sustainability in tourism industry in Bangladesh.

Hossain and Haider (2016) stated that tourism development can perform a significant aspect in accelerating of economic growth of

Bangladesh. This study tries to address tourism sector of Bangladesh from sustainability view point. The study findings indicated that travel time, travel cost and distance negatively influence the probability of future generation. Environmental consciousness campaigns and existing resources caring initiatives of the sport authority have a positive impact on trip generation possibility. Therefore, an integrated approach towards maintaining and uplifting the efforts towards sustainable tourism management might contribute towards long run stability of the tourism sector.

Khondker and Ahsan (2015) stated that Bangladesh is full of natural tourism resources starting from hills, beaches, sea, forest, rivers, tribal life, wildlife etc. Having this verity of resources the sector is still behind to gate recognition as a unique tourism destination. Now Bangladesh government is recognizing the potentialities of this sector and trying to develop it.

However, the literatures reviewed above indicate that enough and inclusive research on the sustainable tourism development in Bangladesh are lacking. As such, it can be concluded that the contribution of this study will play a vital role towards the development of sustainable tourism in Bangladesh. It can be also be useful to the future researchers, pedagogies, tour operators, policy makers and government for developing sustainable tourism industry in Bangladesh.

Chapter Two

Theoretical and Conceptual Framework

2.1 Introduction

Tourism, as economic activity, is composed of multiple and interdependent services and goods. It is difficult to define. According to UNWTO, “tourism is defined as the activities of persons identified as visitors¹⁷. A visitor is someone who is making a visit to a destination outside his/her usual environment of living for less than a year for any main purpose including holidays, leisure, recreation, sports, carnival, business, health, education and other purposes (UNWTO, 2010) This scope is much wider than the traditional perception of tourists, which included only those travelling for leisure” (United Nations and UNWTO, 2010). A more comprehensive definition would be that tourism is intangible and tangible elements. Tangible elements are transportation by road, air, water, rail and hospitality services like accommodations, food drinks; other tourism related services, such as safety, security, banking and insurance. The intangible components are rest, enjoyment, culture, breakout, experience and adventure.

Whether tourism is a business, an industry, a service or just a phenomenon depends on the point of view from which tourism is examined and defined (Page and Connell, 2006; Mitchell and Ashley, 2010). Often, tourism is referred to as an invisible export industry with no tangible product (Page and Connell, 2006) or a multi-product industry that encompasses several different economic activities (Wall and Matheson, 2006). Tourism is an activity that takes place when

¹⁷ . Visitors can be either same-day visitor or overnight visitors. The latter are called tourist

people move to some other place for leisure or for business and to stay at least 24 hours (Gosh, 2000).

2.2 Sustainable Development Concepts

The Sustainable development is a complex and also an internationally contested concept. The main aim of Sustainable development is to direct changes from development towards a more idealized and greener future (Wood Cook and France, 1994). The concept of Sustainable development has been defined in many ways. The most widely accepted definition of Sustainable development has been given by WCED¹⁸ in the Brundland Report “Our Common Future” stated as: Advancement that satisfy the necessity at the present without negotiates the capability of fourth coming generations to fulfill their own needs. It’s a process of change in which the exploitation of resources, the direction of investment, the orientation to technological development, and institutional change are all in harmony and enhancement of both current and future potential to meet human needs and aspirations (WCED, 1987, P43).

2.3 The Concept of Ecotourism

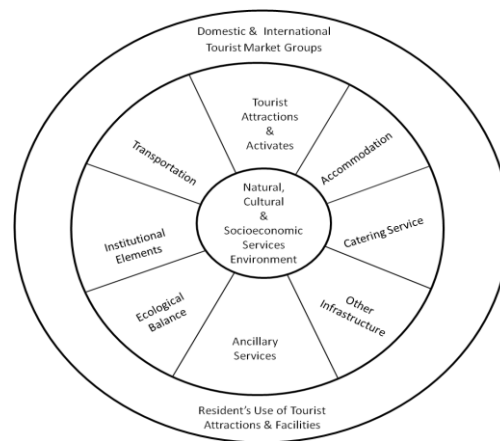
Ecotourism, a wing of sustainable tourism, defines as ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation.

¹⁸. *World Commission on Environment and Development*

2.4 Components of Tourism, Ecotourism and Sustainable Tourism

Components of tourism include both physical and institutional elements. The basic components of Tourism, Ecotourism and Sustainable Tourism are listed and illustrated below:

Graph-2.1 Components of Tourism, Ecotourism and Sustainable Tourism



Source: Edward Inskeep and Van Nostrand Reinhold, 1991

Tourist Attractions and Activities: Product and services for tourists to enjoy and to observe (natural and “man-made” attraction). 9S’s i.e. sex, sea, sun, sand, show, snow, scenery, shopping and sight-seeing are the attractions of tourism.

Accommodation: Places to stay overnight, such as hotels, motels, inns, “bed and breakfast”, guest house, etc.

Transportation: Facilities and services of transport access to and within the tourism area, such as car, bus, train, air and water transport etc.

Catering Service: Places to eat, such as restaurant and bar for food, beverage and alcohol.

Institutional Elements: Marketing plans and promotion, tourism-related legislation and regulations, public and private organization structures for tourism, incentives for attracting private investment in tourism, education and training programs for employees in tourism sectors, public awareness programs on tourism, and environmental and socio-economic programs.

Other Infrastructure: Facilities and services such as water supply, electric power, sewage and solid waste disposal, drainage, telecommunication, internet etc.

Ecological Balance: How ecosystems are organized in a state of stability where species coexist with other species and with their environment.

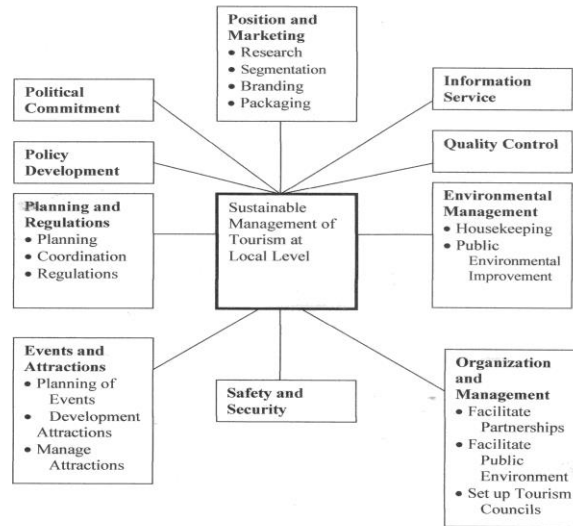
Ancillary Services: All other services that compliment to tourism but not mentioned in earlier is known as ancillary services, i.e., tourist information; retail shops for arts; crafts and convenience items; duty free shops; banking and money exchange; public safety; postal service; florists; news agents; etc.

2.5 Sustainable Management of Tourism at Local Level

Tourism at local level is development on sustainable management of research, segmentations and proper marketing. Political commitment of the existing government, following government and all the political

parties are required for sustainable tourism management at any destinations. Policy development by the NTOs is very much essential for sustainable tourism development at local levels. Planning, coordination and regulations should be developed by the government authority i.e. National tourism organization for the sustainable tourism development of the country. Another important part of sustainable tourism development is planning of an event, developed tourist attractions and manage of those attractions. Safety and security are the most important part of sustainable tourism development of a particular place or destinations. All types of information should be essential for sustainable management of tourism at any local level quality of products and services of a tourism destination must be maintained for sustainability. For ecological sustainability local level environmental management is essential for housekeeping public, carrying capacity, biodiversity, biological resources and through the environmental improvement. The catalyst of sustainable tourism management at local level are organization and management by facilitate partnership, public environment and through set up tourism councils.

Graph-2.2 Local Communities Participation in Management and Planning of Tourism



Source: WTO, 2002

2.6 Principles of Sustainable Tourism Development

Sustainability has three vital principles which must be taken in to account for the sustainable tourism development. These principles of sustainability are recognized around the globe. The tourism stockholder should consider at the three principles of sustainable tourism development. These are ecological, economical, and social and cultural sustainability. These three principles should be considered by the government, tourism related organization, NGO's, Tourist, and every individual. The main aim of sustainable tourism development is to ensure a long-lasting balance between these three dimensions. Sustainable tourism management could only be successful if the inter-relationship between all three dimensions is accepted. (Swarbrooke, 2002, 47)

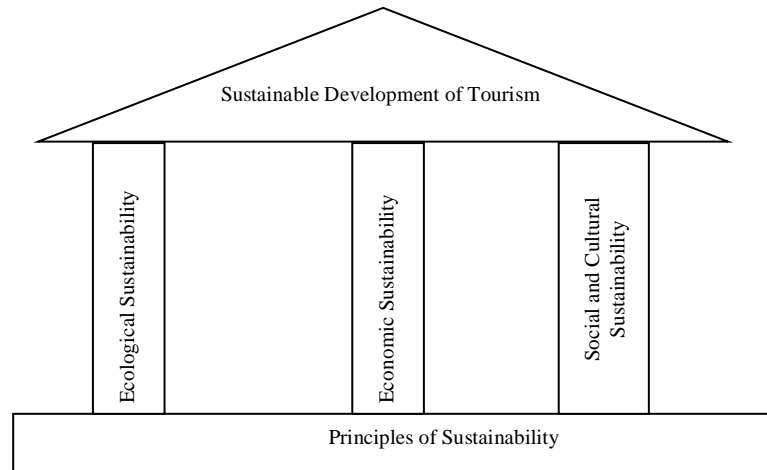
Ecological Sustainability: Ecological sustainability confirms that advancement is adoptable with the preservation of fundamental ecological methods, biological diversification and biological assets. Tourism associations have to think about the environment carefully in order to protect the environment especially the natural environment. Wildlife is a major attraction for the tourist around the world but tourism is visibly harmful to the wildlife for instance by the destruction of habitats, affecting feeding habits, disturbing breeding patterns, fires of woodland and people picking near plants. (Swarbrooke, 2002-47).

Economic Sustainability: Economic sustainability confirms that advancement is economically effective and that assets are arranged so that can back forthcoming generation.

Social and Cultural Sustainability: Social and cultural sustainability confirms that advancement enhance people's domination over their lives, is adaptable with the values and culture of people changed by it, and continue and bolster community existence.

The following graph shows the principles of sustainable tourism:

Graph-2.3 Principles of Sustainable Tourism Development



Source: Think, Org 2014

2.7 The Environment and Sustainable Tourism Development

Conservation and preservation of natural resources and cultural heritage are global as well as local concerns. For tourism to be sustainable, the type and extent of tourism activity must be balanced against the capacity of the natural and man-made resources available.

Carrying capacity is fundamental to environmental protection and sustainable development. It assign to the maximal use of any destination without generate negative impacts on the asset, diminishing tourist satisfaction, or apply adverse effects upon the society, culture and economy of the area (WTO, 1993). Carrying capacity limits can sometimes be difficult to quantify, but they are essential to environmental planning for tourism and recreation. Tourism carrying capacity includes physical, biological, social and psychological perceptual aspects of the tourism environment. There are three distinct types:

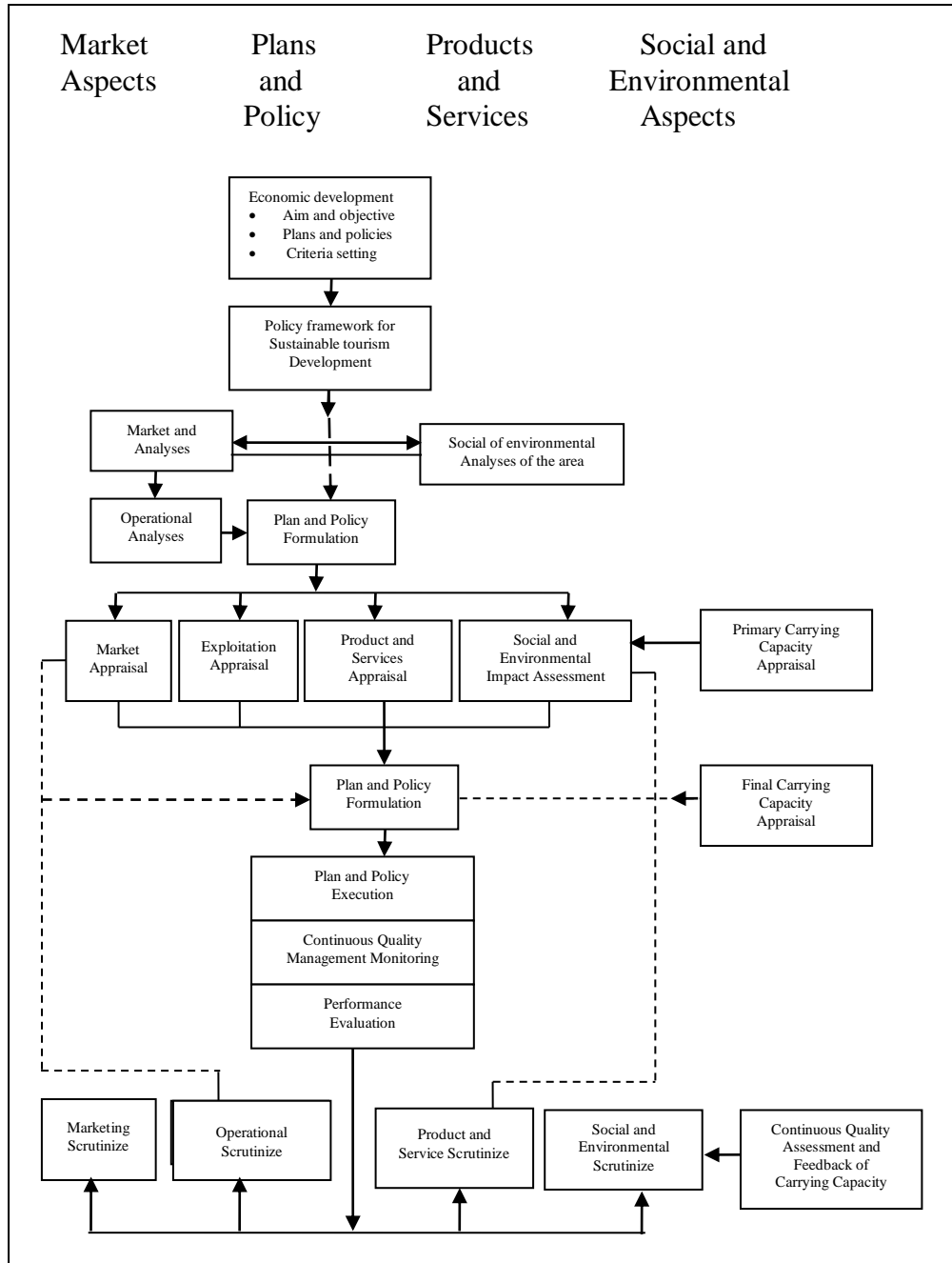
- Biophysical (ecological)- which describe to the natural climate
- Socio-cultural which describe mainly to the effect on the local community and its culture
- Facility-which describe to the tourist experience

Carrying capacity varies according to season and, over time factors such as tourists' behavioral patterns, facility design and management, the dynamic character of the environment, and the changing attitudes of the host community. Graph 2.4 shows how the carrying capacity concept can be applied when considering the tourism policy. As illustrated in the diagram, carrying capacity is considered at three stages of policy formulation, detailed studies and implementation and mentoring.

In developing sustainable tourism, respecting carrying capacity is necessary for maintaining the quality of the environment and visitor satisfaction.

The following graph shows the relationship between carrying capacity and sustainable tourism development:

Graph-2.4 Carrying Capacity and Sustainable Tourism Development



Source: World Tourism Organization, 1993

2.8 Environments of the Destinations

Each type of tourism destination is characterized by its particular patterns of environmental sensitivity. The common types of destination environments are summarized below:

(i) Coastal areas including beaches, marine areas and wetlands:

Many beach areas have the potential carrying capacity for relatively high volume tourism, whereas marine parks and wetlands with their more fragile ecosystems may be better suited for smaller scale tourism, such as adventure and special interest activities. In all coastal areas, there may be competition for the use of prime coastal sites with residential, industrial or harbor development, fisheries or other commercial uses.

(ii) Mountain and wilderness areas: Mountains, forests, moors, deserts, savannas, and other types of wilderness areas are mostly visited by tourist who is interested in nature or special interest activities such as trekking, climbing, skiing, and wildlife viewing. These areas typically have fragile ecosystems with carrying capacities for small scale development and limited use. Downhill skiing is a high volume activity which must be carefully planned in order to develop the necessary infrastructure, service areas, and transportation access without generating environmental problems.

(iii) Inland rural areas: Agricultural lands, woodlands, lakes and riverine environments can provide appropriate locations for small scale recreation resorts, second homes and special interest activities such as

farm and village stays. Careful planning is required to ensure that prime agricultural and forest lands are not affected by tourist facilities, and coater bodies are protected from population.

2.9 Per-requisite for Sustainable Tourism Development

- Clean and safe environment in a sustainable way.
- Friendly behavior and standard service for the tourists.
- International standard Hotels, Motels, Guest House, Cursing Vessel Lodges, Resorts and Restaurants etc.
- Arrangements of community based tourism at the destinations.
- Special campaigns on exclusive tourism products and services of Bangladesh.
- Technically sound human resources for sustainable tourism development.
- Development of modern infrastructure in a sustainable manner.
- Continuous innovation for destinations and sustainability.
- Develop modern communication system for each and every tourist destinations of Bangladesh by road, air, water and rail.
- Awareness of local communities, tourists and stakeholders regarding sustainability.
- Modern training institute to train human resources of tourism sector.
- Preservation of minority culture, pride and language.
- Support for tribal and their culture to sustain.
- Modern telecommunications and information's technologies facilities.

- Adequate activities and attractions for the tourists.
- Quality food and beverage services for tourist.
- Adequate restrooms at the destinations areas as and where necessary.
- Emergency medical services for the tourists.
- Facilitation of tourist access to information.
- Financial transaction systems including online facility.
- Online reservation and booking system.
- Tourists guide services.
- Reliable local partners for outside and foreign investors.

Chapter Three

Research Methodology

3.1 Introduction

This chapter mainly comprises the sample of the study, nature and sources of data, verification respondents' opinion and data tabulation, sample size, preparation of questioner, pilot inquiry, and limitations of the study. Variables have been used like dependent and independent for judging the inter relationship of different parameters. Techniques of analyses have been followed to test the statistical tools and major indicators of the perceptions and views of the stakeholders. Research scope, research questions, theoretical statement of opinion, populations, questionnaire development and size of the sample, survey of the field and data acquiring of primary source and secondary sources, and organizational framework have also been included in this chapter.

3.2 Nature of the Research

There has been little secondary information on sustainable tourism in Bangladesh. Therefore, the study is mainly based on the primary data. So, any hypothesis has not been feasible to develop for the problem of this research. Thus the present research is an exploratory one.

3.3 Research Scope

The research scope covers the issues and areas are:

A. Factors Coverage of the Research: This research has undertaken to analyze the following factors:

- (i) Sustainable tourism history, development and policy of Bangladesh government.
- (ii) Nature and categories of tourist attraction in Bangladesh and these sustainability situations.
- (iii) Tourism facilities and potentials for sustainable tourism development in Bangladesh;
- (iv) Role of tourism organizations, government and NGOs for sustainable tourism development in Bangladesh;
- (v) Economic, social and cultural impacts of sustainable tourism development in Bangladesh;
- (vi) Role of sustainable tourism for eliminating poverty in Bangladesh.
- (vii) Challenges and opportunities for sustainable tourism development in Bangladesh.
- (viii) Policy guidelines and suggestions for the sustainable development of tourism of Bangladesh.

B. Research Area: Among the tourism destinations of Bangladesh, where tourists frequently visit have been considered for the present study. These include Cox's Bazar Sea Beach, Kuakata Sea Beach, Saint Martin's Island, Bandarban and Sundarban.

C. Duration of Research: During the high tourism season from October to March in Bangladesh, the fields investigations have perform and data has been gathered. The collected data have been tabulated during the month of April to December 2017. From January 2018 to August 2018 the compassion of the study modifying and

completing brush have been done. Eventually, the thesis has composed form September to December 2018.

D. Samples of the Research: As sample of the study, five tourist destinations have been selected purposively on the basis of convenience in data collection. Data have been gathered from the organizations and groups which have long experience related to tourism development, tourism activities with the construction of infrastructure for tourism, create facilities for tourism related to providing and gating service. So, the following categories samples are taken considerations or the research work:

i. Tourism Organization: Management people have been selected on the basis of their involvement in activities. This has also been done considering their knowledge about day to day tourist activates. NTOs, tour operators, travel agents, lodges, hotels, motels, and restaurants have investigated for this research.

ii. Tourists: Foreign and domestic visitors have included for this study. Tourist is selected from each of the selected study area based on their availability. For surveying foreign tourists the immigration point of Hajarat Shah Jalal International Airport of Dhaka has been used.

iii. Local Communities and stakeholders: The study has included local communities and stakeholders as sample. Local communities have been studies as a community has benefits and loss of tourism development. To succeed, tourism in the community must be planned and managed to improve the quality of life of residents and to protect the local, natural and cultural environment.

iv. Executives and Experts: Executives, professionals, tour guides, and writers related to tourism and travel, former managers of the various tourism organizations have involved in this category of sample.

3.4 Theoretical Statements of Opinion

Enough research-based literatures on the sustainable tourism in Bangladesh have not been available of the researchers. So, any hypothesis development has not possible to produce for the problems of the research work. Thus the researcher has tried to draw little theoretical ratiocination based on survey data, experts' opinion and existing literatures, which have been considered in context of finding. These statements of opinion are connected to the main question of the difficulty of the study and have been examined methodically and conducted at the objectives point of view. Finally, researcher has addressed those statements of opinion towards managements and policy executions. The statements of opinion drawn for the research as flows:

A. Tourism sector of Bangladesh cannot able to give proper sustainable tourism facilities and infrastructure for the visitors.

B. Required number of tourism service providing organizations is not available and existing organizations is not properly furnished with skilled human resources, facilities and technology for sustainable tourism devilment in Bangladesh.

C. The sustainable tourism development performance is not satisfactory in Bangladesh.

D. Bangladesh can be a vital tourism country by adopting proper sustainable policies and technologies in terms of outcome of this research.

3.5 Research Questions

- (i) What are the existing policies to develop sustainable tourism in Bangladesh?
- (ii) What are the guidelines to enable all stakeholders to participate in determining a sustainable tourism development in Bangladesh?
- (iii) What are the socio-economic, cultural and environmental impacts of sustainable tourism development in Bangladesh?
- (iv) What are the contributions of Sustainable Tourism for Eliminating Poverty (ST-EP) in Bangladesh?
- (v) What are the potentialities for sustainable tourism development in Bangladesh?
- (vi) What Management techniques, facts and figures would be extracted and grouped for challenges and opportunities for sustainable tourism development in Bangladesh?
- (vii) What would be the most appropriate characteristics and components of the guidelines and suggestions leading to sustainable tourism development in the context of Bangladesh?
- (viii) What would be the roles and responsibilities of the government, tourism related organizations, NGOs and tourist for sustainable tourism development in the context of Bangladesh?

3.6 Population

According to the scope and objectives of the study nine types of population was set as follows:

- (i) foreign and domestic tourists;
- (ii) managerial level employees of BTB and BPC;
- (iii) executives and owners of tour operators and NGOs;
- (iv) airlines employees;
- (v) travel agents' executives and owners;
- (vi) executives and owners of hotel's;
- (vii) restaurant's owners and executives;
- (viii) experts and academicians; and
- (ix) member of local communities and stakeholders.

3.7 Sample Size

The most vital stair is to choice of sample from where the data of primary source are to be collected. The categories of respondents are nine types of three groups. The categories of the first group respondents are consist of domestic and foreign tourists. In this process for categories of second group researcher has selected those tourism related organizations that have professional experience of dealing with travel and tourists. Among top executives of the BPC and BTB have been chosen along with tour operators and tourism related organizations, like travel agencies owners and executives, front desk officers of different hotels, owners and managers of some hotels and restaurants, tourism experts, university teachers, tourism related writers, tour guides, former employees of relevant organizations,

executives of Biman Bangladesh airlines, GMG airlines, Regent airlines, US Bangla airlines and Novo airlines have constituted the sample of the categories of second groups. From the categories of third groups of respondents local communities and stakeholders, like local residents, owners and executives of local tourism related organizations and tour guides etc. are interviewed.

The respondents have been considered to collect their opinion through three sets of semi-structured questioners and informal conversations. Samples types and sizes are shown below:

Table-3.1 Samples and Their Respective Size

Group		Sample	Size	Total
A.	i.	Tourists (100 domestic and 100 foreign).		200
B.	i. Executives and experts			200
	i.	BPC and BTB executives.	10	
	ii.	Owners of private tour operators.	20	
	ii.	Airlines' sales executives (Biman-4, and 2 of each from GMG, Regent, US Bangla, NOVO Air.	12	
	iii.	Owner of travel agencies.	15	
	iv.	Hotel owners and executives.	18	
	v.	Restaurants owners and executives.	15	
	vi.	Experts (3 academicians, 2 travel writers, 3 tour guides and 2 former executives.	10	
C.	i.	Members of local communities and local stakeholder.		200
Sub Total				600

3.8. Sampling Frame

No standardized sampling frame is available in tourism sector of Bangladesh and hence convenience sampling frame has been utilized.

3.9. Procedure of Sample Selection

Top management level employees of various tourism related organizations have been considered for examine the sustainable development of tourism in Bangladesh. Because this level executives are related to give service to the tourists and tourism related activities. So, they are comparatively more experienced.

Sales executives of Biman Bangladesh Airlines and other private Airlines, owners of travel agencies, executives of hotels and restaurants have also been chosen purposively. Of course, their experience, length of service and business has been considered while choosing them to include in the sample.

Among the tour operators' category of sample, 20 firms of the TOAB members' have been taken to the list, 5 are from Dhaka 3 are each of from Cox's Bazar, Saint Martin's, Kuakata, Sundarban and Bandarban through and unbiased lottery.

Tourists, both domestic and foreign, are also included in one of the sample categories. It is mentioned earlier that this category of sample consists of 100 domestic tourists who have already visited some of the destinations in the country. Another 100 foreign tourists and foreign residents in Bangladesh who have also completed their visit in

Bangladesh and, thereafter, attempted to depart from the country have also been considered here. In selecting sample from the tourist category, non-probability sampling technique (called convenient sampling) has been used to choose the target respondents. The use of probability sampling technique has not been possible due to the unknown size of population. Another reason to apply purposive sampling technique is to ensure a reasonable number of respondents from each of the important source countries.

Local communities and local stakeholders have selected from local residents and people involved with local tour and travel related organizations and business.

It is obvious to know the size of the population before the researcher goes to select the sample from there. Though a qualitative research does not necessarily require following any rigid sample selection procedure like a quantitative one, it requires at least a logical consideration (Islam and Hossain, 2000). In that logical perspective, the researchers have attempted to include those respondents who are associated within the tourism sector of the country and who have at least three years of working experience in the relevant field. Besides, the opportunity of getting access to the right people capable of providing necessary information has made researcher chosen convenient sampling technique in many cases.

3.10 Preparation of Questionnaire

Researcher has conducted filed survey by three sets of different types of questionnaires. Following matters have tried to find through the questionnaire:

- (a) Role of government and different tourism organization to sustainable tourism development in Bangladesh.
- (b) Effectiveness of existing tourism policy of Bangladesh government for sustainable development.
- (c) Contributions of sustainable tourism development to poverty reduction.
- (d) Social and cultural impacts of sustainable tourism development in Bangladesh.
- (e) Economic impacts of sustainable tourism development in Bangladesh.
- (f) Development of sustainable tourism potentiality in Bangladesh.
- (g) Challenges and opportunities for sustainable tourism development in Bangladesh.
- (h) Roles and responsibilities of government, NGOs, tourism related organizations and tourists for sustainable tourism development of Bangladesh.
- (i) Policy guidelines and recommendation for the development of sustainable tourism in Bangladesh.

3.11 Questionnaire Development

Three separate semi-structured questionnaires have been developed: one for tourist, one for local communities and stakeholders, third one for executives and experts.

3.12 Questionnaire Adminstrating Method

In-depth personal interviewing technique has been used.

3.13 Scaling Technique

5-point Liker scale has been applied to elicit responses from the target respondents. Apart from scaling, case studies have been conducted to identify current strength and weaknesses and actions that have been needed to put forward the necessary guidelines that can ensure sustainable tourism development in Bangladesh.

3.14 Pilot Inquiry for Questionnaire Examination

The researcher himself has prepared the questionnaire. Prior to field inquiry, three-circle pilot inquiry has carried on pre-examining the questionnaire, changing the set questions and settles finally the questionnaires. To examine the handiness of data, feasibility of questions, and work out regarding the title of the study to spread over such door to door and throw going interviews was the main regions of this pilot inquiry. Other region of the pilot inquiry was to be familiar to the related proficient feature of the research. Hence these pilot inquiry and pre-examination have fulfilled the aims of upgrading the questionnaire.

3.15 Field Inquiry and Probe for Primary Sources of Data Collection

Researcher himself conducted the field survey with the per-designed three sets of questionnaires and utmost care was taken not to bias the respondents. Face to face in-depth interview was conducted to collect the information through those three sets of questionnaires and informal discussions.

3.16 Secondary Data Sources

Again, its need to be tells that the necessary secondary data have not available for the present study. Document and literatures on general tourism haven gathered from various publications, like journals, news papers, periodicals, magazines, research reports, brochures, internets and tourism related folders and leaflets has found helpful. Publications of NTOs, NGOs, Bangladesh Special Branch of Police, ATAB, Statistical Year Book of Bangladesh and other publications of tourism related organizations have been used. Also the publications of international organizations like, UNWTO, WTTC, World Bank, Asia Pacific Tourism Forecast and World Tourism Barometer of UNWTO found vary much useful for the secondary data of the study.

3.17. Verification of Respondents Opinion and Data Tabulation

Researcher himself has collected the information and data from the fields. Hence the verification of filled questionnaire of the respondents has done by the researcher. If any inconsistency or anomalies have raised immediate corrective actions have been taken through re-interview of relevant respondents.

Those the necessary verification of respondents' opinion, researcher has taken corrective action and tabulated the collected data with the help of statistician. Electronic instrument has also been used along with manual process. Hence there are minimal chances of mistake or errors. Therefore data has been summarized, classified and analyzed at par with objectives of the study.

3.18 Analysis of Data and Interpretation

In qualitative research there is no formal technique of analysis of data. Though the some statistical tools are used to analysis the quantitative research (Islam and Hossain, 2000).

For the present study the researcher has used both qualitative and quantitative techniques to analyzed the findings and draw his contribution on sustainable tourism development in Bangladesh in context of objectives and problems. Hence statistical tools have been used for required analysis of collected data. These are included percentage, mean score, growth rate, standard deviation and regression analysis. Therefore the analysis included thought full suggestions of the researcher.

3.19 Organizational Framework

This thesis consists of ten chapters. The proper methodology has been used for the organizational framework of the study. The first chapter describes the introduction of the study, including preamble, background of the tourism industry of Bangladesh, tourism scenario of Bangladesh, policy of tourism development of Bangladesh, statement of the problem, objectives of the study, significance of the study and the review of literature.

Chapter two discussed theoretical and conceptual framework of the study including concepts of tourism, tourist and travel, sustainable development concepts. Basic requirements of sustainable tourism components are local level involvement of tourism management and planning, principles for sustainable development of tourism, carrying

capacity; environment and the pre-requisite for sustainable tourism development.

Research methodology has been discussed in chapter three. The chapter consists of the nature of the study, scope of the study, questionnaires development, theoretical statement of opinion, populations, sample size, research questions, sample selection, preparation of questionnaire, pilot inquiry, sampling frame, field inquiry and probe for primary sources of data collection, secondary data sources, verification of respondents' opinion and data tabulation, analysis of data and interpretation, organizational framework and limitations of the study.

Findings, their analysis and interpretations are discussed in chapter four including major findings like the sustainability of tourist attraction, future tourist demand, the potentialities of the tourism industry, competing destinations, economic contribution of travel and tourism, economic impact of tourism in Bangladesh, social and cultural impacts of tourism in Bangladesh. Chapter five investigates the potentialities of sustainable tourism development in Bangladesh. Chapter six discusses about contributions of sustainable tourism to poverty reduction. Chapter seven examines the challenges and opportunities for sustainable tourism development in Bangladesh. Chapter eight illustrates the guideline and suggestions for sustainable tourism development in Bangladesh. Chapter nine describes the roles and responsibilities of government, tourism-related organizations, NGOs and the tourist for sustainable development of tourism in the country. Conclusions and research implications are in chapter ten for the ending of the study.

3.20 Techniques of Analyses

As per the objectives of the study, the following analyses have been done for preparing the thesis:

- a) Firstly time series data for the period of minimum 10 year to maximum of 20 years are analyzed following mean values, standard deviation, and growth rates and regression analysis etc.
- b) Pie charts, diagrams, bar charts, table and graphs are used to exhibit the major characteristics of both primary and secondary data.
- c) Five point Liker scales are used to judge the quantitative perceptions, views opinions of the respondents. Results are shown in the form of the pie chart, Bar chart, table, diagram and graph.
- d) Multiple co-relation regression is used to judge the interrelationship of the multidimensional variables.
- e) Ratio analysis technique is used in the form of percentage.
- f) Bench marking has been done among the sample tourist centers and the various categories of stakeholders.
- g) Strength of the tourist centers like dedicated manpower engaged, attraction of the tourist center, cooperation of management people.

3.21 Limitations of the Study

Every researcher faces same limitations in his or her researcher work. The present research is also of no exception to this. In this study the

researcher has been tried to all possible limitations as much as minimal. Some limitations were out of control of the researcher. Although researcher has given much efforts. The major limitations of the research work are as follows:

- a) Number of tourists destinations included in the study does not reflect the overall picture of all Bangladesh tourist destinations.
- b) Number of tourists is also not sufficient to arrive at generalization of findings and observations.
- c) Absence of cooperation of management people and other stakeholders created troubles in data collection.
- d) Shortage of sufficient secondary and primary data creates restrictions in statistical tests.
- e) Lack of knowledge about sustainability of some respondents.
- f) Finally due to limited studies done earlier in this vital area, there has been difficulty in selecting the methodology of the study.

Chapter Four

Findings, Their Analysis And Interpretations

4.1 Introduction

This chapter presents the findings, their analyses and interpretations of the respondents. The data have been collected by conducting field survey among local communities, stakeholders, government administrators, tourists, tourism related associations and organizations. Observations from Focus Groups Discussions (FGDs¹⁹) have been incorporated. Secondary sources of data have also been collected and analyzed extensively. Field study has been conducted through structured and open-ended questionnaires. The sample size was 600 respondents consisting of 200 domestic and foreign tourists; 200 executive and experts; and rest of 200 from local communities and stakeholders.

Table-4.1 List of the Respondents

Categories of Respondents	Number of Respondents
Tourists (Domestic and Foreign)	200
Executives and Experts	200
Local Communities and Stakeholders	200

¹⁹ Focus Groups Discussions

4.2 Key Features of the Respondents

4.2.1 Gender and Age

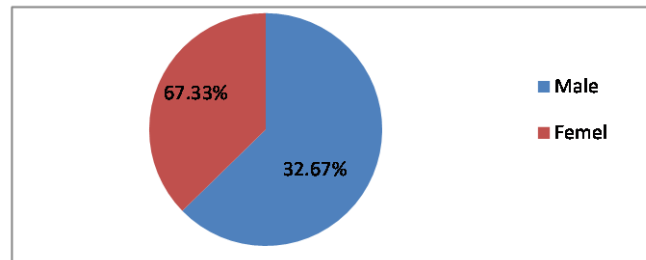
The main intention of knowing the age and gender of the respondents is to get a reliable data and eventually arrive at the realistic conclusion. The summary of those data is presented in Table 2.

Table-4.2 Distribution of the Respondents According to Their Gender and Age

Distribution of Respondents According to Their Gender and Age:						
Age	Sex				Total	%
	Male	%	Female	%		
Bellow 19	42	7.00	24	4.00	66	11.00
19 - 28	60	10.00	28	4.67	88	14.67
29 - 38	67	11.17	30	5.00	97	16.17
39 - 48	81	13.50	37	6.17	118	19.67
49 - 58	68	11.33	36	6.00	104	17.33
59 - 68	55	9.17	26	4.33	81	13.50
69 and above	31	5.17	15	2.50	46	7.67
Total	404	67.33	196	32.67	600	100%

The above table (Table-4.2) shows that there are 66 respondents with age below 19; 88 respondents between 19-28 years; 97 respondents between age limit 29-38; 118 between age limit 39-48 and 104 respondents between age limit 49-58; 81 between 59-68; and 46 between 69 and above.

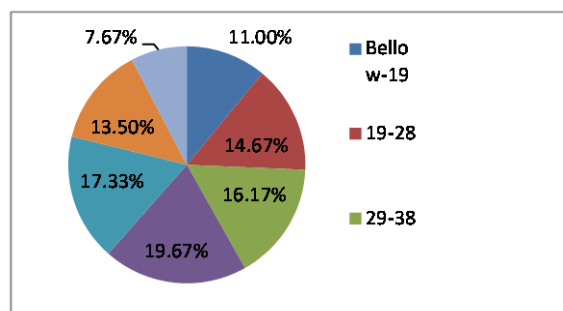
4.2.2 Gender of Respondents



Pie chart-4.1 Gender Percentage of the Respondents

The above pie chart shows that both male and female respondents enthusiastically participated in the research process. The chart shows while the male respondents are 67.33 percent, the female respondents are only 32.67 percent.

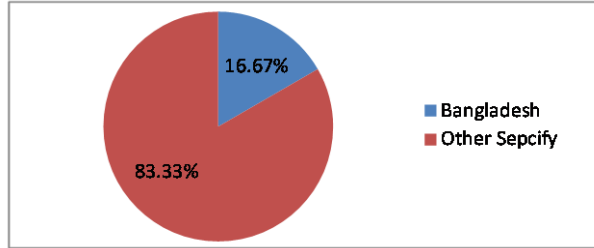
4.2.3 Age Group



Pie chart-4.2 Percentage of the Age Group

The above pie chart provides information regarding the age group. It demonstrates different age groups who actively participated in the study process. From the data, it can be seen that the respondents of age group 39-48 was 19.67% in first position whereas the respondents of above 49-58 age group was second in the position with 17.33%. On the other hand, the age group 59 and above was the lowest with 7.67%.

4.2.4 Nationality



Pie chart-4.3 Percentage of the Nationality of the Respondents

The above pie chart demonstrates that most of the respondents are from Bangladesh. 83.33% respondents are from Bangladesh while 16.67% of them are foreigners.

Table-4.3 Source Country of Foreign Tourists

Country	Number of Tourists				Total
	Male	%	Female	%	
India	10	58.82	07	41.18	17
China	07	70.00	03	30.00	10
USA	03	60.00	02	40.00	05
UK	03	60.00	02	40.00	05
Russia	02	50.00	02	50.00	04
Japan	02	40.00	03	60.00	05
Nigeria	03	75.00	01	25.00	04
South Korea	02	40.00	03	60.00	05
Netherlands	02	50.00	02	50.00	04
Pakistan	03	75.00	01	25.00	04
Malaysia	02	50.00	02	50.00	04
Others	23	69.00	10	30.00	33
Sub Total	62	62.00%	38	38.00%	100

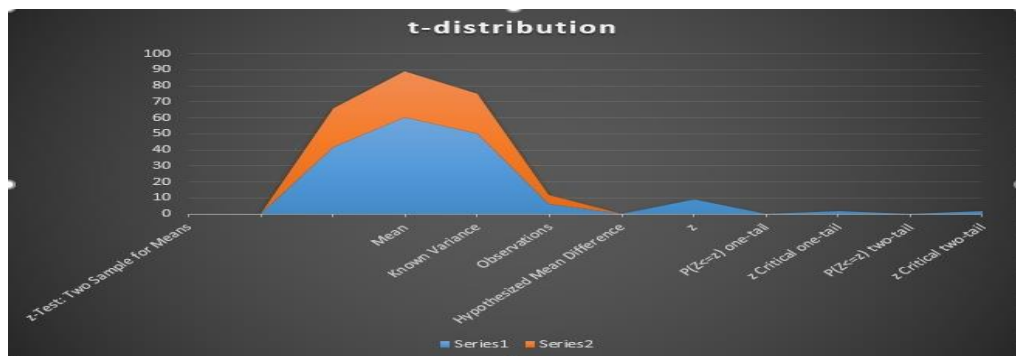
Above table 4.3 shows that among the 100 foreign tourists 17 tourist from India, 10 tourist from China, 5 tourists from each countries of UK, Japan, USA, South Korea, 4 tourist are from is country of Nigeria,

Pakistan, Netherlands, Malaysia and Russia and rest of the 33 from around the world. The respondents consist 62% of male and 38% of female.

4.2.5 T-Test of Male and Female

After running a t-test on MS-excel the following data were found

t-Test: Two-Sample Assuming Equal Variances		
	Male	Female
Mean	57.71428571	28
Variance	284.5714286	56.33333333
Observations	7	7
Pooled Variance	170.452381	
Hypothesized Mean Difference	0	
df	12	
t Stat	4.257922781	
P(T<=t) one-tail	0.000555798	
t Critical one-tail	1.782287556	
P(T<=t) two-tail	0.001111597	
t Critical two-tail	2.17881283	



Bar chart-4.1 T-Test of Male and Female

Above bar chart (4.1) shows that comparing the alpha level that is typed into the two sample t-test assuming equal variances window (i.e. 0.05) to the P-value listed in the output on the worksheet; it has been found that the P-value in the output is smaller than the alpha level. From the test, it has been seen that the t statistical value is 4.257922781 which is greater than both one tail and two tail critical value of T. So, there is a significant difference between these two sets

of data. The Degree of Freedom has been found the value of degree is 12. As we know, the significance level for a given hypothesis test is the P-value is less than or equal to is considered to statistically significant. So data is statistically significant.

4.2.6 Gender and Professions of the Members of Local Communities and Stakeholders

Following table (4.4) shows that among the 200 local communities and stakeholders, 45 are from Cox's Bazar consisting of 32 male and 13 female; followed by 43 from Kuakata where 31 are male and 12 are female; 40 from St. Martin where 25 are male and 15 are female; 37 from Bandarban consisting of 22 male and 15 female; and 35 from Sundarban with 21 male and 14 female. The overall percentage of male and female is 65.50% and 34.50% respectively.

Destination	Members of Local Communities				Total	%
	Male	%	Female	%		
Cox's Bazar	32	71.11	13	28.89	45	22.5
Bandarban	22	59.46	15	50.54	37	18.5
Kuakata	31	72.09	12	27.91	43	21.5
St. Martin	25	62.50	15	37.50	40	20.0
Sundarban	21	60.00	14	40.00	35	17.5
Total	131	65.00%	78	39.50%	200	100%

Table-4.4 Distribution of Members of Local Communities and Stakeholders, According to Destination and Gender

It is important to understand various economic activities in the study areas for evaluate contributions of the sustainable tourism development as a mechanism for poverty eradication. The respondents' professions have been found as teaching, working in tourism sector, agriculture, handicrafts, livestock, fishing, business and other sectors as well.

Table-4.5 Distribution of Local Community Respondents According to the Destination and Professions

Economic Activities	Name of the Destination						
	Cox's Bazar	Bandarban	Kuakata	St. Martin	Sundarban	Total	%
Tourism	13	5	11	12	5	46	23.00
Agriculture	9	10	8	5	6	38	19.00
Handicraft	11	8	6	6	3	34	17.00
Livestock & Fishing	10	3	9	10	4	36	18.00
Teaching & Service	8	6	4	4	3	25	12.50
Business & Other	7	4	5	3	2	21	10.50
Total	58	36	43	40	23	200	100%

Summarizes the data in details. From the table, we can see that many (46%) of the respondents are engaged in tourism; 38% in agriculture, 34% in handicraft, 36% in livestock and fishing, 25% in teaching and service and rest of 21% are in business and other sectors. Both in Cox's Bazar and St. Martin Island the main economic activities are tourism. The reason is that both sites are the main tourist attractions of Bangladesh. Not only Bangladeshi but also people from Myanmar work there. The second economic activity is handicraft at Cox's Bazar. On other hand at St. Martin most of the people depend on livestock and fishing. But if we consider indirect involvement with tourism then the rate will be definitely increased. Like some respondents said that they are not directly involved but they are getting benefits because of the tourists' related activities. They do business like supplying foods and vegetable to the hotels, motels or guest houses and many others tourism related service organizations. If we see Table-4.5, it is noticeable that handicraft is also playing an important role here.

4.3 Data Analysis

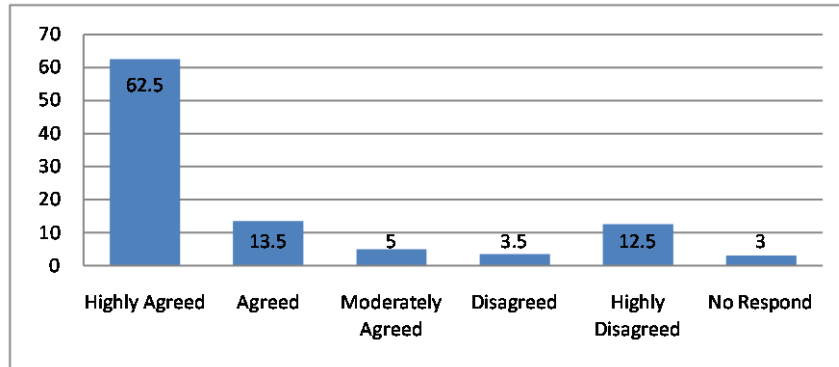
The research of the thesis has been conducted as a part of both qualitative and quantitative research method. In planning the research project the data have been collected by asking different questions to get complete ideas from different Bangladeshi people who are literate and aware about the sustainability. The questionnaire has been prepared to reveal the sustainable tourism development activities in Bangladesh, finding out probable ways to make it more sustainable for the next generation.

4.3.1 Some Important Findings from the Perception of the Tourists

To understand the perceptions and views of the tourist respondents out of 16 questions 7 are discussed below:

(i) Protection of Natural and Cultural Environment in a Sustainable Way

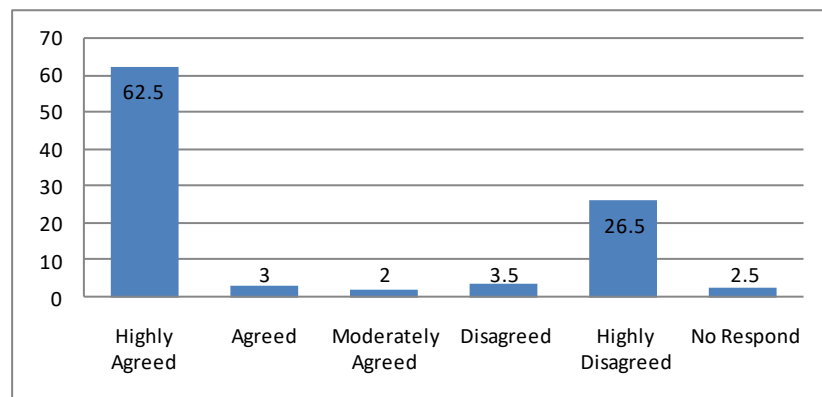
According to the bellow bar chart, 62.50 percent of the respondents are highly agreed that natural and cultural environment must be protected and conserved in a sustainable way, while 12.50 percent of the respondents are highly disagreed and 5 percent are moderately agreed with this. Additionally, 13.50 percent respondents are agreed, 3.50 percent are disagreed and 3 percent has no respond with this question.



Bar chart-4.2 Perception of tourists regarding the protection of natural and cultural environment in a sustainable way

(ii) Stakeholders Must Respect Sustainable Act to Develop More Sustainable Tourism Products

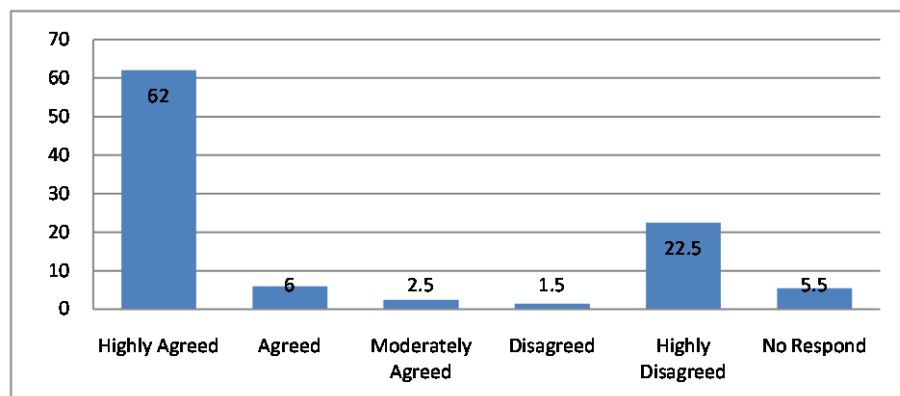
The bellow bar chart explains that 62.50 percent of the respondents are highly agreed to respect sustainable Act, while 26.50 percent respondents are highly disagreed and 3 percent are agreed with this. Moreover, 2 percent of the respondents are moderately agreed, 3.50 percent disagreed and 2.50 percent have no respond with this question.



Bar chart-4.3 Perception of tourists whether stakeholders must respect sustainable act to develop more sustainable tourism products

(iii) Whether the Carrying Capacities Exceeds at Tourism Areas

According to the bellow bar chart, 62 percent of the respondents are highly agreed with the view that *Carrying Capacity* of different tourism destination exceeds in Bangladesh while 22.50 percent respondents are highly disagreed in this issue. Moreover, comparatively small (6%) respondents are agreed and 2.50% are moderately agreed. Similarly, 1.50 percent is disagreed and 5.50 percent have no respond. The respondents who are highly agreed told that there is no rules and regulation of carrying capacity of the tourist attractions. Cox's Bazar, Saint Martin, Kuakata and Sundarban are overcrowded in the peak season. There are every possibility to harm local community and wildlife.

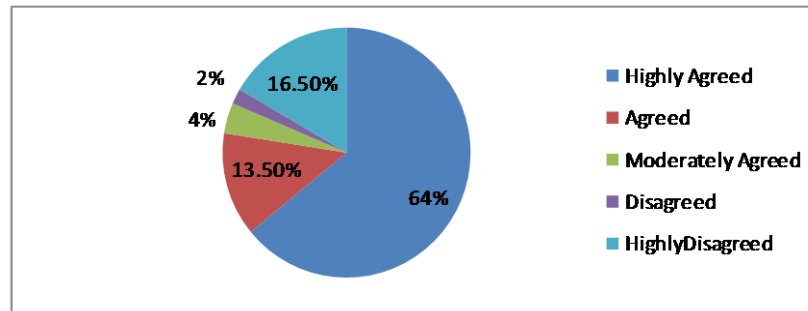


Bar chart-4.4 Perception of tourists whether the carrying capacities exceeds at tourism areas

(iv) Mutual Efforts to Create the Environment More Ecological and Sustainable

The bellow pie chart illustrates 64 percent of respondents highly agreed that the government and the people should work together to

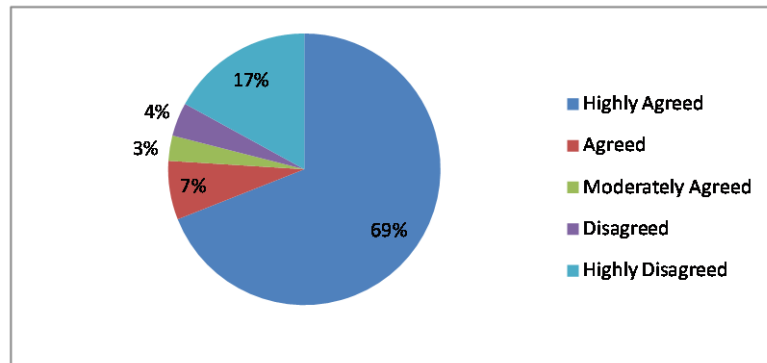
make the environment more ecological and sustainable, while 16.50 percent of the respondents highly disagreed with this topic. Additionally, 2 percent of respondents disagreed and they think the government and the people should not work together to make the environment more ecological and sustainable for the next generation, 13.50 percent of respondents are agreed, 4 percent are moderately agreed.



Pie chart-4.4 Perception of tourists regarding mutual efforts to create the environment more ecological and sustainable

(v) Initiative for Greater Environmental and Cultural Awareness and Protection

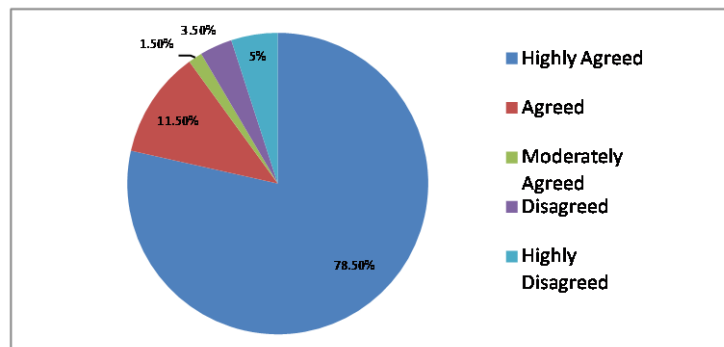
The bellow pie chart provides that 69 percent of respondents highly agreed with environmental and cultural awareness and protection initiative must be taken in massive way, while 17 percent or respondents are highly disagreed and 7 percent are agreed with this additionally, 3 percent of respondents moderately agreed and 4 percent disagreed.



Pie chart-4.5 Perception of tourists regarding the initiative for greater environmental and cultural awareness and protection

(vi) Educating Stakeholders for Sustainable Tourism Development

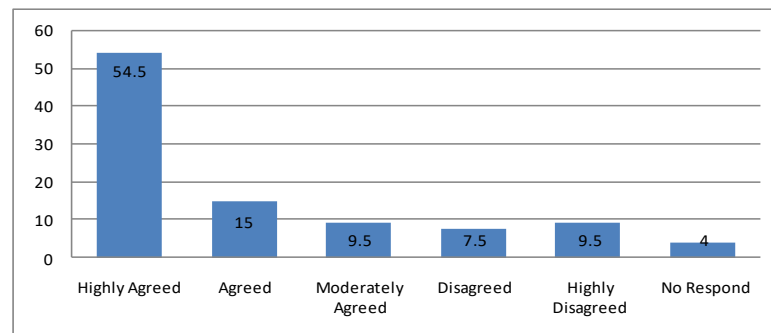
The bellow mentioned pie chart shows that we should educate stakeholders for sustainable tourism development in Bangladesh. With that 78.50 percent respondents are highly agreed to educate stakeholders for sustainable tourism development for poverty reduction in Bangladesh. Moreover, 11.50 percent respondents are agreed and 1.50 percent is moderately agreed. While a very few number 2 percent of respondents are highly disagreed and 3.50 percent are disagreed with this.



Pie chart-4.6 Perception of tourists to educating stakeholders for sustainable tourism development

(vii) Adverse Effects to the Environment and Wildlife

From the mention bellow bar chart (4.5) shows it is observed 54.50 percent of the respondents are highly agreed that tourist activities in Bangladesh have adverse effects on environment. Moreover, 15% respondents are agreed and 9.5% are moderately agreed with this topic. On the other hand, 9.50 percent of the respondents are highly disagreed. They think that tourist activities in Bangladesh have no negative impact on Environment which is again supported by 7.50% respondents while 4.50 percent respondents have no respond. So, it is clear from the above mentioned bar chart that tourism activities in Bangladesh have adverse effects on the environment.



Bar chart-4.5 Perception of tourists about the adverse effects to the environment and wildlife

Table-4.6 Overall Perception of Tourists Regarding Sustainable Tourism Development in Bangladesh

SL No	Questions	No Respond	Highly Agreed 5	Agreed 4	Moderately Agreed 3	Disagreed 2	Highly Disagreed 1	Mean Score
01	Role of Sustainability for tourism development in Bangladesh	3	135	25	18	12	7	4.30
02	Existing Tourism Policy of Bangladesh Government	--	15	8	7	50	120	1.74
03	People's Responsibility and Sustainability to nature	2	125	36	18	11	8	4.265
04	The Practice of Sustainability Compared to than that of other Countries	10	55	11	7	13	104	2.35
05	Whether the Government Should Develop Tourism Policy in Sustainable way	--	135	27	11	8	19	4.255
06	Protection of Natural and Cultural Environment in a Sustainable way	6	125	27	10	7	25	4.01
07	Sustainable Tourism Improves the Quality of Life	--	136	9	4	8	43	3.935
08	Stakeholder Must respect Sustainable act to Develop more Sustainable Tourism Products	5	125	6	4	7	53	3.64
09	Sustainability of Foreign Tourist	3	120	7	4	4	62	3.55
10	Whether the carrying capacities exceeds in tourist areas	11	124	12	5	3	45	3.67
11	Stakeholder Knowledge to Ensure Sustainable Tourism Development	4	23	15	17	32	109	1.995
12	Mutual Effect to Create the environment more ecological and Sustainable way	--	128	27	8	4	33	4.065
13	Initiative for Grater Environmental and Cultural awareness and Protection	--	138	14	6	8	34	4.07
14	Whether the infrastructure is developed sustainably for Tourist Development	9	47	5	9	19	111	2.155
15	Educating Stakeholder for Sustainable Tourism Development	--	157	23	3	7	10	4.55
16	Adverse effects in the environment and wildlife	8	109	30	19	15	19	3.855
Overall Mean Score (mean of the means)								3.525

Source: Survey Data (Annexure- 2: A)

The previous table 4.6 shows the different perceptions of tourists regarding various aspects of sustainable tourism development in Bangladesh. Based on tourist opinions, the mean scores and overall

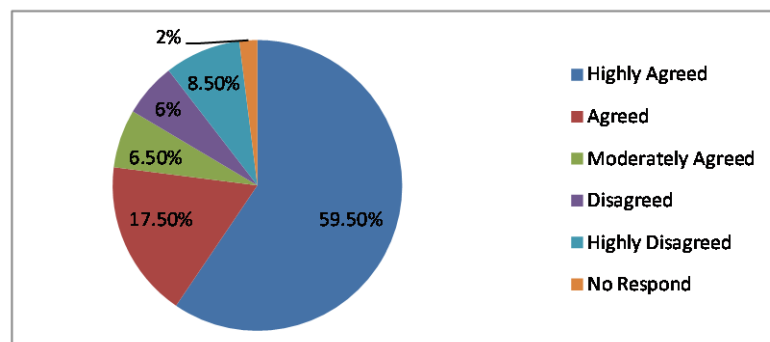
mean scores have been calculated. The overall mean score is i.e. mean of the means of tourist perceptions is 3.53. This indicates relatively better perceptions on the sustainability issue of Bangladesh tourism of the respondents, because the mean score is more than average.

4.3.2 Some Important Findings from the Perception of the Executives and Experts

To understand the perceptions and views of the executives and experts respondents out of 16 questions 7 are discussed below:

(i) People's Responsibility and Sustainability to Nature

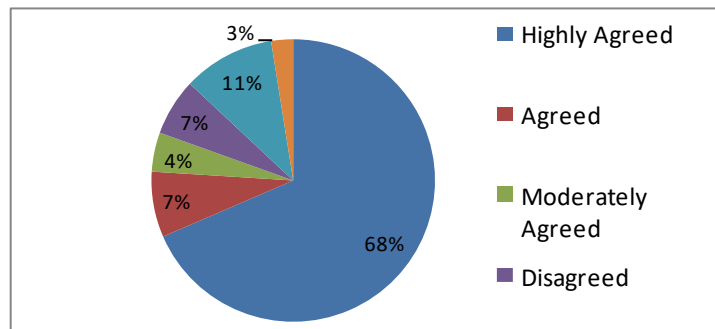
It is clear from the bellow pie chart that 59.50 percent of the respondents are highly agreed to the fact that people should be accountable and work ethically to the nature, whereas 8.50 percent of the respondents are highly disagreed with this. Again, 17.50 percent respondents are agreed, 6.50 percent are moderately agreed, 6 percent of the respondents are disagreed and rest 2 percent has no respond.



Pie chart-4.7 Perception of experts and executives regarding people's responsibility to nature

(ii) Ecological Awareness for Sustainability

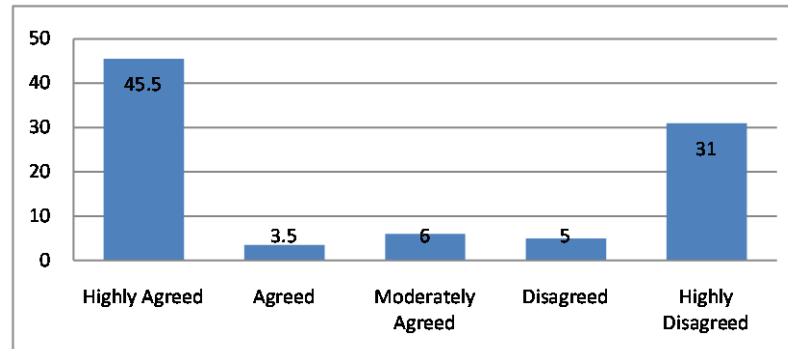
The bellow pie chart illustrates the ecological awareness in order to preserve the environment and natural issues. As such, the tourism related organizations can use them in a sustainable way rather than being wasted. This is reflected in the pie chart because 68% of the respondents are highly agreed that ecological awareness is important for tourism sustainability, 7 percent of the respondents are agreed and 4 percent are moderately agreed. But there are disagreements as 11 percent respondents are highly disagreed with this issue. Similarly, 7 percent of the respondents are disagreed and 3 percent have no respond.



Pie chart-4.8 Perception of executives and experts about ecological awareness for sustainability

(iii) Economic Sustainability of Tourism Development

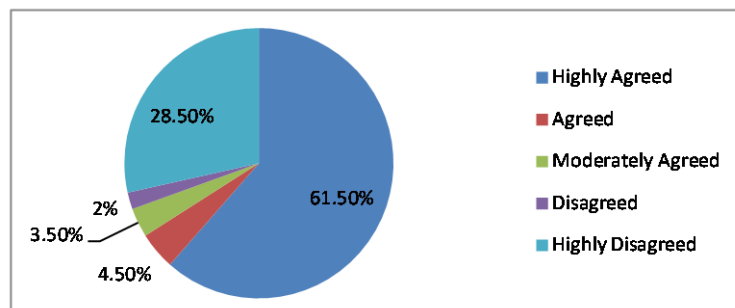
The bellow mentioned bar chart shows us a mixed perception regarding the economic sustainability of Bangladesh tourism industry. While 45.50 percent respondents are highly agreed that the economic sustainability is essential for sustainable tourism development of Bangladesh; 31 percent respondents are highly disagreed with it. Similarly 3.50 percent respondents are agreed, 6 percent moderately agreed whereas 5 percent are disagreed.



Bar chart-4.6 Perception of executives and experts regarding economic sustainability of tourism development

(iv) Social and Cultural Sustainability of Tourism Development

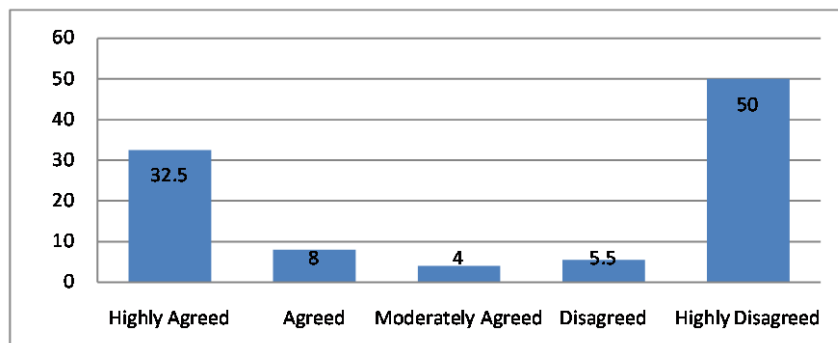
The bellow mentioned pie chart shows the social and cultural sustainability of Bangladesh tourism industry. 61.50% respondents are highly agreed that the social and cultural sustainability of tourism sector of Bangladesh should be ensured, whereas 28.50 percent of the respondents are highly disagreed with it. Similarly, 4.50 percent of the respondents are agreed, 3.50 percent are moderately agreed, while 2 percent are disagreed.



Pie chart-4.9 Perception of executives and experts regarding social and cultural sustainability of tourism development

(v) Role of Tourism Stakeholders to Sustainable Tourism Development

The bellow mentioned bar chart shows the role of tourism stakeholders to sustainable tourism development in Bangladesh. The bar chart presents a mixed feedback. It is interesting to find while 50% respondents are highly disagreed to perceive that the stakeholders of tourism sector in Bangladesh do not properly execute their role to ensure sustainable tourism development in Bangladesh; 32.50% of them are highly agreed with this. They think that the role of stakeholders is satisfactory. Similarly, 8 percent of the respondents are agreed, 4 percent are moderately agreed, whereas 5.50 percent are disagreed.

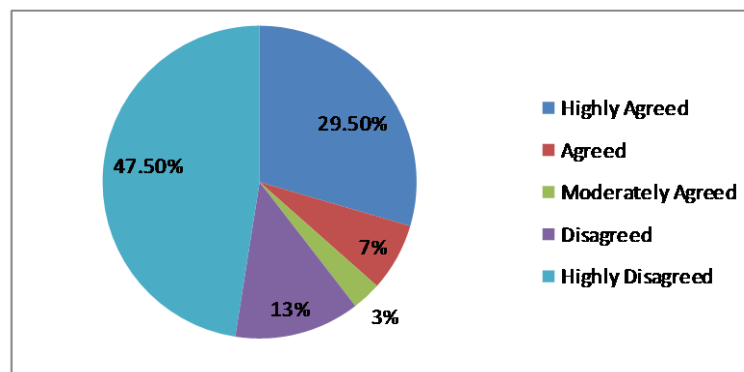


Bar chart-4.7 Perception of executives and experts regarding role of tourism stakeholders to sustainable tourism development

(vi) Participation of Private Sector and Local Entrepreneurs for Sustainable Tourism Development

The bellow pie chart provides information about the participation rate of private sectors and local entrepreneurs in Bangladesh for sustainable tourism development. According to the bellow chart, 29.50 percent of the respondents are highly agreed that the participation of private

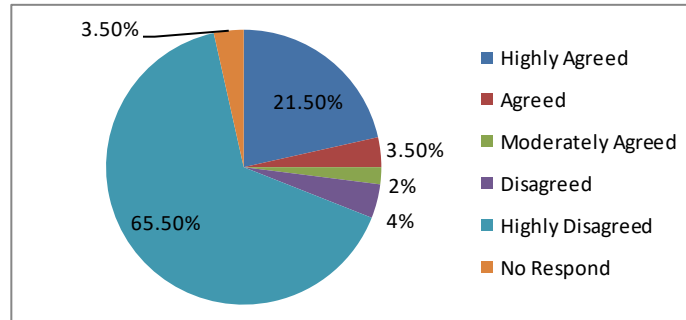
sectors and local entrepreneurs is satisfactory. Interestingly, 47.50 percent of respondents are highly disagreed with this. They think that the participation of private sector and local entrepreneurs is not adequate for the sustainable tourism development in Bangladesh. Furthermore, 7 percent of the respondents are agreed, 3 percent are moderately agreed and 13 percent are disagreed respectively.



Pie chart-4.10 Perception of executives and experts regarding participation of private sector and local entrepreneurs for sustainable tourism development

(vii) Stakeholders' Knowledge to Ensure Sustainable Tourism Development

In proportion to the bellow bar chart, 65.50 percent of the respondents are highly disagreed that the stakeholders' knowledge does not ensure sustainable tourism development in Bangladesh. On the other hand, 21.50 percent of the respondents are highly agreed with this. Similarly, 3.5% respondents are agreed and 2% are moderately agreed with the issue. Whereas 4% respondents are disagreed and 3.5% has no respond.



Pie chart-4.11 Perception of executives and experts whether the stakeholders' have adequate knowledge to ensure sustainable tourism development

Table-4.7 Overall Perceptions of Executives and Experts Regarding Sustainable Tourism Development in Bangladesh

SL No	Questions	No Respond	Highly Agreed 5	Agreed 4	Moderately Agreed 3	Disagreed 2	Highly Disagreed 1	Mean Score
01	Role of Sustainability for Tourism Development in Bangladesh	6	130	31	17	13	3	4.27
02	Existing Tourism Policy of Bangladesh Government	--	12	7	6	42	133	1.615
03	People's Responsibility and Sustainability to nature	4	119	35	13	12	17	4.075
04	Ecological Awareness for Sustainability	5	137	15	9	13	21	4.095
05	Economic Sustainability of Tourism Development	--	109	7	12	10	62	3.455
06	Social and Cultural Sustainability of Tourism Development	--	123	9	7	4	57	3.685
07	Role of Tourism Stakeholder to Sustainable Tourism Development	--	65	16	8	11	100	2.675
08	Participation of Private Sector & Local Entrepreneurs for Sustainable Tourism Development	--	59	14	6	26	95	2.565
09	Whether the Government Should Develop Tourism Policy in Sustainable way	--	139	29	12	9	11	4.38
10	Protection of Natural and Cultural Environment in a Sustainable way	7	127	26	14	3	23	4.05
11	Sustainable Tourism Development Increasing Employment Opportunity	3	129	30	15	14	9	4.235
12	Sustainable Tourism Improves the Quality of Life	5	133	7	8	6	41	3.85
13	Stakeholder Must respect Sustainable act to Develop more Sustainable Tourism Products	3	129	5	9	4	50	3.75
14	Adverse effects in the environment and wildlife	--	116	31	15	17	21	4.02
15	Whether there are adequate regulation and other techniques to protect important natural, historic and archaeological sites	--	37	4	3	7	149	1.865
16	Stakeholder Knowledge to Ensure Sustainable Tourism Development	7	43	7	4	8	131	2.01
Overall Mean Score (mean of the means)								3.474

Source: Survey Data (Annexure- 2: B)

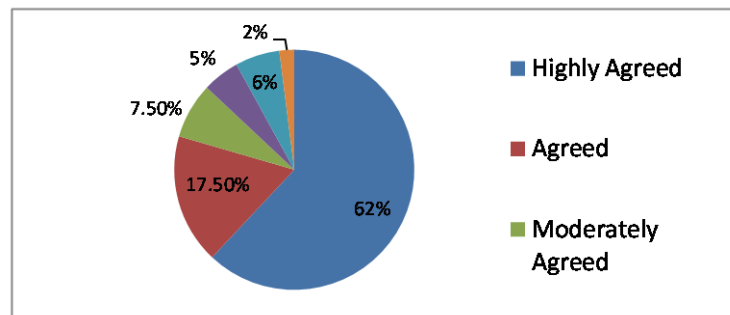
The table 4.7 shows the different perceptions of executives and experts regarding various aspects of sustainable tourism development in Bangladesh. Based on their opinion, mean scores and overall mean scores have been calculated. The overall mean score i.e., mean of the mean of executives and experts opinion is 3.48, which is slightly above of the average score.

4.3.3 Findings from the Perceptions of Local Communities and Stakeholders

To understand the perceptions and views of the local communities and stakeholders respondents out of 16 questions 7 are discussed below:

(i) Role of Sustainability for Tourism Development in Bangladesh

The bellow pie chart explains that most of the respondents were highly agreed about this research topic with 62 percent whereas 6 percent of respondents were highly disagreed about this matter. They don't think that sustainability can play a vital role to the development of tourism in Bangladesh. Similarly, 17.5 percent of respondents are agreed and 7.50 percent are moderately agreed. Whereas 5 percent are disagreed and rest of 2 percent have no respond.

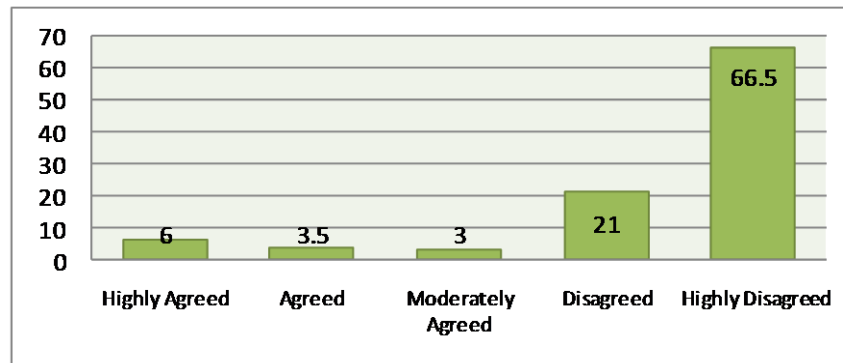


Pie chart-4.12 Perception of local communities and stakeholders about role of sustainability

(ii) Existing Tourism Policy of Bangladesh Government

The bellow bar chart provides information about government existing tourism policy. In this research process, 66.50 percent of respondents are highly disagreed and think that the government existing tourism

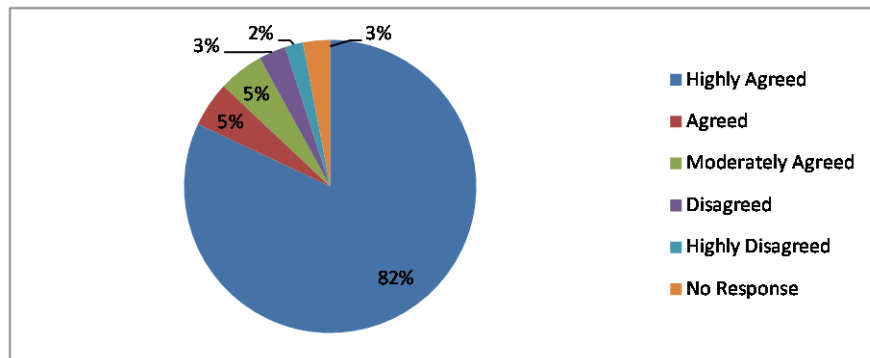
policy is not adequate for sustainable tourism development in Bangladesh, whereas 6 percent of respondents highly agreed with this issue. Similarly, 3.50 percent of respondents agreed, 3 percent are moderately agreed, whereas 21 percent of respondents disagreed with this topic. So, it is clear from this chart that most of the respondents are highly disagreed with government existing tourism policy in connection with sustainable tourism development in Bangladesh.



Bar chart-4.8 Perception of local communities and stakeholders regarding existing tourism policy of Bangladesh government

(iii) Potentiality of Sustainable Tourism to Poverty Reduction

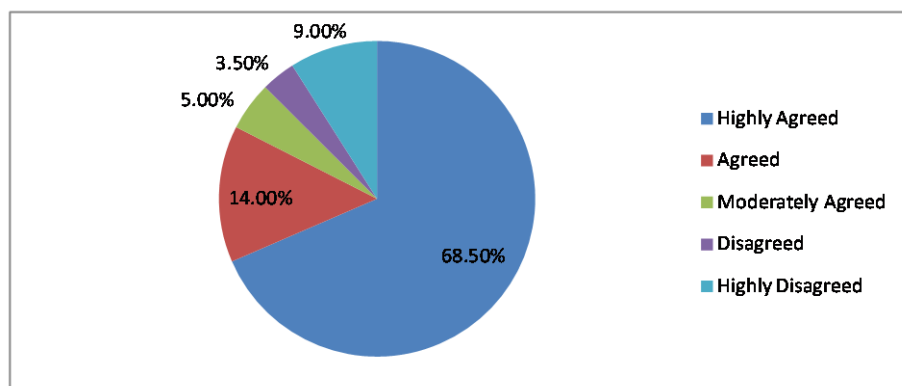
The bellow pie chart shows that the potentiality of poverty reduction through sustainable tourism industry in Bangladesh. According to the chart, most 82 percent of the respondents are highly agreed that poverty can be reduced through sustainable tourism development in Bangladesh, while only 2 percent respondents are highly disagreed with it. Moreover, 5 percent of the respondents are agreed and 5 percent are moderately agreed, whereas 3 percent are disagreed and 3 percent has not passed any comments.



Pie chart-4.13 Perception of local communities and stakeholders about the potentiality of sustainable tourism to poverty reduction

(iv) Whether the Government Should Develop Tourism Policy in Sustainable Way

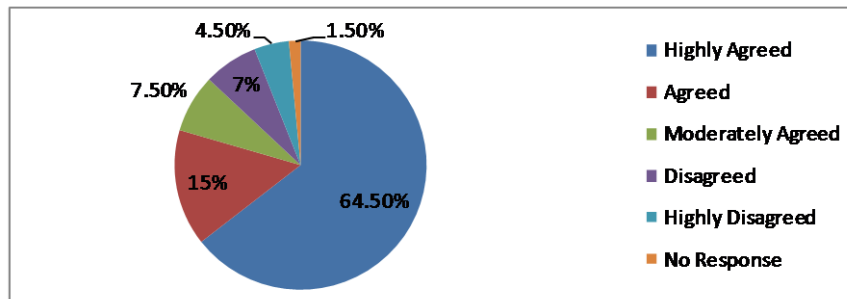
The bellow pie chart provides information that 68.50 percent of the respondents are highly agreed that the government should develop tourism in a sustainable way in Bangladesh. Similarly, 14.00 percent respondents are agreed and 5.00 percent are moderately agreed with this issue respectively. Whereas, 9.00 percent of respondents are highly disagreed and 3.50 percent are disagreed with this question.



Pie chart-4.14 Perception of local communities and stakeholders whether the government should develop tourism policy in a sustainable way

(v) Sustainable Tourism Development Increases Employment Opportunity

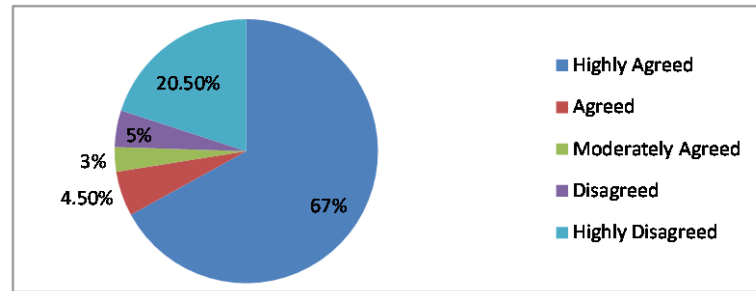
According to the bellow pie chart, most (64.50 percent) of the respondents are highly agreed that sustainable tourism increase employment opportunity at the destination. They agreed that tourism must be consumed at the point of production and that create job opportunities for local communities, while 4.50 percent of the respondents are highly disagreed with this issue. Additionally, 15 percent are agreed and 7.50 percent of the respondents are moderately agreed. 7 percent are disagreed and 1.50 percent has no respond with this question.



Pie chart-4.15 Perception of local communities and stakeholders whether sustainable tourism development increases the employment opportunities

(vi) Sustainable Tourism Improves the Quality of Life

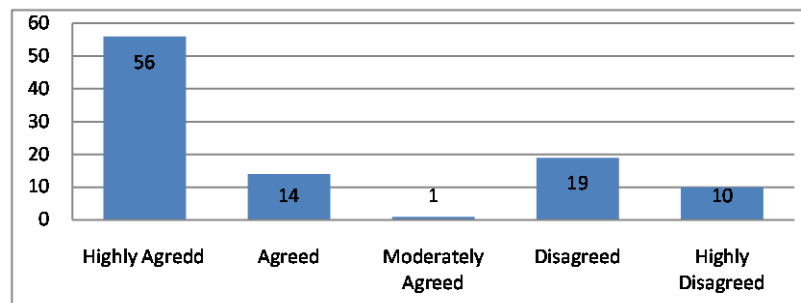
The above pie chart provides information that 67.00 percent of the respondents are highly agreed that sustainable tourism improves the quality of life, while 20.00 percent respondents are highly disagreed with this. Additionally, 5.50 percent respondents are agreed, 3.00 percent are moderately agreed and 4.50 percent are disagreed accordingly.



Pie chart-4.16 Perception of local communities and stakeholders whether sustainable tourism improves the quality of life

(vii) Economic and Social Benefits of Local People from the Sustainable Tourism Development

The bellow bar chart explains that 56 percent of the respondents are highly agreed that local people will be economically and socially benefited through sustainable tourism development. They said that sustainable tourism development provides employment and income to economically depressed communities and areas. While 10 percent of the respondents are highly disagreed and 19 percent are disagreed. Additionally, 14 percent respondents are simply agreed and 1 percent is moderately agreed with this question.



Bar chart-4.9 Perception of local communities and stakeholders about economic and social benefits of local people from the sustainable tourism development

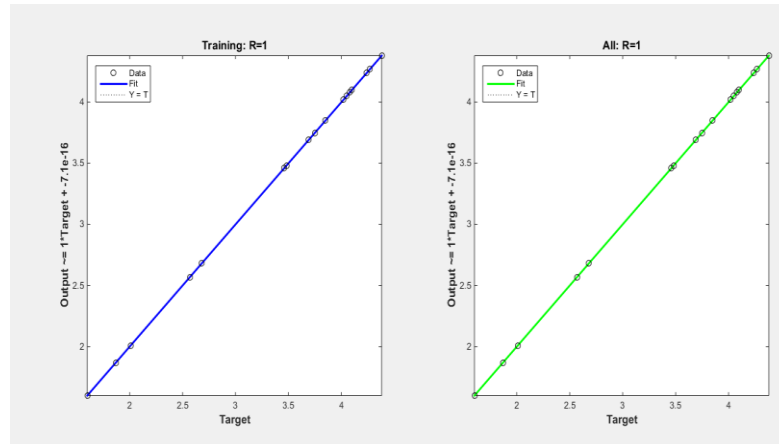
Table-4.8 The Overall Perceptions of Local Communities and Stakeholders Regarding Sustainable Tourism Development in Bangladesh

SL No	Questions	No Respond	Highly Agreed 5	Agreed 4	Moderately Agreed 3	Disagreed 2	Highly Disagreed 1	Mean Score
01	Role of Sustainability for Sustainable tourism development in Bangladesh	4	124	35	15	10	12	4.19
02	Existing Tourism Policy of Bangladesh Government	--	9	8	7	40	136	1.57
03	People's Responsibility and Sustainability to nature	5	121	40	15	10	9	4.20
04	Ecological Awareness for Sustainability	--	135	22	12	5	26	4.18
05	Economic Sustainability of Tourism Development	--	104	11	9	9	67	3.38
06	Social and Cultural Sustainability of Tourism Development	--	113	11	6	9	61	3.53
07	Potentiality Sustainable Tourism to Poverty Reduction	6	164	10	10	6	4	4.53
08	Role of Tourism Stakeholder to Sustainable Tourism Development	--	61	14	8	13	104	2.58
09	Participation of Private Sector & Local Entrepreneurs for Sustainable Tourism Development	--	59	14	6	26	95	2.58
10	Whether the Government Should Develop Tourism Policy in Sustainable way	--	137	28	10	7	18	4.29
11	Protection Natural and Cultural Environment in a Sustainable way	4	128	26	9	9	24	4.07
12	Sustainable Tourism Development Increasing Employment Opportunity	3	129	30	15	14	9	4.24
13	Sustainable Tourism Improves the Quality of Life	--	134	11	6	9	40	3.95
14	Stakeholder Must respect Sustainable act to Develop more Sustainable Tourism Products	6	127	6	5	6	50	3.68
15	Economic and Social Benefits of Local People from the Sustainable Tourism Development	--	112	28	2	38	20	3.87
16	Adverse effects in the environment and wildlife	6	110	31	18	14	21	3.89
Overall Mean Score (mean of the means)								3.67

Source: Survey Data (Annexure- 2: C)

The above table calculates the mean score and overall means score i.e. mean of the means of different perceptions of local communities and stakeholders regarding sustainable tourism development in Bangladesh. The overall mean score i.e. mean of the means of local communities and stakeholder is 3.67. It is indicated from the mean of the mean scores that the respondents are overall agreed on the above 16 sustainability issues is more than average and the respondents are moderately agreed on an average.

Graph-4.1 Regression Value Based on Opinion and Perceptions of Tourists, Executives and Experts, and Local Communities and Stakeholders



Regression of Excel

<i>Regression Statistics</i>	
Multiple R	1
R Square	1
Adjusted R Square	1
Standard Error	0
Observations	16

Regression, $r = 1$

$$R^2 = 1$$

The regression graph 4.1 shows the findings exerted from the data of the experts and executives; local communities and stakeholders comparing to the tourists. From the questions, it is found that the existing policy of Bangladesh has a poor impact on the situation. Therefore, better tourist policies should be implemented both for the local as well as foreigners. According to overall mean score, poor policy making; adverse effects in the environment and wildlife; stakeholders' knowledge quality and other facts that have been mentioned, concluded that these areas should be improved as early as

possible to improve total GDP, sustainability and other factors relating these terms.

4.3.4 Comparative Analysis of Perceptions Views and Opinion of Respondents

Based on the three sets of questionnaire and open discussion with the tourist, executives and experts, tours groups and the local communities and stakeholder, we find that regarding the role of sustainability for tourism development in Bangladesh, all three groups of respondents are highly agreed. They agreed that Bangladesh has already achieved most of the index of Millennium Development Goals (MDG's) and now are struggling to achieve Sustainable Development Goals (SDG's). So to achieve SDG's the country must be developed sustainably in the tourism sector. Because the tourism sector has potentiality to develop our economy through creating employment opportunities at hotel, motel, restaurants, tour and travel agencies, air lines, resorts, transportation organizations, casino, bar and tourism related goods and services supplying organizations. They said sustainability is also essential to conserve environment, wildlife, society and culture, religion and bio-divers.

Table-4.9 Comparison of Respondents Perception Regarding the Role of Sustainability

Respondent Groups	Highly agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	89.50%	9.50%	1.50	4.30
Executives and Experts	89.00%	8.00%	3.00	4.27
Local Communities and Stakeholders	87.00%	11.00%	2.00	4.19

Source: Survey Data (Annexure- 2: A, B, C)

Above table (4.9) shows that among the respondent 89.50 percent of tourist 89.00 percent of executive and experts and 87.00 percent of local communities are highly agreed, agreed and moderately agreed that the role of sustainability for the tourism development in Bangladesh and the mean score are 4.30, 4.27 and 4.185 respectively. whereas only 9.50 percent of tourist, 8.00 percent of executives and experts and 11.00 percent of local communities and stakeholders are highly disagreed and disagreed with the role of sustainability for tourism development in Bangladesh. It may be because of the lack of their knowledge of sustainability. They argued that tourism has been introduced long ago and are running smoothly without considering sustainability issue. They also argued that the development ensure sustainability by its nature and have no necessity to take sustainable issue in consideration in any way. Because ecological sustainability has been maintained by the tourism stakeholder by humanity and ethical point of view. The development of tourism ensure economic develop for the present and future. Socio-culture sustainability is also considered by the tourism stakeholders for their own interest and the environment of the destination does not allow anything against their social, culture and religious values.

Table-4.10 Comparison of Respondents Perception, Views and Opinion Regarding Existing Tourism Policy

Respondent Groups	Highly agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	15.00%	85.00%	--	1.74
Executives and Experts	12.50%	87.50%	--	1.62
Local Communities and Stakeholders	12.00%	88.00%	--	1.57

Source: Survey Data (Annexure- 2: A, B, C)

Above table (4.10) shows that the existing tourism policy of Bangladesh government is not satisfactory to the respondents. Because 85.00 percent of the tourist respondents, 87.50 percent of the executives and experts and 88.00 percent of local communities and stakeholder are highly disagreed and disagreed. They do not consider existing tourism policy as adequate for Sustainable tourism development in Bangladesh. They said that the tourism policy of Bangladesh has no direct indication for conservation of ecological, economical, and social and cultural sustainability. Whereas only 15.00 percent of tourist, 12.00 percent of executive and experts, and also 12.50 percent local communities and stakeholder are satisfied with the existing tourism policy. The mean score of tourist respondent are 1.74 and 1.62 for executives and experts and 1.57 for local communities and stakeholders. The reasons of dissatisfaction of most of the respondents are include the lack of strong tourism law and policy. They said that tourism police has been formed but the service of the tourist police is very poor. Moreover their duties are limited with a few tourist destinations. The existing tourism policies are not visitor friendly. There is no special area or tourist village or tourist town in Dhaka City. In absence of safe area for the tourists in Dhaka City, the tourist cannot move frequently without fair. The visitors would like to travel where the mind is without fear, especially foreign tourists.

Table-4.11 Comparison of Respondents Views and Opinion of People's Responsibility to Nature

Respondent Groups	Highly agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
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Tourists	89.50%	9.50%	--	4.27
Executives and Experts	83.50%	14.50%	--	4.08
Local Communities and Stakeholders	88.00%	9.50%	--	4.20

Source: Survey Data (Annexure- 2: A, B, C)

Above table (4.11) shows that he Bangladesh has not a single destination like so, among 89.50% respondents tourist, 83.50% of executive and experts respondents and 88.00% of local communities and stakeholder respondents, it was found that they hold positive view regarding the people's care of nature. On the other hand only, 9.50% of tourist respondents, 14.50% of executive and experts respondents and 9.50% of local communities and stakeholders group of respondents have expressed their negative view regarding accountability of individuals to the nature. The mean score of the tourist respondents is 4.27, executives and expert is 4.08 and local communities and stakeholder is 4.20. The mean score proves that according to respondent's perceptions and views the people of the society have to work ethically to preserve the nature and have responsibility in this regard. Most of the respondents said that the people must have to work for the sustainability of the natural environment.

Table-4.12 Tourists Views and Opinion of Sustainability Practice of Bangladesh Compare to Other Countries

Respondent Groups	Highly Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	36.50%	58.50%	5.00%	2.35

Source: Survey Data (Annexure- 2: A)

Above table (4.12) shows that tourist category respondents including for foreign and domestic tourists. Most of the foreign tourist has

experienced to travel other than Bangladesh. Among domestic tourist many of them have experience to travel foreign countries. Based on their experience the tourist has negative views regarding sustainability practice of the tourism sector of Bangladesh. 58.5 percent respondents believe that the sustainability practice in Bangladesh is poor than that of other countries, whereas 36.50 believe that the sustainability practice in Bangladesh is as per with other countries, 5 percent respondents have not passed any comments, because they have not visited any other countries than Bangladesh. The mean score of respondents opinion is 2.35, Which proves that according to respondents views and opinion the sustainability practice of Bangladesh tourism sector is not satisfactory than that of other countries.

Table-4.13 Compression of the Necessities of Sustainable Tourism Policy from the Government

Respondent Groups	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	86.50%	13.50%	--	4.26
Executives and Experts	90.00%	10.00%	--	4.38
Local Communities and Stakeholders	87.50%	12.50%	--	4.29

Source: Survey Data (Annexure- 2: A, B, C)

Above table (4.13) shows that according to the views and opinion it can be seen that all categories of respondents think that the government should develop tourism policy in a sustainable way. 86.50 percent of tourist, 90.00 percent of executives and experts and 87.50 percent of local communities and stakeholders are in the favor of a policy that includes guidelines about sustainability and the percentage of their

perceptions are very close. On the other hand, a very small number of respondents are against the issue. The outcome shows that 13.50 percent of tourist, 10.00 percent of executives and experts and 12.50 percent of local communities and stakeholders are thinking that government need not develop tourism policy in a sustainable way.

Table-4.14 Comparison of Protection of Natural and Cultural Environment in a Sustainable way

Respondent Groups	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	81.00%	16.00%	--	4.01
Executives and Experts	83.00%	13.00%	--	4.05
Local Communities and Stakeholders	81.50%	16.50%	--	4.07

Source: Survey Data (Annexure- 2: A, B, C)

The comparative analysis of the above table (4.14) shows that 81.00 percent of tourists, 83.00 percent of executives and experts and 81.50 percent of local communities and stakeholders respondents are agreed that natural and cultural environment have to be maintained and preserved in a sustainable way. On the other side 16.00 percent of tourists, 13.00 percent of executives and experts and 16.00 percent of local communities and stakeholders respondents are not agreed with them, 4.00 percent of the tourist respondents, 7.00 percent of executives and experts, and 6.00 percent of local communities and stakeholders have not passed any comments in this connection. The mean score of the respondents groups are 4.01, 4.05 and 4.07 respectively. The mean score of all three groups respondent are almost similar and nearer. So the mean scores of the respondents groups show

that the natural and cultural environment should be conserved and protected in a sustainable way.

Table-4.15 Whether Sustainable Tourism Improves the Quality of Life

Respondent Groups	Highly Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	74.50%	25.50%	--	3.94
Executives and Experts	74.00%	23.50%	--	3.85
Local Communities and Stakeholders	75.50%	24.50%	--	3.95

Source: Survey Data (Annexure- 2: A, B, C)

As the respondent's views and opinion the above table (4.15) shows that 74.50 percent of tourists, 74.00 percent of executives and experts and 75.50 percent of local communities and stakeholders respondents have passed their positive comments that sustainable tourism improves the quality of life. They said that if tourism is developed sustainably then the country can ensure ecological, economical and social and cultural sustainability. The outcome of these are maintenance of necessary ecological activities, keeps biological diversity, ensures protection and preservation of wild life with all types of biological resources, enhances peoples control over their life, protection of cultural and religious values, maintenance of community interest and strengthens community identity, increases employment opportunities for present and future generation and supports resource management and preserves the interest of next generation. Only 25.50 percent of tourists, 23.50 percent of executives and experts, and 24.50 percent of local communities and stakeholders are against this statement, they

think that only economic development can improve the quality of life. The mean score of respondent's opinion are 3.94, 3.85 and 3.95 respectively. So, on the basis of respondents' opinion researcher can come to a conclusion that the sustainable tourism development improves the quality of life.

Table-4.16 Stakeholder Must Respect Sustainable Act to Develop More Sustainable Tourism Products

Respondent Groups	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	67.50%	30.00%	2.50%	3.64
Executives and Experts	71.50%	27.00%	1.50%	3.75
Local Communities and Stakeholders	69.50%	28.00%	3.00%	3.68

Source: Survey Data (Annexure- 2: A, B, C)

Above table (4.16) shows that 67.50 percent of tourist, 71.50 percent of executive and experts and 69.50 percent of local communities and stakeholders are considered that the stakeholders need to respect sustainable act to develop more sustainable tourism products. They argued that for ensuring the environmental sustainability stakeholders can ensure limited visitor access in the destination or stakeholders can take initiative to increase carrying capacity of destinations. Stakeholder also must respect sustainable act, like nature conservation act, environmental act, land use act, wildlife conservation act, building and landscaping act, transportation act, cultural and heritage conservation act, water and water pollution prevent act, infrastructure development act and litter disposal act. Whereas 30.00 percent of tourist respondents, 27.00 percent of executives and experts and 28.00 percent

of local communities and stakeholders think that the stakeholder need not respect to sustainable act to develop more sustainable tourism products. Among the respondents 2.50 percent tourist, 1.50 percent executives and experts, and 3.00 percent local communities and stakeholders, did not pass any comments, the mean score of three group's respondents are 3.64, 3.75 and 3.68 respectively, which proves that the respondents view in favor of the stakeholder's responsibility to respect the sustainable tourism act.

Table-4.17 Practice of Sustainable Tourism Compared to than that of other Countries

Respondent Groups	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	36.50%	58.50%	--	2.35

Source: Survey Data (Annexure- 2: A)

This question regarding practice of sustainably has been asked only to domestic and foreign tourist. From the above table (4.17) it can be seen that 36.50 percent of respondents are agreed that sustainability practice of Bangladesh are satisfactory than that of other countries in the world. Most of the respondents, i.e., 58.50 percent have passed their negative opinion regarding the practice of sustainability in the tourism sector of Bangladesh. They said that the government policy of tourism development is not friendly for sustainably. They also point out the NTO's, NGO's, tour and travel related agenesis, stakeholders, tourists and not even individuals are considering ecological, social and cultural, and economical sustainability when consumer enjoy tourism products and services. Among the tourist respondents 5.00 percent has not

passed any comments regarding the practice of sustainability because they have not enough knowledge about it. The mean value is 2.35 which prove that the practice of sustainability in the tourism sector of Bangladesh is very weak.

Table-4.18 Tourists Views and Opinion about Sustainability of Foreign Tourists

Respondent Groups	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	65.50%	33.00%	--	3.55

Source: Survey Data (Annexure- 2: A)

This question has also been asked only to foreign and domestic tourists. Above table (4.18) shows that 65.50 percent of the respondent's opinion are emphasis on of sustainability of foreign tourism. Because they think that foreign tourists are generating foreign currency which can help our economic development and sustainability of the sector. The outcome of increased foreign tourists is create the scope of increase international standard hotels, motels, restaurants, bars, different types of rides, parks, resorts, which increased employment opportunities of local people, that can be helpful for our poverty reduction and solve unemployment problem. Among the respondents 33 percent did not think this way. They think proper management and promotional activities can increase domestic tourists and that can help to generate employment and contribute to our poverty reduction, the mean score 3.55 of tourist respondents are help to think us that sustainability of foreign tourists is essential.

Table-4.19 Tourists Views and Opinion about Whether the Carrying Capacities Exceeds at Tourism Areas in Bangladesh

Respondent Groups	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	70.50%	24.00%	--	3.67

Source: Survey Data (Annexure- 2: A)

Above table (4.19) shows that 70.50 percent tourist's respondents said that carrying capacities exceeds at the tourism destination under this study. They said that each and every popular tourist destinations of Bangladesh faces much more visitor's movement over than their capacities. They think if such conditions continuous then the most popular tourism destination like Cox's Bazar, Saint Martin's, Sundarban, Bandarban and Kuakata will fall in environmental, ecological and social and cultural risk. It can be the result of economic risk as well. They also said that Sundarban and Saint Martin's are at a risk to be sustain as a tourism product because they point out over crowd at these destination which can destroy the biodiversity, wildlife, environment, culture and religion. Rest of 24.00 percent respondents did not think that carrying capacities have exceeded and 5.50 percent have no respond due to their lack of knowledge about carrying capacity.

Table-4.20 Tourists, Executives and Experts Views and Opinion about Stakeholders Knowledge to Ensure Sustainable Tourist Development

Respondent Groups	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	27.50%	70.50%	2.00%	2.00
Executives and Experts	27.00%	69.50%	3.5%	2.01

Source: Survey Data (Annexure- 2: A, B)

Above table (4.20) shows that the views and opinion of tourists and executives and experts regarding stakeholders' knowledge is very much poor regarding sustainability. Most of the tourist respondents, i.e., 70.50 percent think that stakeholders are not enough knowledge to ensure sustainable tourism development in Bangladesh. Almost the same percentage (69.50 percent) of executives and experts also think like that. On the other side, only 27.50 percent of tourist respondents and 27.00 percent of executives and expert believe that the stakeholders have proper knowledge to ensure sustainable tourism development in Bangladesh and 2.00 percent and 3.50 percent respectively did not pass any comment upon this question. The respondents expressed the reason of their disagreed are mainly, that the most of the stakeholders have no education or training in tourism and hospitality management, especially in sustainable major. Mean score 2.00 and 2.01 is very much close and that proves the weak knowledge of stakeholders about sustainability.

Table-4.21 Tourists Views and Opinion Regarding Mutual Efforts to Create the Environment More Ecological and Sustainable

Respondent Groups	Highly Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	81.50%	18.50%	--	4.07

Source: Survey Data (Annexure- 2: A)

Above table (4.21) shows that respondents are very much encouraged the mutual efforts of public and private sector they also encouraged mutual efforts of stakeholders, tourists and individuals of local communities. 81.50% of tourist respondents have expressed their

positive views for mutual effort and 18.50 percent did not think so. The mean score 4.07 are the barometer to understand that the mutual efforts are very much essential for sustainable tourism development of Bangladesh.

Table-4.22 Tourists Views and Opinion Regarding Initiative for Greater Environmental and Cultural Awareness and Protection

Respondent Groups	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	79.00%	21.00%	--	4.07

Source: Survey Data (Annexure- 2: A)

Above table (4.22) shows that tourist respondents have expressed their support for greater awareness and protection of environment and culture. This question has been asked only to the domestic and foreign tourists. 79.00 percent of them have supported the importance of awareness but 21.00 percent did not consider the importance of awareness and protection. Mean score is 4.07 which proves that respondents are supporting to create awareness for environmental and cultural sustainability.

Table-4.23 Tourists Views and Opinion about Infrastructure and Sustainable Tourism Development in Bangladesh

Respondent Groups	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	30.50%	65.00%	4.50%	2.16

Source: Survey Data (Annexure- 2: A)

Above table (4.23) shows that among the respondents only tourists groups are asked regarding infrastructure quality to ensure sustainable

tourism development in Bangladesh. 65.00 percent are dissatisfied with the tourism infrastructure of Bangladesh and 35.50 percent consider that the existing infrastructure is good enough for our tourism development and its sustainability. 4.50 percent have not passed any comments because the lack of knowledge regarding sustainability. The mean score is 2.16, which prove that the respondents are not aware about sustainability.

Table-4.24 Tourists Views and Opinion about Educating Stakeholders' for Sustainable Tourism Development in Bangladesh

Respondent Groups	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	91.50%	8.50%	--	4.55

Source: Survey Data (Annexure- 2: A)

Above table (4.24) shows that tourists unanimously think that stakeholders must be educated in this field for the sustainable tourism development in Bangladesh. Table show 91.50 percent respondents are in favor of further education and training of stakeholders but only 5.50 percent did not think so. Mean score 4.55 are proves the necessity of education of the stakeholders regarding sustainability of tourism development.

Table-4.25 Comparison of Respondents Views and Opinion about Adverse Effects on the Environment and Wildlife

Respondent Groups	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Tourists	79.00%	17.00%		3.86
Executives and Experts	81.00%	19.00%		4.02
Local Communities and Stakeholders	79.50%	17.50%		3.89

Source: Survey Data (Annexure- 2: A, B, C)

Above table (4.25) shows that all most all groups of respondents have taken into consideration the environmental and wildlife issues. 79.00 percent of tourist, 81.00 percent of executives and experts and 79.50 percent of local communities and stakeholders are very much in favor of this issue. They said that unplanned tourism development and over crowded can destroy the sustainability of tourism sector including environment and wildlife. They pointed out that transportation through Sundarban has already hampered the environment due to sink of water vessel in the river of Sundarban and over crowded in Sundarban has destroyed trees and wildlife. Similarly, due to over crowd the biodiversity of Saint Martin's are at risk. Only 17.00 percent of tourist, 19.00 percent of executives and experts and 17.50 percent of local communities and stakeholders are thinking that there are no adverse effects through tourism in those destinations. Mean scores of tourist respondents are 3.86, executives and experts 4.02 and local communities and stakeholders. 3.89 are noticed about the adverse effects of tourism development in Bangladesh. As such, Bangladesh should consider the adverse effect of tourism development and hence to take preventive measures in this regards.

Table-4.26 Comparison of Respondents Views and Opinion about Ecological Awareness for Sustainability

Respondent Groups	Highly Agreed and Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Executives and Experts	79.00%	18.00%	3.00%	4.10
Local Communities and Stakeholders	84.50%	15.50%	--	4.18

Source: Survey Data (Annexure- 2: A, B, C)

Above table (4.26) shows that ecological sustainability is one of the main principles of sustainable tourism development. 79.00 percent of executives and experts and 84.50 percent of local communities and stakeholders have suggested that ecological awareness is most important for sustainable tourism development of Bangladesh. They emphasized on biological process, biological resources and maintenance of biological diversity. Local communities and stakeholders are more concern with ecological awareness for sustainable tourism development of Bangladesh. From the executives and experts with 18.00 percent and local communities and stakeholders with 15.50 percent are reluctant regarding ecological awareness. The rest 3.00 percent has not passed any comments about this issue. Mean score 4.10 and 4.18 are the based on the perceptions of executive and experts, and local communities and stakeholders which encourage that more ecological awareness programs are essential for sustainable tourism development in Bangladesh.

Table-4.27 Comparison of Respondents Views and Opinion about Social and Cultural Sustainability of Tourism Development

Respondent Groups	Highly Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Executives and Experts	69.50%	30.00%	--	3.69
Local Communities and Stakeholders	65.00%	35.00%	--	3.53

Source: Survey Data (Annexure- 2: B, C)

Above table (4.27) shows that most of the respondents have passed their positive views to increase the control over cultural and religious values, and maintain the community interest of the inhabitants. 69.50 percent of executives and experts and 65.00 percent of local communities and stakeholders believe that cultural and social sustainable is very much essential for sustainable tourism development in Bangladesh. The visitors think to be encouraged to respect the local tradition and culture. Preventive action against pick pocket, drugs, crime and prostitution should be taken. Among executives and experts 30.00 percent of respondents and 35.00 percent of local communities do not thing alike. Mean score of executives and experts 3.69 and local communities and stakeholders is 3.53. These are the indicators of social and cultural sustainability which is needed for sustainable tourism development in Bangladesh. The respondent's emphasis upon the authenticity of local food, music, drama, dance and handicrafts. Tourists movement should be controlled and managed to protect overcrowding. Providing knowledge of tourist about the local communities and local customs should be developed. Infrastructure should be developed as per local architectural point of view.

Table-4.28 Comparative Analysis of the Role of Tourism Stakeholders for Sustainable Tourism Development in Bangladesh

Respondent Groups	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Executives and Experts	44.50%	55.50%	--	2.68
Local Communities and Stakeholders	41.50%	58.50%	--	2.58

Source: Survey Data (Annexure- 2: A, B, C)

To reach the globally accepted sustainable tourism development, the role of tourism stakeholders is essential. Government, NGOs, NTOs, tourism industry and tourists have roles and responsibility to achieve the sustainable tourism development goals. Above table (4.28) shows that 55.50 percent of executives and experts and 58.50 of local communities and stakeholders think that stakeholders are not coordinating, supporting or playing their role properly for sustainable tourism development in Bangladesh. But 44.50 percent of the executives and experts and 41.50 percent of local communities and stakeholders consider that the tourism stakeholders are playing their proper role for sustainable tourism development in Bangladesh. The respondents have emphasized on the coordination among the stakeholders research on environment, economical and cultural effects, works for economic sustainability for both urban and rural area, planning of government rules and regulations and proper monitoring of the government.

Table-4.29 Local Communities and Stakeholders Views and Opinion for Participation of Private Sector and Local Communities

Respondents	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Local Communities and Stakeholders	39.50%	60.50%	--	2.58

Source: Survey Data (Annexure- 2: C)

Above table (4.29) shows that tourism must be consumed at the point of production. So local communities are very much important for sustainable tourism development. 60.50 percent of local communities and stakeholders are not satisfied with the participation of private sector and local communities in the sustainable tourism development process. Only 39.50 percent of them passed their positive comments regarding participation of private sector and local communities. Mean score 2.58 determines that the sector have to work for increasing the participation of private sector and local communities together.

Table-4.30 Respondents Views and Opinion about Economic Sustainability

Respondents	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Executive and experts	64.00%	36.00%	--	3.46
Local Communities and Stakeholders	62.00%	36.00%	--	3.38

Source: Survey Data (Annexure- 2: B, C)

Above table (4.30) shows that tourism sustainability depends on the economic sustainability of the sector. Economic sustainability is very much essential to support the future generations. Among the respondents, 64.00 percent of executives and experts and 62.00 percent

of local communities and stakeholder said that economic sustainability ensure the tourism sustainability. They also mentioned that ecological as well as social and cultural sustainability cannot be ensured in absence of economic sustainability. The again suggested that environmental sustainability is prerequisite for economic sustainability. 36.00 percent of executives and experts and 38.00 percent of local communities and stakeholders do not think that economic sustainability is essential for sustainability of tourism.

Table-4.31 Respondents Views and Opinion about Economic and Social Benefit of Local People from Sustainable Tourism Development in Bangladesh

Respondents	Highly Agreed Agreed and Moderately Agreed	Highly Disagreed and Disagreed	No Respond	Mean Score
Local Communities and Stakeholders	71.00%	29.00%	--	3.87

Source: Survey Data (Annexure- 2: C)

Above table (4.31) show that the economic and social benefits of sustainable tourism development including jobs market for the local product, business opportunities; international standard infrastructure, building; tourism and hospitality related tarring institution, environment, religion, culture, production authorities; modern technology; standard accommodations; attractions; transportation; land use; water supply; telecommunication; electricity supply; sewage and waste disposal; and travel arrangement. According to the perception of local communities and stakeholders, 71.00 percent expressed their positive views and opinion in favor of economic and social benefit of sustainable tourism development, 29.00 percent respondents of local

communities and stakeholders expressed their negative impression regarding economic and social benefits from the sustainable tourism development. Mean score 3.87 indicating the social and economic contribution of sustainable tourism development of Bangladesh.

The outcome of the comparison of three groups of respondents proves that the sustainable development of tourism sector of Bangladesh is very much essential in the context of ecological, economical and social and cultural point of views. The respondents have emphasis on the sustainable rules, regulations and policies from the government. They also point out the mutual co-operation of public and private sectors including NTOs, NOGs, tour operators, tour and travel agencies, local residents, local stakeholders and the tourist. The respondents expects that sustainable tourism development of Bangladesh well preserve the environment, historical and archeological buildings and places, biodiversity, wildlife, increase employment opportunities, ensure economic development and protect the socio cultural and religious values.

Chapter Five

The Potentials of the Sustainable Tourism Development in Bangladesh

5.1 Introduction

Bangladesh is a country in the arena that has the few inbound tourists and foreign currency earner from tourism sector. Lack of updated valid data about Bangladesh tourism sector makes it difficult to conclude about the potentials of tourism demand and its potential of sustainable development. In spite of a growing demand of tourism worldwide, regionally and nationally, there is no guarantee that Bangladesh will benefit automatically. The reason is that many destinations and individual organizations have restrained their competency to grow through fight on a cost base and have more concerning about modernization for differentiate.

In Bangladesh tourism sector is an almost new in business and the development is fully depended on the local markets. Today this market has both local and international tourist players competing for the small existing market, primarily composed of a local tourist market and a foreign business market. Both Bangladesh government and private tour operators represented by different organizations, nevertheless co-operations are aiming at strategies and policies to develop a prosperous and sustainable tourist industry. Even the existing strategies and policies are not implemented properly. To develop a successful tourism industry in Bangladesh, a domestic established mechanism is essential. Because the development is not possible in absence of missions, visions, policies and goals for this sector. Hence, there is a possibility of undesired threat of tourism development, because of the influenced by the strong foreign tourism organizations. Government and non-government initiatives manage the development of national tourism

and take steps to booster the domination of resident communities. The political history of Bangladesh seems to indicate that the private sector should have a large influence if the national tourism development is to be sustainable and consistent.

The future tourism strategy should have two primary aims. First; the development has to be sustainable including ecological, economical, cultural and environmental considerations. The term sustainable can be determined as, “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (UNWTO, 2002). As tourism often causes both positive and negative influence on a destination; the phenomena and control of a mechanism of sustainable development is complex. Every destination has an ultimate sustainable load, but a generally objective definition of this sustainable limit does not exist.

The second strategy is that actions should have been taken to increase the tourist income by increasing the numbers of tourists, the income per tourist or the average length of stay. In this regard, it is obvious to focus on existing local markets as well as to aim for the traditionally profitable inbound tourist market. The low existing inbound tourism demand indicates that fundamental product development and improvements of promotional activities are essential. Strategically product improvement must take into account that —

Foreign visitors’ expectations for services can be much higher than that of local visitors. Foreign visitors also emphasis on the professionalism of the destinations management and services. Bangladesh has many

small and large professional tour operator and travel organizations but still they have lacking in connection of professionalism.

To meet the expectations of the foreign market investments in the existing infrastructure and other tourism related services seems to be necessary, like; product improvement must result in a desired tourist product, which must take existing Bangladeshi attraction supply and foreign demand into account.

The Bangladeshi destination already awakes life lessons and eye-opening experiences to expatriates and some of the existing product potential lies in trekking, beach resorts, wildlife and the everyday life of the Bangladeshi people. One possible national product improvement strategy is to develop the Bangladeshi tourist destination inspired by the philosophy of responsible travel. This philosophy redefines the way people travel around the world. The responsible traveler would like to enjoy vacations that do not hamper on the atmosphere of the destinations and culture at the same time they would also like to enhance their knowledge.

The responsible traveler wants a holiday that minimizes his/her impact on the environment and detrimental influence on local cultures, while simultaneously enlightening themselves about the world.

The responsible travel market generally target for a longer time period. They would most likely buy a guided round trip in Bangladesh and/or including nearby countries e.g. Nepal, India, Myanmar and Bhutan. Responsible travel market is increasing worldwide especially in USA and Europe.

Regarding strategic tourism promotion, the second improvement proposed to here attract the inbound market; this should be more unanimous rather than the slogan of Bangladesh airline: “Your home is in the air”

The Bangladesh tourism industry can be criticized for lacking of marketing competence, that is badly undermine the sector’s tourists exports and expatriate the growth of tourism. The solution is that the local operators’ provide the tourists with faithful, well study and available information’s about the tourism products and services with the tourist will be like and the reason of memorable it to the tourists. All the information’s should easy to understand.

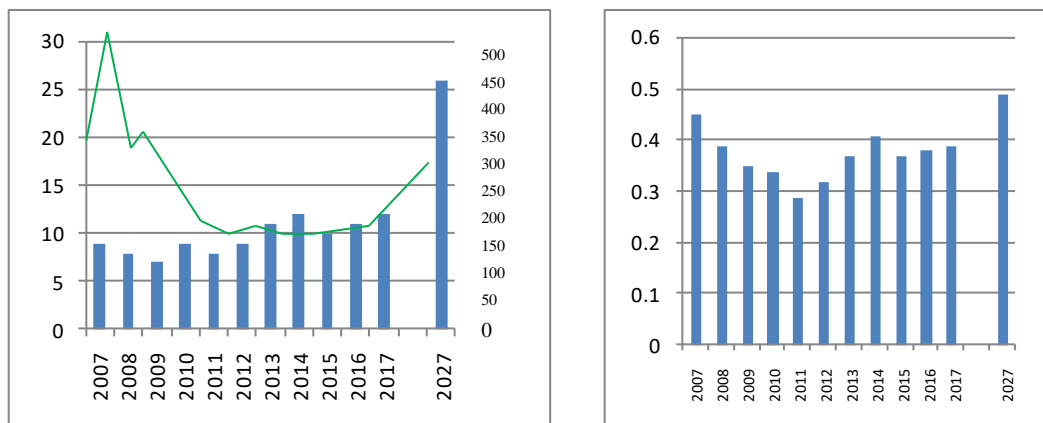
In process to accessing new foreign tourist markets the expatriates can be considered a pivotal springboard, as nobody can never ever undermine the strength of the tourism sector of Bangladesh. Bangladeshi tour operators should be will researched before reaching the foreign tourists and they need to convince the expatriates’ market first.

In 2004, the US Department of State estimated the daily cost of staying in Dhaka is BDT 191. Expenses in other areas can be much lower (USDS, 2004). So, thus dally expenses are much lower than other competing countries. Our industry can promote these cost effectiveness to attract foreign tourists.

5.2 Tourist Exports

Tourist exports or currency spent of tourists from foreign countries to Bangladesh is a main cash cow²⁰ of immediate beneficitation for this country from the tourism sector. Bangladesh has made BDT 11.1bn from traveler exports in 2016. This is expected to rise by 11.2%, and Bangladesh is anticipated to entrance 147,000 numbers of arrivals of foreign tourist in 2017. The number of arrivals of foreign tourists is predicted to 239,000 are in total generating amount of expenditure to BDT 25.64bn, an increase of 7.67%pa²¹. (0.3% of total) by 2027.

Bar chart-5.1 Bangladesh: Visitor Exports and International Tourism Arrivals



Source: WTTC, 2017.

In 2005 the arrivals of foreign visitors arise by 4.4% and total number rise to 1,148 million (UNWTO, WTB, 2017) in the year 2014, 50 millions overnight international visitors are visited the tourism destinations around the world (UNWTO, WTB, 2017). After the world economic crisis, since 2010 international travelers have still increase

²⁰ . Return on investment more than the growth of market rate

²¹ . per annum

every year. In 2015, 4% international tourist has increased and the year 2015 is select as the 6th consecutive year of more than average growth (UNWTO, WTB, 2017). The in year 2015 international visitors has marked a new heights. The vigorous production of the tourism industry giving to financial growth and employment generation in many countries around globe. So, it is essential for the countries to introduce such policies that can foster the continuing flourishing of sustainable tourism containing facilities for traveler and development of the skills of human resources said Taleb Rafi, the Secretary General of United Nations World Tourism Organization.

Table-5.1 International Tourism Receipts Percentage of Total Export

Year	Percentage of Total Exports
2005	0.73
2006	0.61
2007	0.57
2008	0.34
2009	0.56
2010	0.48
2011	0.36
2012	0.38
2013	0.41
2014	0.47

Source: UNWTO, World Tourism Barometer 2015.

The contribution of tourism in the export business of Bangladesh is very poor. It is evident from the above table that the percentage of international tourism receipts of total exports in Bangladesh was 0.47% as of 2014. Its highest value over the past 10 years was 0.73% in 2005, while its lowest value was 0.34% in 2008.

Table-5.2 Number of International Tourist Arrivals, Departure, Foreign Exchange Earnings, Expenditure and Their Impacts

Year	Number of Arrivals	Number of Departures	Receipts (in USD)	Receipts Changing in Percentage	International Tourist Receipts % of Total Export	International Tourism Expenditure (in USD)	Expenditure Changing in Percentage	International tourism expenditure (% of total imports)
1995	154000	830000	25000000	0	0.564	234000000	0	3.08
1996	166000	911000	33000000	32	0.715	251000000	-7.26	3.37
1997	182000	866000	62000000	87.88	1.122	314000000	-25.10	4.01
1998	172000	992000	52000000	-16.13	0.887	294000000	6.37	3.70
1999	173000	1103000	50000000	-3.85	0.802	375000000	-27.55	4.20
2000	199000	1128000	50000000	0	0.693	471000000	-25.60	4.87
2001	207000	1075000	48000000	-4	0.702	341000000	27.60	3.53
2002	207000	1185000	59000000	22.91	0.857	309000000	9.38	3.39
2003	245000	1414000	59000000	0	0.744	389000000	-25.89	3.51
2004	271000	1565000	76000000	28.81	0.834	442000000	-13.62	3.41
2005	208000	1767000	82000000	7.89	0.733	371000000	16.06	2.46
2006	200000	1819000	79000000	3.66	0.613	481000000	-29.65	2.87
2007	289000	2327000	80000000	1.26	0.658	578000000	-20.17	2.96
2008	467000	875000	59000000	-26.25	0.337	708000000	-22.49	2.81
2009	267000	2254000	95000000	61.01	0.557	664000000	6.21	2.86
2010	303000	1913000	104000000	9.47	0.480	852000000	-28.31	289
2011	155000	2127000	97000000	-6.73	0.359	819000000	3.87	2.16
2012	125000	2273000	105000000	35.05	0.381	889000000	-8.55	2.36
2013	148000	1460000	131000000	17.55	0.414	1308000000	-47.13	3.15
2014	125000	--	154000000	-17.56	0.466	782000000	40.21	1.67

Source: Author summarized from UNWTO, 2017, World Bank 2016, World Tourism Barometer 2017 and other sources.

Above table 5.2 shows that the volume of international tourism and the number of arrivals in Bangladesh was 1, 54, 000 as of 1995 and 1, 25, 000 as of 2014. As the above table shows, over the past 20 years, this indicator reached a maximum number of arrivals 467000 in 2008 and minimum 125000 in 2012 and 2014. Maximum foreign exchange earnings (USD) are 154000000 in 2014 and minimum value of 25000000 in 1995. While the highest percentage of foreign exchange earnings of total export was 1.122% in 1997 and smallest was 0.337% in 2008. The changes of foreign currency earning was highest in 1997

and the percentage was 87.88% and the lowest was 0.0% in 2000 and 2003. The highest number of departures was 2273000 in 2012 and lowest number of departures was 830000 in 1995. The largest value of international tourism expenditure was USD 1308000000 in 2013 and lowest was USD 234000000 in 1995. While the highest percentage of international tourism expenditure to total import was 4.87% in 2000 and lowest was 1.67% in 2014. Highest expenditure change in percentage was 40.21% in 2014 and lowest (-) 47.13% in 2013.

Table-5.3 Regression Analysis for Number of Tourist Arrival and Number of Tourist Departure (1995-2014)

Calculated Value:

	x	y	Calculated y	Error
1.	154000	830000	1460735.26	630735.26
2.	166000	911000	1462022.686	551022.6864
3.	182000	866000	1463739.255	597739.2548
4.	172000	992000	1462666.4	470666.3995
5.	173000	1103000	1462773.685	359773.6851
6.	199000	1128000	1465563.109	337563.1088
7.	207000	1075000	1466421.393	391421.393
8.	207000	1185000	1466421.393	281421.393
9.	245000	1414000	1470498.243	56498.24304
10.	271000	1565000	1473287.667	91712.33324
11.	208000	1767000	1466528.679	300471.3215
12.	200000	1819000	1465670.394	353329.6057
13.	289000	2327000	1475218.806	851781.1937
14.	467000	875000	1494315.63	619315.6302
15.	267000	2254000	1472858.525	781141.4754
16.	303000	1913000	1476720.804	436279.1964
17.	155000	2127000	1460842.546	666157.4544
18.	125000	2273000	1457623.98	815376.0203
19.	148000	1460000	1460091.547	91.5468646

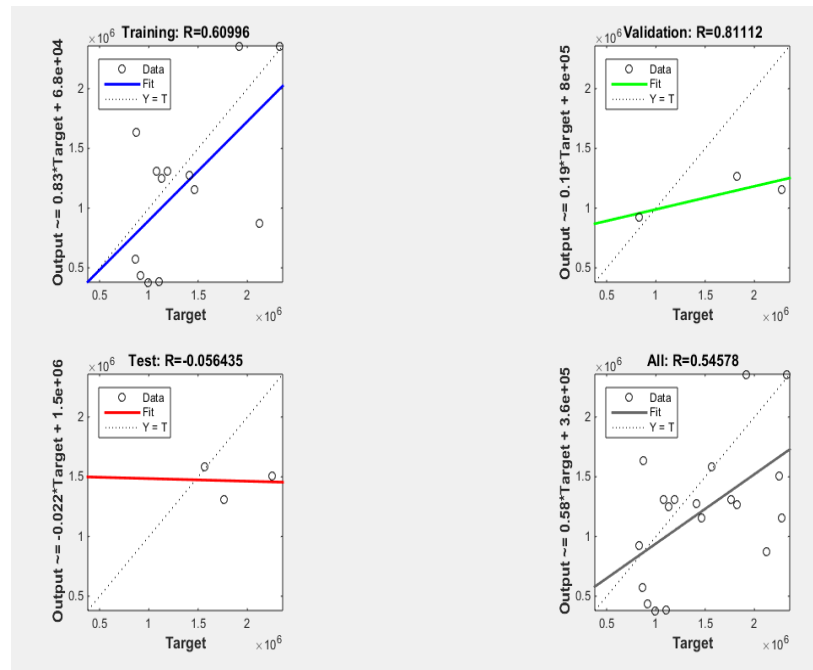
→ **Result:** $y = 1.072855276 \cdot 10^{-1} x + 1444213.289$

→ Correlation Coefficient: $r = 1.598061469 \cdot 10^{-2}$

Residual Sum of Squares: $rss = 5.001003149 \cdot 10^{12}$

Coefficient of Determination: $R^2 = 2.553800458 \cdot 10^{-4}$

Graph-5.1 Graphical Regression Analysis Using MATLAB for Number of Tourist Arrival and Number of Tourist Departure (1995-2013)



Regression Analysis Using Excel

Regression Statistics	
Multiple R	0.042312007
R Square	0.001790306
Adjusted R Square	-0.056927911
Standard Error	82346.8036
Observations	19

Regression $r = 0.042312007$

$$R^2 = 0.001790306$$

Regression analysis for number of tourist arrival and number of tourist departure above graph 5.1 shows the co-relation between the two sets of data. Statistically, these data has a validation of degree 0.81112, which explains the significance that if number of tourists arrival become more leads to a regression value of degree 1.

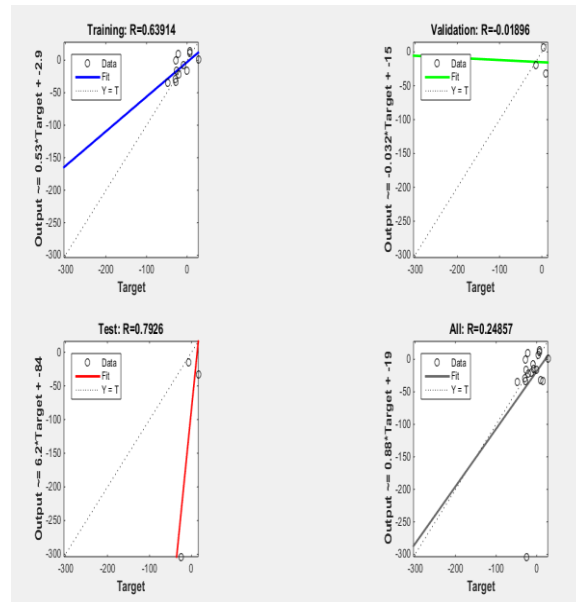
Table-5.4 Regression Analysis for Foreign Exchange Earnings Changing (%) and Expenditures Changing (%) (1996-2014)

Calculated Value:

	x	y	Calculated y	Error
1.	32	-7.26	-11.5461732	4.286173203
2.	87.88	-25.10	-18.66207703	6.437922969
3.	-16.13	6.37	-5.417174433	11.78717443
4.	-3.85	-27.55	-6.980941416	20.56905858
5.	0	-25.60	-7.47121038	18.12878962
6.	-4	27.60	-6.961840028	34.56184003
7.	22.91	9.38	-10.38862908	19.76862908
8.	0	-25.89	-7.47121038	18.41878962
9.	28.81	-13.62	-11.13995035	2.480049654
10.	7.89	16.06	-8.475943401	24.5359434
11.	3.66	-29.65	-7.937284253	21.71271575
12.	1.26	-20.17	-7.631662042	12.53833796
13.	-26.25	-22.49	-4.12846744	18.36153256
14.	61.01	6.21	-15.24038169	21.45038169
15.	9.47	-28.31	-8.677144691	19.63285531
16.	-6.73	3.87	-6.614194762	10.48419476
17.	35.05	-8.55	-11.9345681	3.384568097
18.	17.55	-47.13	-9.706072803	37.4239272
19.	-17.56	40.21	-5.235074532	45.44507453

- **Result:** $y = -1.273425882 \cdot 10^{-1} x - 7.47121038$
- Correlation Coefficient: $r = -1.578977321 \cdot 10^{-1}$
 Residual Sum of Squares: $\text{rss} = 8881.773727$
 Coefficient of Determination: $R^2 = 2.493169382 \cdot 10^{-2}$

Graph-5.2 Graphical Analysis Using MATLAB



Regression Analysis Using Excel

Regression Statistics	
Multiple R	0.157897732
R Square	0.024931694
Adjusted R Square	-0.032425265
Standard Error	28.34181191
Observations	19

Regression, $r = 0.157897732$

$$R^2 = 0.024931694$$

Regression value data validity is much poor. Although our concern is to increase foreign exchange earnings, which requires lower expenditures as well as higher foreign currency earnings. So earnings should be increased.

Table-5.5 Regression Analysis for International Foreign Exchange Earnings (% of Total Exports) and International Tourism Expenditure (% of Total Imports) (1995-2014)

Calculated Value:

	x	y	Calculated y	Error
1.	0.564	3.08	2.972719843	$1.072801573 \cdot 10^{-1}$
2.	0.715	3.37	3.323541622	$4.645837768 \cdot 10^{-2}$
3.	1.122	4.01	4.269134101	$2.591341011 \cdot 10^{-1}$
4.	0.887	3.70	3.723153186	$2.315318582 \cdot 10^{-2}$
5.	0.802	4.20	3.525670727	$6.743292729 \cdot 10^{-1}$
6.	0.693	4.87	3.272428515	1.597571485
7.	0.702	3.53	3.293338423	$2.366615773 \cdot 10^{-1}$
8.	0.857	3.39	3.653453495	$2.634534945 \cdot 10^{-1}$
9.	0.744	3.51	3.390917991	$1.190820094 \cdot 10^{-1}$
10.	0.834	3.41	3.600017065	$1.900170645 \cdot 10^{-1}$
11.	0.733	2.46	3.365361437	$9.053614371 \cdot 10^{-1}$
12.	0.613	2.87	3.086562672	$2.165626719 \cdot 10^{-1}$
13.	0.658	2.96	3.191112209	$2.311122088 \cdot 10^{-1}$
14.	0.337	2.81	2.445325512	$3.646744882 \cdot 10^{-1}$
15.	0.557	2.86	2.956456581	$9.645658142 \cdot 10^{-2}$
16.	0.480	2.89	2.777560707	$1.124392929 \cdot 10^{-1}$
17.	0.359	2.16	2.496438619	$3.364386188 \cdot 10^{-1}$
18.	0.381	2.36	2.547551726	$1.875517257 \cdot 10^{-1}$
19.	0.414	3.15	2.624221386	$5.257786138 \cdot 10^{-1}$
20.	0.466	1.67	2.745034184	1.075034184

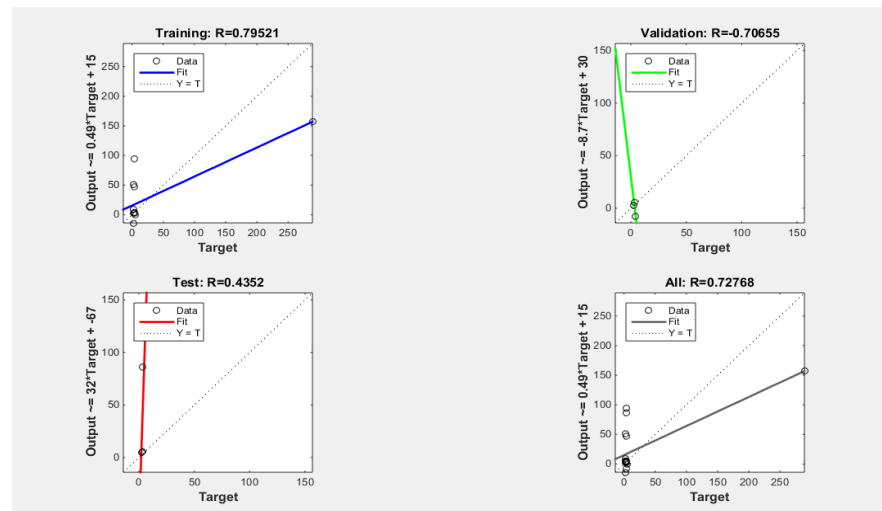
→ **Result:** $y = 2.323323044 x + 1.662365646$

→ Correlation Coefficient: $r = 6.480161386 \cdot 10^{-1}$

Residual Sum of Squares: $\text{rss} = 5.919445805$

Coefficient of Determination: $R^2 = 4.199249159 \cdot 10^{-1}$

Graph-5.3 Graphical Analysis Using MATLAB



Regression Analysis Using Excel

Regression Statistics	
Multiple R	0.189892083
R Square	0.036059003
Adjusted R Square	-0.020643408
Standard Error	0.211220209
Observations	19

Regression, $r = 0.189892083$

$$R^2 = 0.036059003$$

According to linear regression from the it is seen that the value of regression or coefficient is 0.79521, which is near 1, indicating that the data has performed the need with a slight variation. Although the data is not sufficient but yet it graph 5.3 shows that expenditure value is

greater than that of earnings value. Based on these findings, it may conclude that Bangladesh has to increase earnings and the pattern of data should maintain a constant slope.

5.3 Economic Contribution of Travel and Tourism in Bangladesh

Travel and tourism business has become most crucial financial source of many countries in the world. Tourism has its direct financial blow, as well as the sector has remarkable implied and convinced concussions. The United Nations Division of Statistics approved TSA²², Recommended Methodological Framework (TSA: RMF, 2008) calculated the direct benefaction of tourism and travel only. But World Tourism and Travel Council recognize that tourism and travel's total contribution is much greater (WTTC, 2017).

5.4 Contribution of Tourism and Travel to GDP

Bellow bar chart 5.2 shows that in 2016, direct contribution tourism and travel to GDP was 421.4bn (BDT) which is 2.2% of total GDP. Its estimated to grow up to 6.2% in 2017 to 447.6bn (BDT). This firstly flows the financial transactions generated from by different firms of this industry like restaurants, hotels, lodges, motels, airlines, tour and travel agency, and transportations services (excepts suburbanite service). By 2027 the direct benefaction of tourism and travel hope to rise by 6.1% per annam to GDP and amount will be raise to BDT 806.6bn which is 2.1% of total GDP (WTTC, 2017).

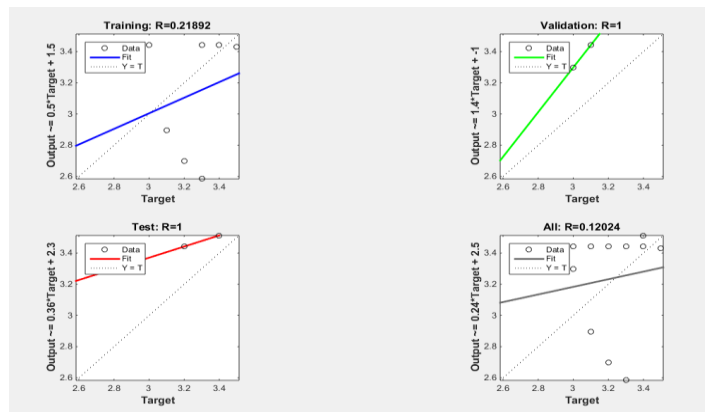
²² .*Tourism Satellite Accounting*

Bar chart-5.2 Direct Contribution of Tourism and Travel to GDP of Bangladesh



Source: WTTC, 2017.

Graph-5.4 Graphical Regression Analysis on Direct Contribution of Travel and Tourism to GDP



Regression Analysis Using Excel

Regression Statistics	
Multiple R	0.99660949
R Square	0.993230476
Adjusted R Square	0.893230476
Standard Error	0.272696216
Observations	11

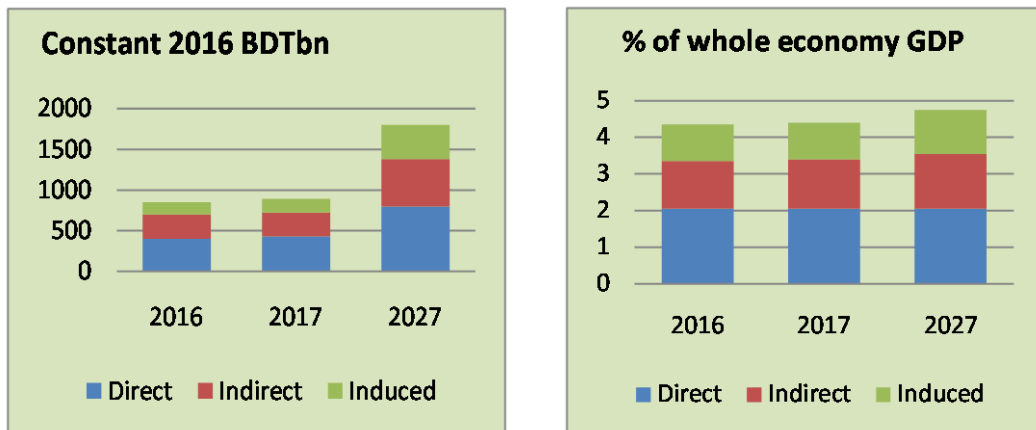
Regression, $r = 0.99660949$

$$R^2 = 0.99230476$$

Above graph 5.4 shows that the regression analysis was performed on some target data (assume). The training result is the resultant value of the trained data on Neural Network. Here the validation of the trained data has been given. Observing the values it can be mentioned that there is more influence of direct benefaction to GDP.

Bar chart 5.3 shows that tourism and travel total endowment in 2016 to GDP containing border possessions from investing the induced interim and supply chain blows was 840.2bn (BDT), which is 4.3% of total GDP and is hope to raise 7.2% in 2017 to 900.7bn (BDT), which is 4.3% of total GDP. Total contribution is forecasted to grow by 7.1%pa by 2027 to 1,783.0bn (BDT), which is 4.7% of total GDP.

Bar chart-5.3 Tourism and Travel Total Contribution to GDP of Bangladesh

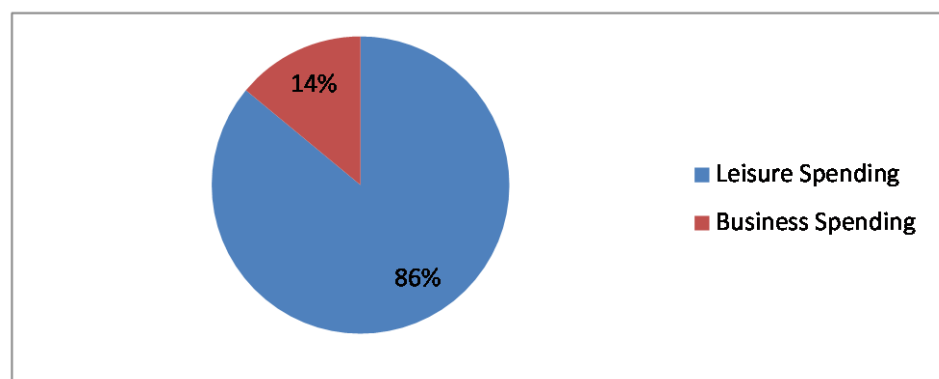


Source: WTTC, 2017

Pie chart 5.1 shows that leisure travel of inbound and domestic spending bring about 86.0% in 2016 of direct tourism and travel to GDP and the amount is 590.9bn (BDT) in comparison to business travel of 14.0% spending and the amount is 95.9bn (BDT). In 2017

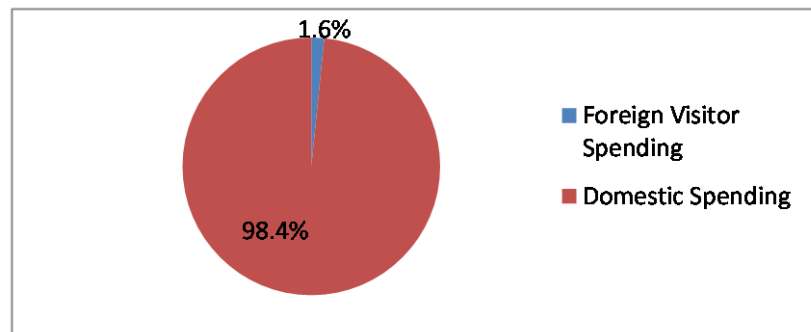
leisure tourism was hope to rise by 6.6% to and the amount will be 626.6bn (BDT), which is expected to grow by 6.1%pa in 2027 to BDT and the amount will be 1,135.2bn (BDT). In 2017 business tourism spending is hope to rise by 6.9% and amount will be 102.4bn (BDT), which is grow by 5.4%pa in 2027 and amount will be 173.9bn (BDT).

Pie Chart-5.1 Contribution of Tourism to GDP: Business Versus Leisure in 2016



Pie chart 5.2 shows that domestic tourism brings about 98.4% in 2016 of direct tourism and travel of GDP in compression to visitor export of 1.6%. Domestic tourism spending in 2017 is hope to rise by 6.1% to BDT and amount will be 716.7bn (BDT) and in 2027 which will be grow by 6.0%per annam to BDT 1,283.4 billion. Tourism exports are hope to rise 11.2% to amount BDT 12.3 billion in 2017 and forecasted to grow by 7.6% par annam in 2027 to amount BDT 25.6 billion (WTTC, 2017).

Pie Chart-5.2 Travel and Tourism's Contribution to GDP: Domestic Vs Foreign 2016



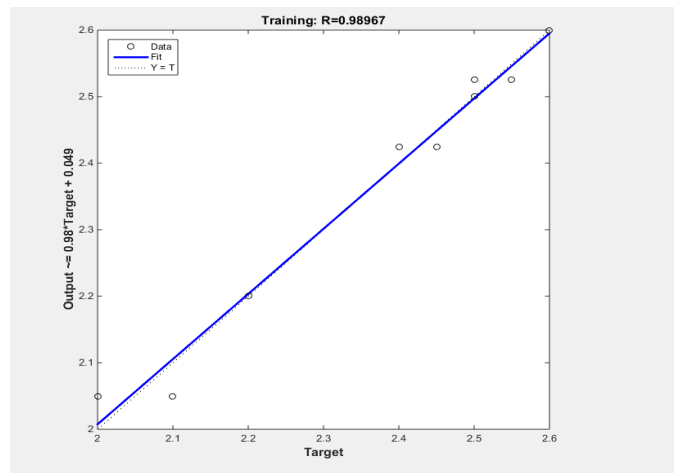
5.5 Relative Ranking of Tourism in Context to Contribution of GDP of Bangladesh

Bangladesh ranks in terms of absolute and direct contribution in 2016 to GDP at 54th (5.3 US\$bn), total contribution to GDP at 61st (10.6 US\$bn), direct contribution to employment at 16th (1568000 job), total contribution to employment at 20th (21869000 jobs), investment at 67th (0.9 US\$bn) and visitor exports at 185th (0.1 US\$bn).

The ranking of Bangladesh in relative contribution in 2016 in respect to direct contribution to GDP is 150th (2%) and the position for total contribution is 173th (64.3%). The position of direct contribution to employment is 163th (1.8%) and total contribution to employment is 174th (3.8%). The position in terms of total capital investment is 179th (12%) and in terms of visitor export contribution is 181st (0.4%). The country ranking of Bangladesh with respect to real growth in 2017 and in the contest of Direct GDP is 53rd (6.2%) and total contribution is 21st (7.2%). Ranking of direct contribution to employment in the respect of real growth is 134th (1.8%) and in respect of totality is 99th (2.7%). Investment's ranking real growth is 1st (13.9%) and visitor's ranking

real growth is 12th (11.2%) Ranking of direct contribution to GDP in the respect of long term growth from 2017-2027 is 25th (6.1%) and in totality is 6th (7.1%). Contribution to direct employment in long term is 175th (0.6%) and in total is 115th with 1.8% market share. Total capital investment in estimated long term growth is 3rd with 9.3% market share (WTTC, 2017).

Graph-5.5 Graphical Regression Analysis on Total Contribution of Travel and Tourism to GDP



Regression Analysis Using Excel

Regression Statistics	
Multiple R	1
R Square	1
Adjusted R Square	65535
Standard Error	0
Observations	2

Regression, $r = 1$

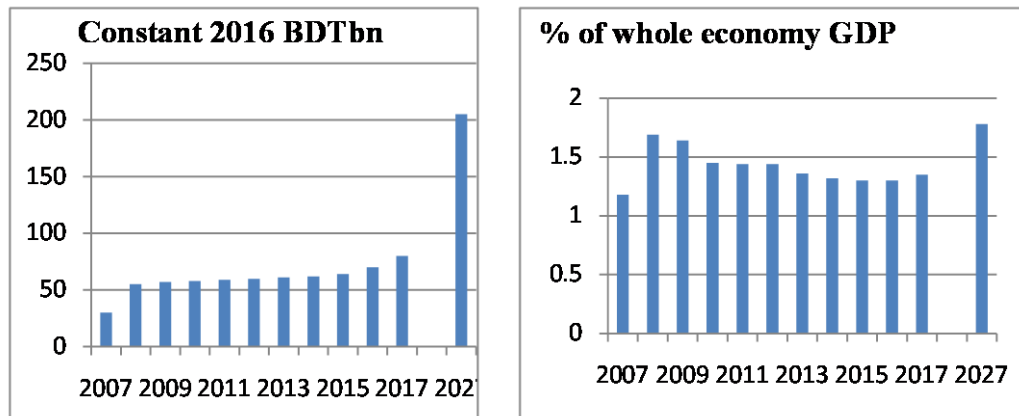
$$R^2 = 1$$

Above graph 5.5 shows the based on the values, it is seen that total contribution to GDP has lower impact which reflects poor management and policy making on travel and tourism.

5.6 Capital Investment

Bar chart 5.4 shows that tourism and travel is hope to attract financial investment in 2016 to amount 72.5bn, rising in 2017 by 13.9%. Over the next ten years it will has arisen by 9.3% in 2027 to amount BDT 201.8 billion. Tourism and travels total contributions to investment of Bangladesh will grow from 1.3% to 1.8% in 2017 and 2027 respectively.

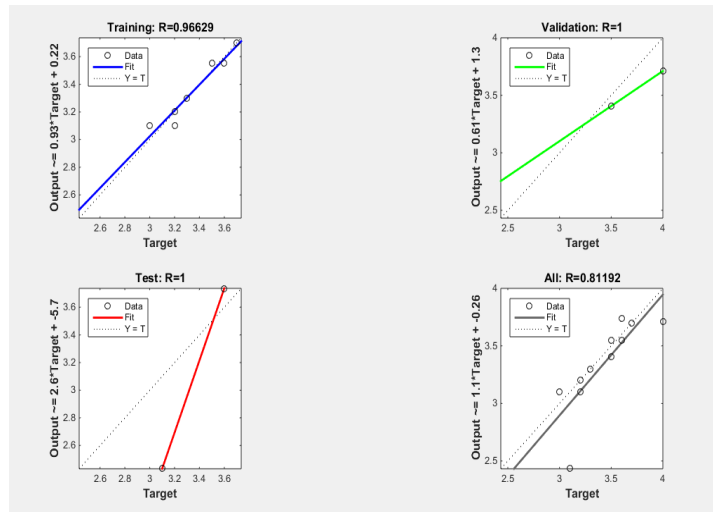
Bar chart-5.4 Bangladesh: Capital Investment in Travel and Tourism



Source: World Travel and Tourism Council 2017

That is tourism and travels contribution to total investment of Bangladesh will rise in 2027 to 1.8% from the 1.3% of 2017.

Graph-5.6 Graphical Regression Analysis on Capital Investment in Travel and Tourism



Regression Analysis Using Excel

Regression Statistics	
Multiple R	0.997066549
R Square	0.994141702
Adjusted R Square	0.894141702
Standard Error	0.113131517
Observations	11

Regression, $r = 0.997066549$

$$R^2 = 0.994141702$$

These data are statistically satisfactory with a degree of validation 1. This indicates that capital investment on travel tourism is quite satisfactory which increases other factors simultaneously.

5.7 Economic Impacts of Sustainable Tourism Development in Bangladesh

Tourism can be considered as a business those as an industry. It has recognized among the industries as a rapid cultivate around the world. The regions of rapid growing are the interest of people to invent new, less known and fantastic places, to look for diversity in environment and to feel with unknown experience.

Tourism is the biggest export sector in the world. It's make around USD 7.6 trillion, which is 12 percent of total world's GDP and employments are 292 million in 2016 (one tenth of total jobs) of the world for the economy of a total sum of 1.14 billion tourist worldwide (WTO, 2017).

The foreign exchange earnings of international tourism was, as the table 5.6 shows that the latest value of international tourism receipts in Bangladesh was USD²³ 154,000,000 as of 2014. Over the past 10 years, the value for this indicator has fluctuated between USD 82,000,000 in 2005 and 154,000,000 in 2014.

²³. *United State Dollar*

Table-5.6 International Tourist Arrival, Departure, Foreign Exchange Earnings and Expenditure in Bangladesh

Year	Number of International Tourist Arrival	Foreign Exchange Earning	Number of Departure	International Tourist Expenditure
2005	208000	82000000	1767000	371000000
2006	200000	79000000	1819000	481000000
2007	289000	80000000	2327000	578000000
2008	467000	59000000	875000	708000000
2009	267000	95000000	224000	664000000
2010	303000	104000000	1913000	852000000
2011	155000	97000000	2127000	819000000
2012	125000	105000000	2773000	889000000
2013	148000	131000000	146000	1308000000
2014	125000	154000000	--	782000000

Source: Author Summarized form World Tourism Organization and Yearbook of Tourism Statistics, 2015

Above table 5.6 shows that the other than employment and income, it also reaching opportunities of different types of amenities for local people of Bangladesh. Residents can also benefited of international standard entertainment, shopping and public transportations facilities because of tourists traffic.

Tourism has particular significance to developing underdeveloped regions of Bangladesh. An improvement in living standards has generated through tourist traffic. No sophisticated technology is required to establish the basic facilities. As the tourism industry is labor-intensive, tourism can absorb unemployed labor resources which are particularly valuable in areas with surplus unskilled labor in Bangladesh.

Tourism has provided an infrastructure which in turn forms the base and the stimulus for the diversification of the economy and for the development of other industries in Bangladesh. Thus tourism expenditure may stimulate an economy beyond the sector concerned with tourism.

Bangladesh government authorities have identified tourism as a means of generating employment and foreign currency. The economic significance of tourism varies from country to country. Tourism receipts as a percentage of total export earnings range from 1.1 percent for Japan to 22 per cent for Spain. In Bangladesh, the economic significance of tourism may be measured in terms of its ability to generate an inflow of foreign exchange. On the other hand, in a developed country, its significance may be measured in terms of its ability to assist diversification and combat regional unbalances (WTO 2017). Bangladesh tourism industry with its enormous potentials is striving to reach at a satisfactory level in order to play the expected role in the economy of the country. As a major sector of the services economy, tourism is increasingly recognized as giving economic and social advancement for the destinations' countries and local residents to reduce unemployment through creating jobs in this sector directly and indirectly. Tourism is naturally contributing to rural and remote area development, especially in economically depressed remote and rural locations vulnerable by the downfall of conventional agricultural professions and it is mainly in the remote and rural areas of the less develop countries where maximum poor are living. Although the world tourism businesses are booming and almost imperceptibly it has

become single fastest growing sector industries in the world (WTTC, 2017).

The General Assembly of United Nations recognized tourism development in sustainable way as an effective tool for poverty reduction and the development of the peoples' quality of life. They also recognized the crucial capacity and extent makes economic and social advancement mainly for the less developing countries, and sustainable tourism expose as a main effort to the development of global understanding prosperity and peace.

As Bangladesh is facing the constraints of foreign currency as well as the adverse position in the balance of payment account, the proper policy and strategy for the sustainable development of tourism industry can contribute positively to overcome the situation.

Table-5.7 Regression Analysis for Foreign Exchange Earnings (USD) and International Tourism Expenditure (1995-2014)

Calculated Value:

	x	y	Calculated y	Error
1.	25000000	234000000	191069952.5	42930047.47
2.	33000000	251000000	247474760.1	3525239.875
3.	62000000	314000000	451942187.7	137942187.7
4.	52000000	294000000	381436178.2	87436178.16
5.	50000000	375000000	367334976.3	7665023.735
6.	50000000	471000000	367334976.3	103665023.7
7.	48000000	341000000	353233774.4	12233774.37
8.	59000000	309000000	430790384.8	121790384.8
9.	59000000	389000000	430790384.8	41790384.81
10.	76000000	442000000	550650600.9	108650600.9
11.	82000000	371000000	592954206.6	221954206.6
12.	79000000	481000000	571802403.8	90802403.8
13.	80000000	578000000	578853004.7	853004.747
14.	59000000	708000000	430790384.8	277209615.2
15.	95000000	664000000	684612019	20612018.99
16.	104000000	852000000	748067427.5	103932572.5
17.	97000000	819000000	698713220.9	120286779.1
18.	105000000	889000000	755118028.5	133881971.5
9.	131000000	130800000	938433653.2	369566346.8
10.	154000000	782000000	1100597475	318597475

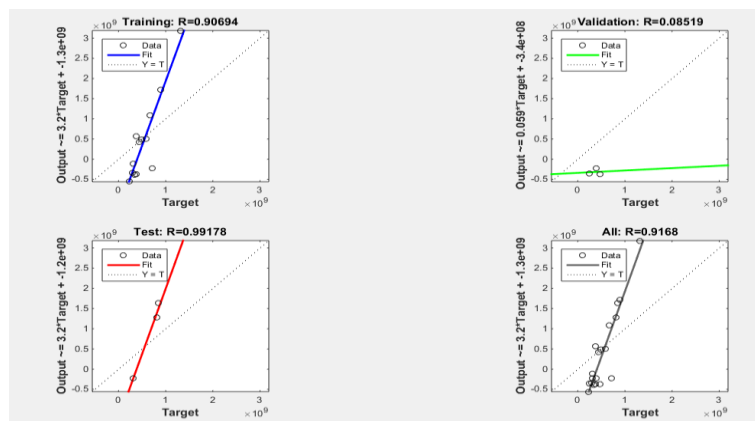
→ **Result:** $y = 7.050600949x + 14804928.8$

→ Correlation Coefficient: $r = 8.187906029 \cdot 10^{-1}$

Residual Sum of Squares: $\text{rss} = 4.839260978 \cdot 10^{17}$

Coefficient of Determination: $R^2 = 6.704180515 \cdot 10^{-1}$

Graph-5.7 Graphical Analysis Using MATLAB



Regression Analysis Using Excel

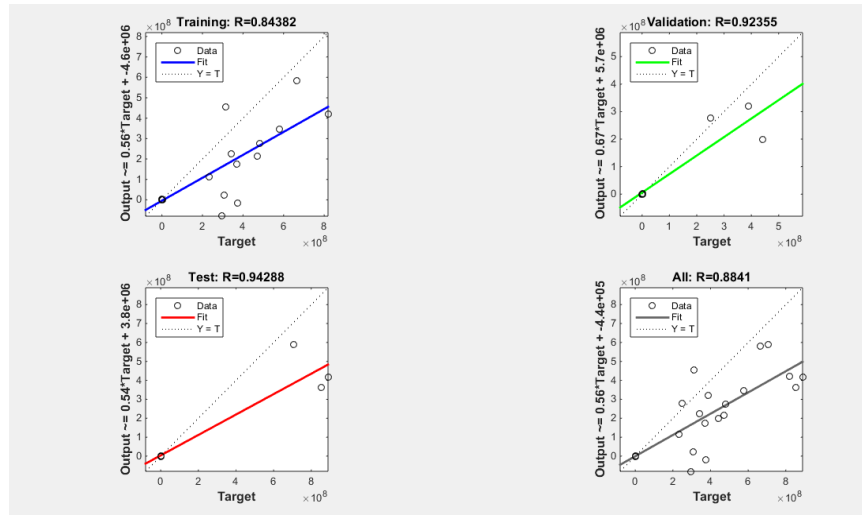
Regression Statistics	
Multiple R	0.189892083
R Square	0.036059003
Adjusted R Square	-0.020643408
Standard Error	0.211220209
Observations	19

Regression, $r = 0.189892083$

$$R^2 = 0.036059003$$

Although statistical data are not valid but we have a higher regression value here, which indicates that number of foreign exchange earnings is close to international expenditure. In that case we need lower expenditure value and higher foreign exchange earnings.

Graph-5.8 Overall Regression Analysis of Arrival, Departure, Foreign Exchange Earnings and Expenditure and Their Respective Impact Over Economy Using MATLAB



Regression Analysis Using Excel

Regression Statistics	
Multiple R	0.767833422
R Square	0.589568165
Adjusted R Square	0.472301926
Standard Error	0.149247422
Observations	19

Regression, $r = 0.767833422$

$$R^2 = 0.589568165$$

As we mentioned before that the regression analysis was performed using MATLAB Neural Network Tool software, it shows the result upon the total tourist arrival and departure and its impact on the GDP, FEE (Foreign Exchange Earning), Expenditure, Employment. According to linear regression from the graph it is seen that the value of regression is 0.84382 which is near to 1, it indicates that the data has performed the need with a slight variation. If the arrival rate is closely nearer to the expenditure rate then the impact on the GDP, FEE will

increase and the value of regression will be closer to 1. The GDP curves show that the value of total contribution on GDP is quite satisfactory. But in the case of direct contribution, there is still remains some lacking. But if we consider improvement of overall GDP, it shows the GDP rate is constant and not desirable. So for developing country like Bangladesh the GDP growth rate should be increased. From the employment curve it is seen very much satisfactory. Travel and Tourism have a great impact over employment. If the number of arrival increases, it will drastically change the GDP, Employment and FEE. This is how the regression value ($r = 1$) shows the impact on employment, GDP and FEE²⁴. In near future tourism has the potential to lead Bangladesh to a new arena.

Internal tourism consumption of real price in 2016 was BDT 686.8bn. This is estimated rise to BDT 729bn in 2017. The internal tourism consumption of travel and tourism of real price is forecasted to grow to BDT 1309.1bn in 2027 (WTTC, 2017). Purchases by tourism providers, including imported goods of real price in 2016 was BDT 249.2bn. This is estimated to down BDT 281.4bn in 2017. It is forecasted to undergo to BDT 502.5bn in 2027(WTTC, 2017).

Other indirect and induced final impacts on domestic supply chain of real price in 2016 were BDT 218.0bn. This is estimated to rise to BDT 231.6bn in 2017 and it is forecasted to grow to BDT 417.3bn in 2027 (WTTC, 2017). Government collective spending of real price in 2016 was BDT 22.1bn. This is estimated to rise to 23.7 in 2017. The

²⁴ *Foreign Exchange Earning*

government collective spending of real price is forecasted to grow to BDT 87.3bn in 2027 (WTTC, 2017). Imported goods from indirect spending of real price in 2016 were BDT -76.0bn. This is estimated to increase to BDT-80.7bn in 2017. The imported goods from indirect spending are forecasted to be BDT -102.3 in 2027(WTTC, 2017). Other indirect expenditure on outbound travel of real price in 2016 was BDT 59.3bn. This is expected to grow to BDT 63.0bn in 2017. It is forecasted to grow to BDT 86.6bn in 2027(WTTC, 2017). Induced, contribution in real price in 2016 was BDT 182.2bn. This is expected to rise to BDT 195.9bn in 2017. Induced contribution in real price is forecasted to grow to BDT 414.2bn in 2027(WTTC, 2017).

Chapter Six

Contributions of Sustainable Tourism to Poverty Reduction Through Employment In Bangladesh

6.1 Introduction

Poverty reduction by sustainable tourism through employment has become a vital tool for fight against poverty and reduces differences between poor and rich peoples, which are increasing in day by day.

The dormant of sustainable tourism to deviltry a vital role in the eradicating of poverty through employment is more and more recognized by international organizations and the governments of different countries. In 1999, the United Nations Commission on Sustainable Development (UNCSD) encouraged governments “to boost the potential of tourism for reduction of poverty by initiating proper action plan in cooperation with all vital groups, indigenous²⁵ and local communities (UNCSD, 1999).”

Now a day’s sustainable tourism has been determinate its economic potentiality to the reduction of poverty in developing countries like Bangladesh. Its global expansion, labor intensive nature, employment generation, particularly relevant in remote and rural areas, where lives three quarters of the two billion people under extreme poverty levels in the world (UNWTO, 2018).

There is an opportunity for tourism sector of face to face communication and for huge purchases can be made. Tourism is an effective tool for generating employment around the world. Tourism products are mainly available at the rural areas. As it is mentioned earlier that three quarters of people in extreme poverty live in rural

²⁵. *Aboriginal in habitants or original people of a given region or native peoples or ethnic groups other than settlers*

areas, usually far away from the main stream of economic activity. Tourism sector can often generate income for the people living in rural areas, while many other industrial sectors cannot do so. Tourism is a more diverse than that of other industries. It has the potential to support other economic activities, both through providing flexible, and part time jobs that can complement other livelihood options, and through creating income source throughout a complex supply chain of goods and services. It is labor intensive, which is particularly important in reducing poverty. It also creates a wide range of different employment opportunities— both for the skilled and unskilled people. Tourism sector has opportunities to employ more women and young generation than that of other industries. Contributing economic benefits and employment opportunities for the women who are playing vital role to poverty eradication and child development. It opens chances for new entrepreneurs and small businesses. It is an industry in which initial investment is low and easy to start up without any barrier. Sustainable tourism provides not only material benefits for the poor, but also cultural pride, environmental awareness, economic solvency, and a sense of ownership. Besides, diversification of income sources for the poor, transport and communications, water supply and sanitation, public security, and health services of tourism sector can also benefited poor people.

6.2 Causes and Dimensions of Poverty

As tourism can be a useful weapon for poverty eradication, so it is essential to assume its volume as well as ancestry of poverty, also diagnose the proportion practically can co-op by sustainable

development of tourism. The forms of poverty can be seen in different in region to region and changes from country to country, over period, and personal uncertainty aspect. According to the WDR²⁶ 2000/2001 (2001) the main regions of poverty are as follows:

- Insufficient earnings and wealth to procure essential needs, like foods, cloth, shelter, safely, knowledge and health related issues. Wealth can also be illustrated as sound healthfulness, the necessary qualifications and skills to obtaining job, ability to entrance in to the key tourism related infrastructure, capital for invest and opportunity to get loan facility.
- Some social organizations are weak and heard less. Those things create unethical social atmosphere, consequently the poor people are fight against inhuman behavior, ferocity harassment in absence of away from good manners and uniformity in their cooperation with public officials.
- A blame to adverse disturbance associated of incapacity to carry on along with the poor. They are vulnerable of various health risks, congenital of man-created threats.
- Unable to recovering from the jolt of socially, economically, emotionally, and physically.

6.3 Sustainable Tourism Role in Poverty Eradication

As an instrument for poverty eradication, the question is where and how sustainable tourism has in force for give greater chance,

²⁶ .*World Development Report*

opportunities, and empowerment and certainly of the poorer at the level of local communities and rise development of economy at the regional and national levels. Sustainable tourism may be a fruitful instrument to lead the harmonies. Simultaneously tourism related to pro poor can be started in rural and urban locations with several scopes as well as access for not only visitors but also local communities. Thus tourism can operate from mountains, rural, remote, coastal, forests, urban, rivers, hills, and snow and desert areas. So it may be a necessary weapon for fight against the poverty in rural, urban and country wide. Tourism may enhance scopes to poorer in their own village communities. It can help to reduce the migrating from villages towards towns by creating job opportunities for the rural and urban poor, which help them to provide financial support to their families. Also, urban poor can learn tourism-related skills, which can be applied in village areas and may help to migration in reverse from urban to village.

There are various advantages because of congenital attribute of sustainable tourism that can create the tourism industry beneficial to magnification of pro poor (WTO, 2002). According to world tourism organizations the advantages of sustainable tourism poverty alleviation are (WTO, 2002):

- Tourism products and services must be used or enjoyed at the place of tourism products and increase scopes to the local people and SMEs²⁷ to sell more goods, places, amenities and services. Because tourists must have to come to the destination to consume it, that

²⁷. *Small and Medium Enterprise*

opening opportunities for local businesses of all sorts, and allowing local communities to benefit through the informal economic activities, by selling goods and services directly to the visitors;

- Tourism is a more diverse industry than many others, having the potential to support other economic activities, both through providing employment that can complement other livelihood options, and by creating income throughout the supply chain of goods and amenities;
- No limitation applicable for tourism sector like exports of foreign countries as adjust by the others industries of less develop counties.
- Financial and human resources are not the only capital of sustainable tourism development; it also depends on natural and cultural resources. Natural and cultural resources are naturally own by the poorer of rural areas, this assets provides material value and cultural pride poor.
- Tourism is labor intensive industry, which is exceptionally essential in square off poverty. It makes opportunities a wide range of jobs especially for women and young generations- from the highly skilled to the unskilled- with relatively little training on tourism and hospitality;
- Most developing countries have a comparative advantage in tourism over developed countries. They have assets of enormous value to the tourism industry - authentic culture, art, music, natural landscapes, protected areas, wildlife and climate;
- Smoother social advancement by enhancing access of local communities to tourism related infrastructures, buildings,

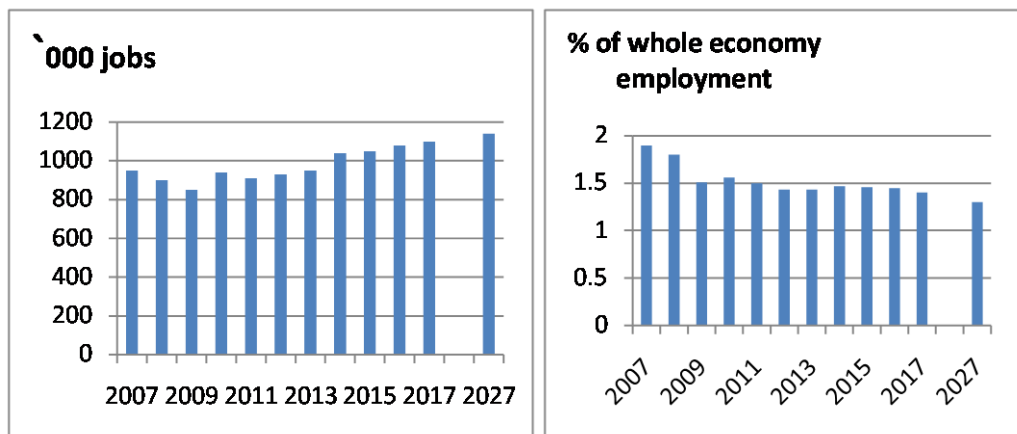
transportations, communications, water supplies, sanitations, public securities and health services can also benefit poor communities.

- Helps enhance involvement of the local poorer in determination of tourism related products and services often poverty possessed by the poor.
- Minimize susceptibility of serving for various earnings scopes.

6.4 Contribution of Tourism and Travels to Employment of Bangladesh

Bar chart 6.1 shows that tourism and travel created 1,057,000 jobs in 2016 directly, which is 1.85 of total jobs and this is forecasted to rise by 1.8% and number rise to 1,076,000 in 2017, which is 1.8% of total jobs. These include recruitment by hotels, motels, airlines, tour and travels organizations, leisure industries, restaurants, and transportations especially for the tourist (expect suburbanite service). It is forecasted that tourism and travel will increase of 0.6% jobs pa and number rise to 1,138,000 jobs end of the following tenth year in 2027.

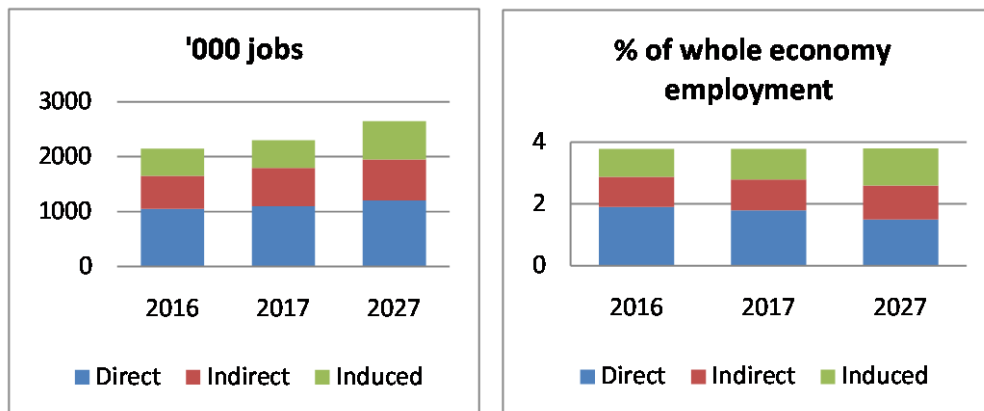
Bar chart-6.1 Contribution of Tourism and Travel to Direct Employment of Bangladesh



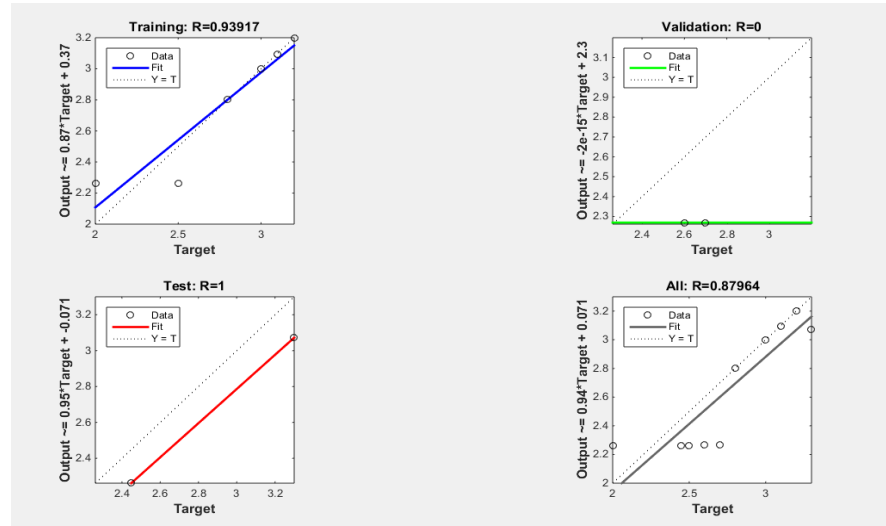
Source: WTC, 2017

Bar chart 6.2 shows that the total endowment of the travel and tourism to job along which extensive perform from finance, the supply chain and persuaded income effects was 2,187,000 employments in 2016, which is 3.8% of total job. This is forecasted to rise by 2.7% in 2017 to raise 2,247,000 employments, which is also 3.8% of total job. Tourism and travel is forecasted to cried 2,965,000 employment opportunities by 2027, which is 3.8 percent of total jobs. The end of the period the percentage will increase of jobs is 1.8% per annum.

Bar chart-6.2 Tourism and Travel Contribution to Total Employment of Bangladesh



Graph-6.1 Regression Analysis on Direct Contribution of Travel and Tourism to Employment



Regression Analysis Using Excel

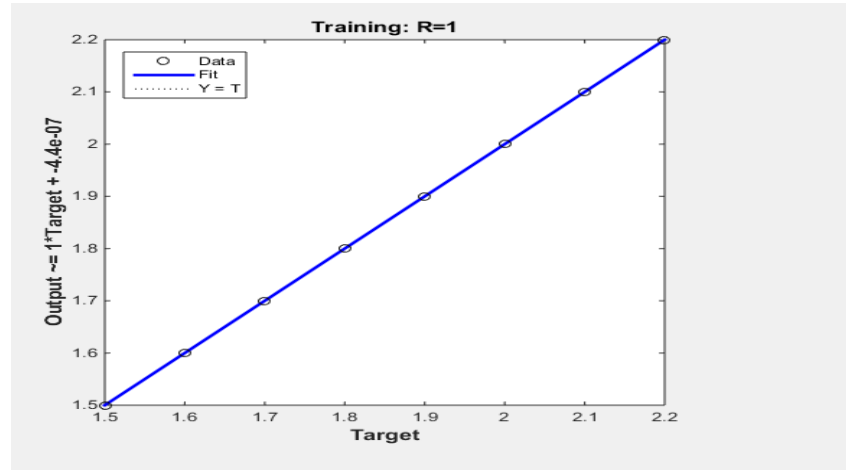
Regression Statistics	
Multiple R	0.997487902
R Square	0.994982115
Adjusted R Square	0.883871004
Standard Error	0.123308441
Observations	10

Regression, $r = 0.997487902$

$$R^2 = 0.994982115$$

Tourism has greater employment impact in developing countries. The statistical analysis of data shows that tourism cannot make desired impact on employment in developing countries due to absence of technological advancement. Regression value of degree 1 would be satisfactory for direct contribution of employment.

Graph-6.2 Regression Analysis on Total Contribution of Travel and Tourism to Employment



Regression Analysis Using Excel

Regression Statistics	
Multiple R	1
R Square	1
Adjusted R Square	65535
Standard Error	0
Observations	2

Regression, $r = 1$

$$R^2 = 1$$

Statistical data analysis shows that we have an appropriate value of regression (1). This indicates that we have a higher influence over employment from travel and tourism.

6.5 Local Communities Involvement to Reduce Poverty Through Employment

One of the important requirements of sustainable tourism development to ensure local communities participation of tourism activities. According to the respondents opinion it is clearly understand that the

tourist activities creates income opportunities for the local people. Respondents said that many local people are involved with the making of the locally made handicrafts, Ornaments, foods supply, tourism related organizations, agricultural products for tourists, livestock and fishing for fulfill the tourist requirements, and some local people are engaged in trading all those things. Some tourist destination of Bangladesh namely Cox's Bazar, Kuakata, Rangamati, Bandarban, Kaptai, Khakrasri including other hilly areas and some place of Mymensingh have tribal people. The life style, dress and culture of those treble people are much more different than that the people of plain land of Bangladesh and many other countries. Based on that specialty of the tribal people of our tourist destinations are involved in different types of employment including tribal dance and home stay²⁸ program.

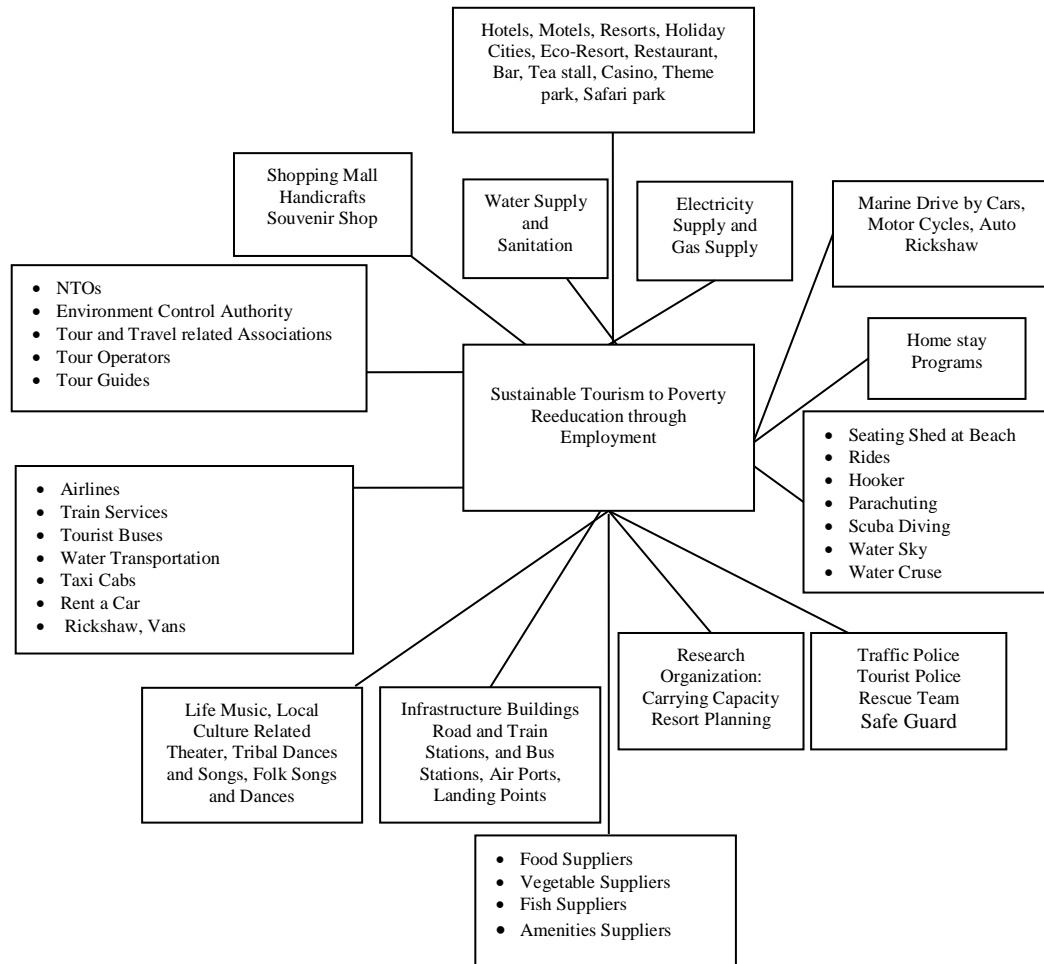
Besides those local communities are also involving to educating tourism professionals by establishing tourism related educational institution. All those tourism related activities and employment are reducing poverty of the tourist destination as well as the country. Some respondents point out of sex activities. They said that each and every tourist destinations of Bangladesh have unauthorized sex workers and to sell those sex worker to the hotels, motels and direct to the tourists, a remarkable number of brokers are involved in these profession which also help to poverty reduction of the local communities.

²⁸ . *Tourist sleep at the home of a local people to which destination they are visiting*

Each and every tourist destinations of Bangladesh must be equipped with necessary hotels, motels, resorts, eco-resort, restaurant, theme park, casino, Safari park, tea stall and many more are creating employment opportunities for local communities. Each and every districts of Bangladesh have more than one tourist destinations and most of the poor people are living nearby those destinations. So though sustainable tourism development Bangladesh can reduce its poverty.

Shopping mall, handicrafts store and souvenir shops for the tourists usually creates employment for the local communities which can pay the role to poverty reduction of the destination of Bangladesh. Water supply and sanitation is essential for sustainable tourism development in respect of ecological sustainability. Local peoples of Bangladesh have opportunities to employ in this sector.

Graph-6.3 Sectors Linked with Tourism to Poverty Reduction Through Employment



Source: Researcher contribution (2018)

Electricity and Gas installation are basic requirement for develop a tourist destination, so local peoples of Bangladesh have also the opportunities to work in this sector.

Cox's Bazar has a 70 km long marine drive, tourists are interested to enjoy the drive, local people can involve them through car, motor, bike, auto rickshaw and other carrier to drive along the marine side.

Bangladesh has also can develop marine drive to the other costal side like Patenga, Kuakata, Saint Martin's etc, to create employment opportunities for local communities and the poor.

Home stay program for the foreign tourist can be a vital source of foreign currency earnings for the local communities. Besides foreign tourist the plain land people of Bangladesh are also interest of tribal culture, food and life style. This is a almost zero investment employment opportunities for local residents.

If the Bangladesh government explore all its available tourism destination then they need to expand the NTOs using at the nearest administrative unit of the government. As far as researcher understand form the opinion of respondents that according to the location of tourism product and destination of Bangladesh, it is necessary to setup NTOs at each of the 64 districts of the country. This will create scope for a huge number of employments. Similarly employment opportunities will be recreated at tour and travel related association, tour operators, organizations, tour guides, airlines, train service, tourist bus, water transportation, taxi cab, rent-a-car, rickshaw and van etc.

Another sector for reducing poverty through employment of the local communities from tourism sector is life music, local cultural related theater, comedy, tribal song and dance and folk dance and song.

Local people have also scope to involve them in infrastructure developing, building construction, and road development, constrictions of stations for bus, train, and air port and landing point for water

transportation. Manpower requirements are also need for management of all those stations from the local people.

More tourists require more food, vegetable, fish and different types of amenities. So, to fulfill the tourists demand agricultural and fishing creates source of employment for the local poor peoples, they also involved them to supply agricultural product to the hotels and restaurants. Besides those local people also can involve them to the supply amenities like soap, shampoo, tooth brush, tooth paste, shaving instruments like, shaving razor, foam, gel, lotion etc and many more requirements of the hotels and restaurants.

Research is required before develop any new tourism destination. In these process research organizations, need to involved local people for collection of and authenticity of the information. That can contribute to poverty eradication through employment. To determine the carrying capacity of the destinations NTOs need to developed survey and the NGOs and other environmental organization are involved them in this connection, which creates more employment in the destinations. More tourist destination required more traffic police, tourist police, rescue teams, safe guards, environmental control personnel. Most of the destinations authorities involve local poor and less educated people to control traffic signal. All that issue is create job opportunities and that can help to reduce poverty of the destinations.

It is known that the three quarter of the two billion peoples of under poverty lives in remote and rural areas. Most of these three quarters of two billion lives in less developed countries like Bangladesh, Somalia,

Ethiopia, Angola, and Sudan and so on. Tourism must be consumed at point of production, that is if a American or European would like to enjoy at the world largest sea beach Cox's Bazar, Bangladesh, she/he must come to Bangladesh. So, it is a big opportunity for Bangladesh to develop its tourism products and services to attract the people from other parts of the world. Bangladesh is a low develop country with 170 million people and a huge number of them are below poverty level. To reduce this poverty through tourism Bangladesh can take several strategies. For developing mechanism, Bangladesh needs to identify tourism product and service first. Then it should develop strategies and implement those strategies to reduce poverty. Bangladesh, have the longest sea beach in the world; the largest mangrove forest; hills, wildlife and so on. All of these tourism products are situated at rural areas where a big number of the people are poor. If Bangladesh to develop sea beaches of Cox's Bazar and Kuakata, there need to be build many hotels, restaurants, theme park, museum and different types of rides, that will create opportunity for employment, which can reduce poverty. Also there is a scope for increasing tourism related small and medium enterprises that may create a big opportunity to poverty elimination. On the other hand, infrastructure development is also related to tourism that will create employment opportunities, which will again have direct impact on poverty reduction. At the same time, in such a way Bangladesh can reduce poverty by arranging more facilities in world largest mangrove forest, Sundarban and hilly areas in that region. In such way, if Bangladesh develop all of the tourism product and service, it is possible to alleviation of poverty as a whole by creating employment opportunities for the poor in the tourism

enterprise, supply chains of tourism product and services in the production process, supply, goods and service to the enterprise run by the poor or the enterprise where employing poor, direct sell product to the tourists by the poor, establish and run tourism enterprise by the poor.

Chapter Seven

Challenges and Opportunities for Sustainable Tourism Development in Bangladesh

7.1 Introduction

Analysis of challenges and opportunities for the sustainable tourism development in Bangladesh should start with defining an expected objective. Challenges and opportunities analysis may be included into the strategic planning process. Strategic sustainable tourism planning, including challenges and opportunities, has been the subject of intensive research. Challenges are attributes of a person or of an organization or of a sector which are required to obtaining the desired objectives and are not harmful to obtaining the objective.

It is essential to point out the challenges and opportunities because subsequent steps in the process of planning for the achievement of the selected objective may be required facing the challenges and exploiting the opportunities of the sector.

In the respondents and stakeholder's point of views researcher has found following challenges in the context of ecological, economical, and social and cultural sustainability. Tourists in Bangladesh are mostly domestic tourists, Bangladeshi middle and higher class of people.

Tourism professional stakeholders and experts respondents have suggested that the challenges of developing sustainable tourism must be faced based on strengths of the industry. So, stakeholders should take advantages of their geographical diversity, natural beauty, cultural pride and uniqueness. Inbound²⁹ tourism considered for the period of

²⁹ .*Visit to a Country by the Nonresident of that Country*

1995-2014. The average number of inbound tourists for this period was 203.015 hundred thousand. The trends of inbound tourist is declining, which is a very big challenge of foreign currency earnings of Bangladesh. To ensure economic sustainability in the context of foreign currency earnings, the number of inbound tourist sustainability must be ensured. Similarly outbound³⁰ tourism has considered period of 1995-2013 because the data for 2014 of outbound tourists was not available. The average number of outbound tourists for this period was 1, 467.578 hundred thousand, which is 7.229 times bigger than that of inbound tourists. The huge difference of inbound and outbound tourists is a very big challenge for the sustainable economic development of the country through tourism.

Asia and Europe are the largest inbound regions; and India, China, UK and USA are the largest inbound countries. But now days, because of terrorism and religious fanaticism, specially Holly Artisan terrorist attacks, some countries have declared red alert for their nation to visit Bangladesh. This has reduced the number of inbound tourists to some extent.

Skilled human resources are still a big challenge for sustainable tourism development in Bangladesh. The trained and expert Bangladeshi human resources are serving foreign country's tourism sector, while our tourism related industries are depended on foreign human resources.

³⁰. *Outbound tourism main visit by the residents of a country to other countries*

7.2 Challenges of Sustainable Tourism Development in Bangladesh

Several factors, e.g. number of tourist arrivals, infrastructure, amount of garbage and the condition of several tourism attractions are indicate that the existing tourism policy is not sustainable of the tourism development of the country. According to the respondent's views and opinions, the challenges of Sustainable Tourism Development in Bangladesh are:

- Shortage of required infrastructure, international standard accommodations, and smooth transportation affects both the domestic and international tourists. To develop sustainable tourism in Bangladesh, our industry should develop international standard infrastructure, accommodations and transportation system.
- The tourism destinations are not sustainably planned with a proper management system.
- Beach environment are not friendly for the western tourist. Because western people are used to enjoy beach with a very little clothing, still it is not possible in Bangladesh
- The continuous reducing of inbound tourists indicates that tourism products and marketing policy improvement are required for sustainable tourism development in Bangladesh.
- Bangladesh is a moderate Muslim country and an over populated developing country, which has been historically isolated. Sustainable tourism development can be the solution of this.

- International tourists need a guide or information for destinations, travel safety and local culture as well as nature restoration rule of Bangladesh.
- Some tourism products need to be developed up to the western standard to ensure the quality of services.
- Due to traffic jam and road conditions traveling is time consuming and not safe. These are also major obstacles of sustainable tourism development. For sustainable tourism development of the country this must be solved immediately.
- Some local community and stakeholders are not experienced with foreign visitors, so visitor impression of some places become bad. To solve this problem, local communities and stakeholders need to be familiar with western culture and life style for the sustainability of tourism development in Bangladesh.
- Some tour operations, tour guides and stakeholders have no knowledge about sustainable tourism development. So, the industry needs to train the tour operators, tour guides and all stakeholders about sustainability of tourism.
- Increased salinity and climate changes are big challenges for sustainable tourism development in Bangladesh. So, the country should have to be concerned with safeguarding of heritage to be damaged by the salinity and climate change.
- Bangladesh is a kind of new and less traveled foreign tourist's country. Adventure searching tourist feels less interest to visit Bangladesh. To face this challenge our industry should take steps to make with adventure and international standard destination.

- The facing of image crisis of Bangladesh and developing a better image can inspire by developing several new sustainable tourist attractions in Bangladesh.
- Another challenge of sustainable tourism development in Bangladesh is that the country is one of the 10 countries most vulnerable of green house effects, which may raise the sea level waters. Bangladesh government need to take step to safe the country forms this vulnerable situation.
- The sustainable tourism potential of Bangladesh may be ensured through implementation of multi cultural and regional projects or co-operation with foreign countries' travel and tourism companies. Responsible travel and tourism companies can give sustainable co-operation for holidays in Bangladesh, where foreign providers are committed to support local people and the environment.
- Insufficient budget for tourism development in Bangladesh is a big challenge of sustainable tourism development in the country.
- Lack of opportunities for tax holidays for tourism development at the tourist destination of Bangladesh. So, for sustainability of tourism sector, government needs to introduce tax holidays in this sector.
- Lack of interest of private sector of Bangladesh to invest in this industry. Government should take proper initiative to rise private investor interest through different types of incentives.
- Lack of interest of FDI³¹ for tourism sector of Bangladesh.

³¹ . *Foreign Direct Investment*

- Establish training center, educational institution for overcome the shortage of skilled human resources.
- Transportation facilities are very poor. It needs to be developed at per with international standard.
- Road transportation system needs to be developed for smooth movement of tourists and tourism related product and service in Bangladesh: Rail network is poor, for sustainable tourism development it needs to be expanded.
- Air transportation network should be increased to all major tourism destinations. Expensive air communication needs to be reduced in pick tourism season.
- Small number of foreign tourists is a big challenge for foreign currency earnings.
- International standard sufficient hotels, motels, restaurant, bars, rides are absent at the destinations. So it needs to be increased.
- Need to take initiative for additional infrastructure for expanded tourism industry for sustainable development in Bangladesh.
- Special initiative is needed for declining destination for improvements and sustainability.
- Special offer and discount is required for off pick season.
- Grater initiative is needed for unskilled people to benefit them from an increased demand for service worker with minimum skills.
- In the absence of appropriate technical labor force country is needed to import from foreign countries. This is another challenge in this connection.

- Fair distribution of economic benefits and costs among the poor people of local communities are important for sustainable tourism development.
- Foreign exchange earnings need to be increased in this regard.
- Inject new capital into local economy by generating foreign investment.
- Diversification of local economy through the urban and rural tourism is essential for sustainable tourism development.
- Proper investment for transportation, communication and infrastructures is also a big challenge for sustainable tourism development in Bangladesh.
- Investment for preservation of archeological sites, historical places and buildings is needed.
- Investment for preservation of cultural and natural resources is needed for the country's sustainable tourism development.
- Funding is required for major repair and restoration for economic sustainability through step by step process. Money can be accumulated by increased tax revenues. Financial involvement is also required for signage, parking, walkways, restrooms, waste and trash disposal, and visitor safety and security.
- Increased tourism activates need investment for education and home-stay tourism, so that local communities and businessmen can be the hosts of the visitors.

- By exposing top quality local cultural activities, it may increase audience rapidly to generate more money. This can be arranged again and again for the economic sustainability of the local community.
- By increasing recreational activities at the destination areas economic activities can be increased for sustainable economic development.
- Natural disasters are causing hazards to both local people and tourists. The reality cannot be escaped, so it must be kept in mind and managed in a sustainable way.
- Economic growth should be shared with the local communities and poor for sustainable growth.
- Challenges of control over unacceptable ecological carrying capacity impacts on the visitors and the amenities they use.
- Managing challenges of unacceptable overcrowding, which is the cause of tourists' dissatisfaction
- Mightgate the challenges of political uncertainty.
- Challenges of nature conservation and cultural preservation.
- Challenges of protection of land use especially agricultural land, forest, rivers and hills.
- Challenges of conservation of tourism products like Saint Martin, Cox's Bazar, Kuakata and Sundarban from the wood cutter, wild life hunter, road and water transportation and natural disaster.
- Challenges of managing sufficient local human resources.
- Facing present and potential tourism competitors of neighboring countries.

- Sustainable tourism policy, laws and regulation and incentives for environmentally sustainable tourism are yet to be developed.
- Challenges of security, safety and health related rules and regulation are yet to be established.
- Communication and promotional network are yet to be developed for sustainable tourism development.
- Lack of co-ordination of government with the tour and travel related organizations and association.
- Tourist movement should have to be ensured so that the wellbeing and fundamental need of all concerns of the societies are not affected.
- Challenges of ensuring the stander of living of local residents and the visitors.
- Challenges to deliver distinct experience for the tourists compared to competitor countries and destinations.
- Challenges to ensure pollution free environment for local community and for the tourists.
- Challenges to involve the local communities and stakeholders in planning, developing and decision making process for sustainable tourism development.
- Create opportunities for local communities to participate in the decision making process for the future.
- Challenges to mutual cooperation of tourism industry, environmental support groups, and local community for sustainable tourism development.

- Challenges to determine carrying capacity of the destinations to ensure that tourism destination does not hamper the interest of future generation.
- Challenges to conserving environment rather than consumption for sustainability.
- Challenges to create quality attractions to attract visitors for longer stay and repeat visits. Motivate local communities to take care of the resources that to be consumed.
- Ensure quality food, health care, pure drinking water, proper education and training to tourism officials with recreational facilities.
- Encouragement of local communities, tourists, tour operators, travel agencies, tour guides, transportation organizations, tour and travel related suppliers and private organizations and individuals to respect for cultural, religious, and social traditions.

7.3 Challenges for Skilled Human Resources of the Tourism Sector of Bangladesh

Skilled personnel can contribute significant role for sustainable tourism development of any country like Bangladesh. In order to develop skills human resources BPC has funded NHTTI³² in 1974. Since 2002 NHTTI has been offering two years duration diploma in hotel management. In 2003, among Private Universities, IBAIS University has come forward to provide higher education in Tourism & Hotel Management by introducing Bachelor of Tourism & Hotel

³². *National Hotel and Tourism Training Institute*

Management program. Followed by IBAIS University, the top ranking Public University “Dhaka University” has introduced BBA, MBA and Ph.D. programs in Tourism and Hospitality Management. But it is fully based on theoretical knowledge. So, graduates from this university are not able to serve properly to the tourists and hospitality management sector. Some other private universities like IUBAT, Victoria University, World University, People’s University, Royal University, and Prime Asia University are offering Bachelor degree in tourism. But still they have failed to produce right graduates to face the challenges of human resources for tourism industry in Bangladesh. Experts have claimed that to smoothly run this industry right now we need around 5000 trained work force but we have no ability to train such number of personnel. The gap is filled by the human resources coming from our neighboring countries which are not healthy for the industry as well as for the sustainable economic development.

This is why, Bangladesh needs more skills human resources to satisfy the requirements for all its tourism destinations. Research findings of Rahman 2007, Siddiqui 2006 and Parveen 2008 have proved the lacking of skills works force all most every hotels, motels, lodges, restaurants, and all other tourism related service providers of Bangladesh. Foreign tourists are reluctant to visit Bangladesh due to visa complicacy. Bangladesh government should make visa policy easier for foreign citizen to grow their interest to visit Bangladesh. Tourism sector has all most zero FDI³³ but other sectors like RMG, IT, Medicine, power and communications are enjoying remarkable FDI.

³³. *Foreign Direct Investment*

Bangladesh should take immediate initiative by providing special incentives to the foreign and domestic investors to grow their interest to invest in the sector of Bangladesh. Bangladesh needs to provide tax holiday facilities for the tourism sector and to build infrastructure including hotels, lodges, and motels, restaurants and transportations facilities for all tourism destinations. These will help to motivate foreign and domestic investors to invest the tourism sector of the country. Foreign tourists must be informed through the promotional activities about the Cox's Bazar, Kuakata, Sundarban, Bandarban, Saint Martin's and other tourism destinations by advertisement and website. Bangladesh needs to develop its tourism website in market oriented language including English.

7.4 Challenges of Conditions which Could Damage to the Sustainable Tourism Development of Bangladesh

- Low levels of basic education combine with lack of the latest technical and managerial skills.
- The climatic changes will have the large implications in future to traveling in Bangladesh.
- Disaster management for occasional cyclone, tide and earthquakes.
- The image of the country is around the world bad i.e. poverty hunger, disaster, corruption, political unrest and once it was known as bottom less basket.
- Absence of political and social commitment can damage the sustainable tourism development in Bangladesh.
- Harassment by the law enforcement person in the train stations, bus stations, water transport stations and airports.

- Poor fluency and accent in English can impede sustainable tourism development in Bangladesh.
- Religious fundamentalism and social values of major tourism destination of Bangladesh is a big barrier of sustainable tourism development.
- Absence of awareness program among the tourists and local communities regarding the benefits of sustainable tourism development.
- The local illiterate folks curiosity about white skinned people which make the foreigners embarrassed because thousands of eyes gazing at them.
- Illegal hunting and fishing in Sundarban.
- Sometimes foreign women are raped by the hotel staffs at Cox's Bazar and other places.
- Shortage of trained required rescue teams in the beaches for rescue the tourists if necessary.
- Insufficient international standard hotels, motels, restaurants, bars and other entertainment facilities.
- International visitors are not much aware of tourist destinations in Bangladesh.
- Lack of requires act and policy for sustainable tourism development.
- Collusion of tribal with majority local people.
- Unstable political situation created a bad image to the international arena, which is the highest barrier to the sustainable tourism development of the country.

- Continuous campaign against Bangladesh by fundamentalist of certain countries.
- Huge number of population and their growth.
- Religious fundamentalists are against the development of tourism facilities, like casino, bar, night club and dance bar which are essential for attracts foreign tourists.
- Weak national tourism policy to the Sustainable tourism expansion of Bangladesh.
- Strategic development plan for tourism of Bangladesh has not been executed in any way.
- Lacking to improve international standard service for tourism and hospitality industries.
- Insufficient international standard facilities in the tourism destinations.

7.5 Challenges of Negative Impacts of Tourism Upon Economic Development

Although tourism development offers significant benefits, there are also significant negative impacts. First, the industry is subject to instabilities, and in many tourism regions, climatic constraints produce a pronounced seasonal effect. Statistics illustrate the seasonality of tourism in a number of destinations, and from an economic perspective, it points to the problems of having facilities that are under-utilized or even closed and therefore entirely unproductive for certain seasons.

Cutting across such seasonal patterns, it can be seen more unpredictable fluctuations in demand within the industry. Tourism demand patterns are highly responsive to a number of potentially disruptive influences, including:

- Economic recession in tourism generating countries
- Changes in the pricing of holidays that are consequent upon the fluctuations in the international monetary exchange rates or price wars within the travel industry;
- Changes in the cost of transportation, reflecting particularly in the changes in oil prices and associated cost of aviation fuel;
- Short or medium-term economic and political instability in certain destinations;
- Warfare and civil unrest; and
- Negative images stemming from a range of potential problems at these destinations, including higher levels of crime, incidence of illness and epidemics, or even a decline in fissionability.

In a location like Bangladesh, the travel and tourism industry has tried out all sorts of promotional approaches to overcome the negative aspects that hinder tourism developments. Very recently in Cox's Bazar travel package that includes in it a wide range of options is getting increasingly popular. A recent negative aspect that has engulfed the travel and tourism industry is the global recession. Even then, the tourism industry is harping more on concentrated marketing approaches to overcome the crisis.

7.6 Challenges of Negative Effects of Tourism on Culture and Society

Tourism damages not only the landscape but also the indigenous way of life, culture and values of people. In Bangladesh, immature disclosure of western concepts and mechanizations has produced a various social and cultural problems. It inevitably altered people's daily lives and attitudes which added grater crime and also open use of drug, gambling, hooking, pragmatism and gluttony. Nasty practice of nude travelers has created annoyance among visitors.

Bangladesh may causes of high cost for this sector for traffic jam, environmental pollution and higher living cost. As because of tourism facilities like hotels, lodges, motels, theme parks, bars and restaurants expanded, agricultural land occupied by this infrastructure which causing land scarce and hick the real-estate price.

Foresters and farmers are mainly affected by tourism in Bangladesh, because they are the users of forest and agricultural land respectably. The problem is much wider than that; tourist has concentrated in particular locations in Bangladesh affecting the rural environment. Cars and buses create congestion on the roads as well as noise and other forms of pollution. Aircraft noise disturbs the residents and causes damage to wild life. Tourist damages crops and flora and leaves litter behind. Without tourism the rural environment would have a better chance of being preserved.

Tourist region of Bangladesh must process natural advantages and as a rule, it has a lower standard of living than the region from which it

draws its tourists. In such a situation the observation of a better life style may induce resident population to greater work efforts and a higher saving rate to enhance their standard of living. Unfortunately often the resident may find no opportunity before them to changes their miserable living conditions. As a result, a disturbing sense of frustration creeps in. In areas like Cox's Bazar, Kuakata, Saint-Martin's, Rangamati and Sunderban the fact that high birth rate of illegitimate children was attributed to the carnival atmosphere generated by international tourism.

More negative effects on culture and society of Bangladesh are in Cox's Bazar's agriculturalist have affected by tourism, it also affected fisherman in Kuakata to replace their conventional rights of professions. In the modern tourist destinations development create conflict between environment and land use throw infrastructure and disposal of waste. In certain cases the casino trade has encouraged the vitalization of architectural heritage and art objects. There is also the practice of illegal trade in hard currency. Such activities turn a section of the local population into pimps, touts and black marketers. Sometimes tourists may provide the market for such activities. There is also the demonstration effect. This means translating all codes and behavior of tourists as modern or progressive.

Last but not least, there is a positive correlation between tourism and prostitution. All most all destinations of Bangladesh, such as Cox's Bazar, Rangamati, Bandarban, Sylhet and Kuakata etc are the brothels. Tourist is curious there to see the young girls. Sex-tourism has developed in all mist all tourism destinations of Bangladesh.

7.7 Challenges of Pollution Through Tourism

The technological complexity of twenty first century has led to create pollution, which are both initiated and compounded by tourism development. Large scale tourist movement requires the use of mass transportation and the fuel burn from aircraft adds to air pollution; civilian aircraft account for the emission of 3 percent of all carbon dioxide created by man and a similar amount of nitrous oxide (IPCC³⁴, 2007). The introduction of quieter, more fuel-efficient and cleaner jet engines unfortunately has the side-effect of increasing the emission of nitrous oxide (Lozano, 1968). Emissions from the exhausts of cars and boats used in tourism compound the problem. All three forms of travel can also contribute unacceptable levels of noise, which must be considered a form of pollution. Waterborne vessels, by dumping fuel or waste overboard also contribute unacceptable levels of noise, which must be considered a form of pollution. These waterborne vessels, by dumping fuel or waste overboard, also contribute to water pollution which, in turn, affects the wildlife on the rivers. Beaches give particular cause for concern in that polluted waters can lead to serious illness among bathers.

Environmental pollution is as physical as away other pollution. An area of scenic beauty attracts greater number of tourist, so more and more of the natural landscape is lost to tourism development. The countryside retreats before the growth of hotels and other amenities which sprang up to cater to the tourist's needs, with the result that the site is no longer seen as scenic and the tourists move on to find somewhere more

³⁴ .*Inter Governmental Panel on Climate Change*

tranquil as well as beautiful. The environment, whether it is natural or man-made, is the most fundamental ingredient of the tourism product. As soon as tourism activity takes place, the environment is inevitably changed or modified to facilitate tourism.

It is not difficult to argue that tourism is damaging the environment. Tourism has its impact on the wildlife of Bangladesh, on the pollution of water in the Bay of Bengal and on the coastal areas and mountains. The environmental impacts associated with tourism development can also be taken in account in connection of direct and indirect negative impact. It is impossible to development of tourism facilities beyond meet with environmental impact but negative impacts can be minimized throw right planning and management.

There is evidence that tourism threatens the wild life. The lions of the National Parks of Bangladesh may have their feeding and breeding activities interrupted as tourists frequently surround them so that tourists can take photographs.

Five situations where tourism has harmed the environment of Bangladesh:

1. Alternation of the ecological situation of regions where the environment was previously in good condition both from the natural, cultural and human view of points;
2. Speculative pressures leading to destruction of landscape and natural habitat;
3. The occupation of space and creation of activities producing irreconcilable land-use conflicts;

4. Damage to traditional values in the zones concerned and a lowering of standards on the human scale in existing developments, and
5. Progressive overcapacity which drains the environmental quality of the area concerned.

Visual pollution can be ascribed to insensitivity in the design of buildings for tourism. Lack of planning and control is very often to blame, as developers prefer to build more cheaply, leading to high-rise concrete hotels lacking character and out of keeping with surrounding architecture. More far-seeing authorities recognized the damage potential and brought in controls to limit it. Bangladesh authorities insist that hotels must conform to vernacular styles of architecture. Others require buildings not to exceed a certain height.

7.8 Opportunities for Sustainable Tourism Development in Bangladesh

Opportunities mean external conditions which are helpful to achieving the Sustainable tourism development of Bangladesh these are:

- Tourism industry may be turned into the major source of earning foreign currency for Bangladesh.
- It has the ability to introduce Bangladesh and create better image with the people around the world.
- It can also help Bangladesh in business purpose.
- Bangladesh has large number of tourist spots. All of them are special in their own characters. So all of them have individual attraction for the tourists if some constructional works are done for easier movement and establish of exclusive tourist zone for foreigners.

- These tourist spots also can eliminate the unemployment problem of Bangladesh. Respondents said that more than 30% employment could be increased if the government takes proper step for the development of tourism areas.
- The weather is tourist friendly; winter is more comfortable for visiting in Bangladesh.
- Arrangement of international events like World Cup Cricket, and many more.
- National economy is showing positive development that can help invest in the tourism sector.
- The government of Bangladesh can earn a huge amount of revenue from this sector which can help Bangladesh to establish a healthy economic condition.
- As a lower middle income generating country in the world, Bangladesh can promote its position through the proper utilization of tourism industry.
- World largest unbroken sea beach at Cox's Bazar (120km) in the world can be a key factor for sustainable tourism development.
- Kuakata sea beach, where one can enjoy the sun-rise and sun-set from the same place, which can attract much more local and foreign tourists.
- UNESCO world heritage sites like Shat Gambuj Masque of Bagerhat, the Buddhist Vihor of Paharpur, Sundarban, the largest mangrove forest in the world are the most important areas for sustainable tourism development in Bangladesh.

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- Coral island Saint Martin's, the only coral reef in Bangladesh, can be used to earn a huge amount of foreign currency.
 - Hill tracts at Chittagong i.e. Bandarban, Rangamati and Khakrasri also can play vital role for economic development through tourism development there.
 - So many types of tribal peoples are living in Bangladesh. Each type has its own culture, lifestyle and social values which are rare in the world. So our tourism sector should preserve the tribal groups for sustainable tourism development as well as economic development.
 - Bishwa-Estama-The second largest Islamic gathering of the world, where people from more than 50 countries participate every year.
 - Bangladesh is a country of rivers, based on those rivers it can easily be developed riverine tourism each and every district of the country.
 - Bangladesh handicrafts are cheap and local people are visitors friendly, Bangladesh tourism industry can ensure economic sustainability by using these two things.
 - The private and public transportation are cheap. Existing transportation of road, water and rail may be an adventure.

Some other tourism attractions opportunities are:

- Waterfalls- Madhabkunda, Khoyachora, Jadipai rsiaaing, Rajik Jhorno, Him Chori, Shuvolong.
- River- Padma, Magna, Jamuna, Biskhali, Buriganga, Turag, Payra, Kocha, Dhanshari, Kirtonkhola, Kurnophuli etc.
- Wildlife- Rayal Bangal Tiger, Deer, Crocodile, Snake, Fox, Hazar, Shark etc.

- Cultural and heritage tourism resources are Ahsan monzil, Lalbag fort, Uttara ganogbaban.
- Monuments- National monuments for martyred of independence war in 1971, Shahid Minar for language moment in 1952, now observed at international mother language day by UN.
- Folklore and traditions: Local dance, song and drama, foke bael, bhatiali national dress of women, tribal dance and song, life style and special two part dress of tribal women.
- Handicrafts: World famous Muslin Shari, Jamdani shari, Cain furniture, Sail boat, cooking instruments, handmade toys and dolls.
- Museums: National museums at Shahabag Dhaka, Army Museum, Freedom fighter museum.
- Climate conditions: High tourist season is winter when temperature is (October-February) between 10⁰c -25⁰c, low season is August, September, March and April when temperature is form 20⁰c-30⁰c, Humidily is very high. Havey rainfull in June and July, beauty at the rain may be a new experience for some foreign visitors.
- Local travel market is part of the growing urban population, which live much like their western counterparts. 12 million passport holders and a decrease in annual working days since 2005 are estimated to have a positive effect on the local travel market.

Transportation access is available for all tourism destinations. Tourist can reach down to desk by road to any destination of Bangladesh. There are air communication facilities of all the eight divisions including international airport at Dhaka, Jessore, Chattagram, Sylhet,

and Cox's Bazar, Railways network has connected with all division excepts Borishal, which is under consideration.

7.9 Opportunities of Social and Cultural Benefit of Sustainable Tourism Development in Bangladesh

Tourism development always be effectual for financial and social well-being, create opportunities for jobs, increase national wealth, and heath to understand other culture and societies, examples are abundant of place, society and culture has benefited through tourism. In Bangladesh many archaeological establish can be lost, if this site will have not been preserve for tourist through proper renovation. Ahasan Monjil, Paharpur, Uttara Ganabhaban etc has renovated with original architectural design and made attractions for tourists.

Even a city like Cox's Bazar would not be a poorer place without the tourists. Any small shops or resorts can not be financially effective out of tourists. It can be making feasible by giving proper transportations facilities to the rural destinations. However, in 21st century the feasted growth of tourism has created problems as well as prospects in a grater scale for Bangladesh. The government of Bangladesh has realized that unplanned tourist development can easily aggravate these problems to a point where tourists will no longer wish to visit the destination. In other words, without proper planning tourists may destroy what they have come to see. This problem is compounded, as long distance travel to previously unaffected destination increases. Often, tourism may be developed, particularly in economically depressed communities, to provide needed employment and income. Some or all of an area's unique cultural character may be lost through general modernization.

But without tourism it could not be possible to providing some supports for its conservation. Tourism helps support museums, theatres, and other cultural facilities and activities. Residents through observing tourists may take an interest in and wanting to learn about their culture. This also helps learning cross-cultural exchange of tourists and residents about each another's cultures.

Bangladesh is a moderate country of Muslims world. The country is interested in national development rather than the world conflicts among the religion. The country has a liberal democracy with a commonly uniform community and one main religion. The government gives visitors with the form of related establishment. Despite some hindrances national economy is improving and the country is exhibit decisive economic advancement.

The weather is comfortable for tourist; winter season is more friendly for traveling in Bangladesh. Tourist season is longer than that of other countries that is weather of September to March (07 months) is tourist friendly.

Bangla and English speaking work force are available in the urban areas. Strong historical, linguistic and cultural connections exist in the country. So, Bangladesh can expects more tourist form local, regional and from around the world.

Chapter Eight

Guidelines and Suggestions for Sustainable Tourism Development in Bangladesh

8.1 Introduction

The main concentration should be continuous quality control over the interrelated variables and managing economic activities, natural environment, social and cultural issues, biological diversity and biological resources for sustainability of tourism in Bangladesh. Tourism should also be economically efficient to manage resources, so that they can support future generations for managing economic sustainability of the sector. For managing social and cultural sustainability of tourism people should increase control over their lives. This should be compatible with the culture and values of society, and aim at maintaining community relations to strengthen community interest. To achieve sustainability based on the principles of sustainability that is ecological sustainability, economic sustainability and social and cultural sustainability, we must consider the following key factors of Sustainable Tourism Development in Bangladesh.

8.2 Guidelines and Suggestions for Managing Ecological Sustainability

Natural environment must be preserved and protected to ensure sustainable tourism development in Bangladesh. Sustainable tourism planning must be considered focusing on ecological, economical, social and cultural issues to mitigate environmental and socioeconomic impacts, reduce of negative impacts of tourism, and exploit the maximum positive impacts of tourism development. Continuous Quality Control (CQC) method must be developed to rectify the negative impacts, if negative impacts detected then preventive action should be taken. Sustainable tourism development can ensure the

preservation of natural, cultural, religious environmental and heritage resources of the destination area.

Ecological sustainability conform that the tourism development is occurred together without the destruction of necessary ecological steps, biological resources and biological diversity. For managing ecological and environmental sustainability in Bangladesh, the following major steps should be taken:

- Nature conservation must be in a sustainable way.
- Training and education of environment for stakeholders of tourism sector.
- Use of land without hampering agricultural land, forest, hills and water body.
- Develop trained and skilled human resources for sustainable tourism development.
- Create environmental awareness among local communities and stakeholders.
- Preservation of coastal areas inducing beaches, marine areas, wet lands, coral reefs, hills and wilderness areas, islands, rural areas, forests and urban areas.
- Protection and preservation of land, tourist areas, waterfalls, lakes, canal and rivers.
- Control of fresh air, clean water, noise levels, visual pollution and solid waste disposal system.
- Protection and plantation of trees and natural vegetations.

- Increase and ensure the use of local material for building construction and landscaping.
- Setup proper sustainable rules and plan for managing the carrying capacities of the tourism destinations.
- Develop adequate eco-tourism related infrastructure to serve the sustainable tourism sectors and the tourist.
- Tourist access to be at par with carrying capacity to manage environmental stress on local communities and wildlife.
- Tourism creates noise pollution through different types of transportation modes, rides, crowds, which is the cause of irritation to wildlife, local communities and the tourists. It can be solved through introducing sustainable tourism development laws, regulations, awareness campaign and control of excess tourist access in a particular destination.
- Prevention of environmental problems and proper infrastructure development for tourism.
- Litter is damaging for wildlife, so litter-awareness program and imposition of law, rules and regulations implemented.
- Airport noise creates environmental hazards to humans and wildlife. To manage this airport noise, alternative landing and take off patterns should be introduced.
- Public transportation through bus, train, mono rail, metro rail should be introduced to mitigate traffic congestions.
- Off-road driving damage soil, vegetation and wildlife. To manage this damage authority should limit the tourist access and establish and improve enforcement regulations.

- Power boats create noise pollution, disturbance of wildlife, especially during nesting season. To manage this, environmental education program should be introduced and restriction of tourist access should be imposed.
- Socio-cultural awareness programs for cultural and heritage conservation.
- Adequate sewage and solid waste disposal system to prevent water pollution in tourism areas.

8.3 Guidelines and Suggestions for Managing Economic Sustainability

Economic sustainability makes sure that the developments are effective in economically and the wealth is over seen in a way, that the resources can reinforce subsequent generations. To ensure economic sustainability of tourism development in Bangladesh the following things and issues should be considered:

- Provide employment and opportunities for income to economically depressed communities in destinations areas.
- Providing financial incentives or interest free loan to encourage local ownership, management and operation of tourist products and services.
- Local stakeholders should be provided special incentives where the local incomes and investment are insufficient.
- Improve the international standard quality of tourism products and services for sustainability of the industry of Bangladesh as a whole.

- Increase the productivity of sustainable tourism products and services for sustainability of tourism industry in Bangladesh.
- Develop modern life style at the tourist destination and workplace for sustainability of tourism sector of Bangladesh.
- Modernization of the working methods and the work stations of the tourist destination.
- Encourage public-private partnership in the tourism sector of Bangladesh.
- Encourage private sector investment for the sustainable of tourism development of Bangladesh.
- Minimize expenditures to develop new tourist place and facilities for economic sustainability of tourism in Bangladesh.
- Sustainable initiatives for foreign tourists for sustainable foreign exchange earnings.
- Introduce budget carrier for transportation of domestic and foreign tourists for economic sustainability.
- Developed of communication, transportation, accommodation and other tourist services for sustainable tourism development of Bangladesh.
- Increase economic activities in the tourist areas of Bangladesh.
- Establishing strong economic and cross-cultural linkage with other neighbor countries.
- Establishment of more budget hotels and resorts in the destination areas of Bangladesh.
- Use as much as possible local goods and services in tourism sector of Bangladesh for economic sustainability.

8.4 Guidelines and Suggestions for Managing Social and Cultural Sustainability

Sustainability of social and cultural confirms that reinforcement boosts peoples' domination over the lives and is adaptable with the values and culture of people changed by it, and retains and empowers community coherence. To ensure social and cultural sustainability for the tourism development in Bangladesh the following things should be considered:

- Protection and conservation of the culture and heritage of tourism area.
- Renewal of local cultural pride by residents, observing tourist taking an interest and wanting to learn about their culture.
- Cross-cultural exchange of tourist and residents through learning about one another's cultures.
- Community involvement in tourism development to reinforce positive impacts and mitigate negative impacts for the development of social and cultural sustainability of tourism sector in Bangladesh.
- Authenticity of local dance, music, arts handicrafts in traditional areas should maintain for the development of social and cultural sustainability in Bangladesh.
- Ensuring that local communities have access to tourist places, facilities and services.
- Control measures must be taken to prevent overcrowding of tourist destinations.
- Educating local communities' stakeholders and tourists about sustainable tourism, local, culture, customs and religion.

- Designing hotels and other tourist infrastructures that reflect local architectural styles.
- Through techniques of selective making and controlling the types of tourist attractions and services, encourage the kinds of tourists who will respect the local cultural and traditions.
- Proper controls and eradication policies on drugs, crime and prostitution as and where necessary.
- Reduce and protect socio-cultural problems arising from tourism development.
- Diminish negative impacts of tourists' activities and behavior on local young generation.
- Alleviate the congestion of amenity and facilities during peak tourism season.

8.5 Guidelines and Suggestions for Managing Carrying Capacity for Sustainable Tourism Development

Following techniques and mechanism can be implemented to manage increasing capacity in the tourist destination for sustainable tourism development in Bangladesh

- To manage increasing demands of water supply, sewage and solid waste disposal and telecommunications by increasing carrying capacities of the destinations.
- To manage increasing demand of transportation capacities, authority should limit the use of these facilities, for example, not to allowing personal car on congested roads but arranging public and tourist bus services from peripheral parking lots.

- Setup and create the high-use tourism products near to the entry points to minimize the transportations requirements.
- Spread over the country wide tourist products, services and facilities, so that no one destination becomes too congested.
- Convert tourist products, services and facilities from individual to larger group.
- Introduce one-way traffic systems to control visitor flows in the tourist destination of Bangladesh.
- Establish new line of tourism products and services and improve existing product services and facilities.
- Provide tourist training and education to local people including stakeholders for modify tourist behavior.
- Introduce awareness program for residents' communities about the importance and benefits of sustainable tourism development and how to adjust with tourists.
- Encourage local communities to participation in tourism and increase local residents benefit from tourism, so that the residents will more readily accept sustainable tourism activities.
- Ensure that required amenities features, services and facilities are available to local people at reasonable price.
- Establish planned land use, sustainable design and environmental regulations on any proposed tourism development, and take renovation measures to develop existing tourism products, services and facilities.
- Improving carrying capacities of major infrastructure, like airports and highways; adopting overall land use zoning and environmental

standards and regulations; and providing grants or special loans to undertake necessary development in the tourism areas.

8.6 Guidelines and Suggestions for Optimizing Benefits for Sustainable Tourism Development of Bangladesh

For sustainable tourism development of Bangladesh, the following steps should be taken for optimizing benefits:

- Development of new tourism products, services, facilities and the connecting that destination through sustainable transportation linkages.
- Man-made service and facilities attractions can be created for sustainable tourism development in Bangladesh.
- Maximize the utilization of resources and facilities.
- Estimate carrying capacity of tourist destinations of certain period and expand carrying capacities for that period for sustainability.
- Extend the visiting season for economic sustainability of tourism sector in Bangladesh.
- Lower pricing for accommodation, amenities, services, transportation and entry fees and other incentives in off peak season.
- During peak tourism season limited tourist access policy can be imposed by charging higher transportation fare, room rent and service charge, riding and entry fees.
- Closure of some destinations at a certain times like during animal breeding period.

8.7 Guidelines and Suggestions for Managing Negative Impacts

The guiding suggestions principle for sustainable development of tourism is to manage the natural resources and human resources, so that maximize visitors enjoyment and local communities benefits, while minimizing negative effects upon the destination site and local communities. This requires the assessment of negative impacts and analysis of how these potential negative impacts can be controlled. The following table identifies the factors involved in tourism development and their negative effects, and the way to mitigating or takes corrective actions. Corrective action is based upon the estimation that the negative effects has already occurred. Effective planning earlier based on estimation at in the process would be more desirable. Following table 8.1 shows the way of managing negative effects on environment and quality.

Table-8.1 Managing Negative Effects on Environment and Quality

Factors	Negative effects on environmental and quality	Possible mitigation or corrective action
Overcrowding	Environmental stress on people and wildlife <ul style="list-style-type: none"> • Changes the behavior of peoples and wildlife 	<ul style="list-style-type: none"> • Set appropriate limit of visitors access to the destinations • increase carrying capacities of the destination or • Spread tourist to alternative destinations
Overdevelopment	became of rural slums <ul style="list-style-type: none"> • natural environment and element loss • destruction of vegetation • agricultural land scares and water body interference • aesthetic impact of power lines 	<ul style="list-style-type: none"> • upgrade life style and rehabilitate local people • Zoning and land use planning rules and regulation introduce
Noise pollution	<ul style="list-style-type: none"> • annoyance local country tourists and wildlife 	<ul style="list-style-type: none"> • Proper awareness program • Set rules and regulations • Limit tourist access
Litter	<ul style="list-style-type: none"> • wildlife depends upon garbage • aesthetic clutter • health related hazards 	<ul style="list-style-type: none"> • conduct program awareness • establish laws and regulations • Develop carrying capacities and limit visitor access
Vandalism	<ul style="list-style-type: none"> • mutilation and destruction of facilities • loss of irreplaceable historic and cultural treasures 	<ul style="list-style-type: none"> • conduct awareness campaigns • establish laws and regulations • increase of surveillance
Airport noise	<ul style="list-style-type: none"> • environmental stress to peoples and animals 	<ul style="list-style-type: none"> • develop altering landing take-off and patterns • establish land use controls and plan near airports • introduce sound less transportation
Overcrowded roads	<ul style="list-style-type: none"> • environmental stress to humans and wildlife's 	<ul style="list-style-type: none"> • increase availability of public transportations
Off-road driving	<ul style="list-style-type: none"> • soil, vegetation plant and wildlife damage 	<ul style="list-style-type: none"> • limit access of visitors • establish or improve enforcement of laws regulations
Powerboats	<ul style="list-style-type: none"> • disturbance of wildlife, especially during nesting season • noise pollution 	<ul style="list-style-type: none"> • restrict access and use of powerboats • implement environmental education program
Fishing and hunting	<ul style="list-style-type: none"> • competition with natural predators • resource depletion 	<ul style="list-style-type: none"> • restrict access • implement environmental education program
Foot safaris	<ul style="list-style-type: none"> • disturbance of wildlife • trail erosion 	<ul style="list-style-type: none"> • install or modify trails • restrict access and use • implement environmental education program
Souvenir collection	<ul style="list-style-type: none"> • removal of endangered natural items such as coral, shells, horns, rare plants • disruption of natural processes 	<ul style="list-style-type: none"> • environmental education and awareness campaign • legal restriction
Firewood collection	<ul style="list-style-type: none"> • habitat destruction • mortality of small wildlife 	<ul style="list-style-type: none"> • environmental education and awareness campaign • use alternative fuels
Unauthorized feeding of wildlife	<ul style="list-style-type: none"> • behavioral changes and dependency 	<ul style="list-style-type: none"> • environmental education and awareness campaign
Construction of billboards	<ul style="list-style-type: none"> • spoils the view 	<ul style="list-style-type: none"> • establish regulations

Source: Researcher developed based on WTO, 1993

8.8 Guidelines and Suggestions for Educating Tourist and the Tourism Industry for Sustainable Tourism Development

- Educating tourists about local customs, dress codes, social behavior, religious places, the local tipping policy, bargaining culture in local shops, and policy to respect for local customs and values.
- Educating about local environmental conservation rules, regulations and policies
- Warn about specific problems like peak pocket, local crime, touting and over-changing in shops.
- Information about alternations, facilities and service through leaflet, brochure and poster.

8.9 Guidelines and Suggestions for Education and Training of Tourism Personnel for Sustainable Tourism Development

- Education and training about sustainable tourism of persons working in tourism sector.
- Tourism officials need to understand sustainable tourism policy formulation, planning and marketing techniques, project-identification and feasibility studies, conservation policy of environmental, social and economic sustainability.
- Educating tourism personnel in hotel and catering operators, tour and travel agency services, and guiding tours. In hotel and catering operations, training should be at basic, intermediate and advanced skill levels.
- Training tourism personnel, especially those who have direct contact with tourists, should be given to make them understand public relations and how to handle complaints.

- Educating information about the local areas in order to answer tourist' questions.
- Providing knowledge about hygiene and personal appearance is important.
- To handle international tourist, tourism personnel need to know certain foreign languages so they can communicate well with foreign tourists.
- Tourism personnel need to have a positive attitude toward tourism, tourists and their work.
- Academic degree for higher level positions and on-the-job training for basic knowledge are required for this industry.
- Short courses are important for basic skills and upgrading knowledge and skills in specific subject.
- Assessment of training is needed in particular area and decides on the best types of training required.

8.10 Guidelines and Suggestions for Raising the Sustainable Tourism Awareness of the Resident Community

- Regular radio broadcast and television program on sustainable tourism development.
- Newspaper articles about sustainable tourism events and perhaps a regular weekly column on sustainable tourism can raise awareness.
- Designed poster and leaflet for wide distribution, which explain sustainable tourism issues.

- Instruction on sustainable tourism in the local school system, perhaps as part of the Syllabus. Also, special presentations can be made by tourism experts and executives to school classes.
- Publication of periodic magazine on tourism events, designed for both the general community and organizational persons directly involved in the tourism sector.
- Open seminars on specific aspects of sustainable tourism.

These above discussed guidelines and suggestions should have to execute with proper principles and context of the sustainable tourism development manner. To satisfy the ecological, economical and social and cultural sustainability authority needs consider carrying capacities of each and every respect. Sustainability of tourism also depends on optimizing the tourism benefits, managing effects on environment and quality, educating stakeholders. Awareness programs for resident communities' tourists and tour operators are essential for sustainable tourism development in Bangladesh.

Chapter Nine

Roles and Responsibilities of Government, Tourism Related Organizations, NGOs and the Tourists for Sustainable Tourism Development in Bangladesh

9.1 Introduction

Roles and Responsibilities of raising sustainable tourism awareness requires the support of government, non-governmental organizations (NGOs), the tourism industry and the tourists themselves to achieving and maintaining sustainable tourism.

It is important that government has a strong tourism department under effective leadership to carry out the governmental functions. In the area of environmental concern, NGOs tend to be particularly active and can often give strong support to sustainable tourism. The tourism industry, often through industry associations, such as hotel, restaurant, tour operator and travel agency associations, can perform an essential role in educating its own enterprises about environmental matters, setting industry standards and being a lobby to the government. Many tourists are now becoming more environmentally sensitive and with continued public education, can become more environmentally aware in their travel decision-making and activities.

9.2 Government Roles and Responsibilities in Supporting Sustainable Tourism

Government can support for sustainable tourism development in Bangladesh through:

- Act with Inter-Governmental Department (IGDs), Tour operators, travel agencies, other travel related organizations and associations.

- Conduct research into the ecological and biological diversity, biological resources protection, and cultural, and economic effects sustainability.
- Developing economic planning to change economic activities for natural and urban areas,
- Set up proper rules and regulations for economical, ecological, social, environmental and cultural impact assessments,
- Update the existing and proposed tourism development policies.
- Planning land use for reducing conflict with the traditional uses.
- Set carrying capacities of destinations to ensure sustainable tourism development.
- Develop environment-friendly infrastructure for tourism industry.
- Assess cultural and environmental impact to develop tourism destinations on heritage and ancient monuments sites.
- Develop policies to prevent illegal trade in historic object and crafts, unofficial archaeological research, erosion of aesthetic values, and desecration of sacred sites.
- Develop tourism policies with the involvement of indigenous populations, general public, industry, NGOs, and other stakeholders.
- Involve tourists, tour operators, tour guide agencies, and tourism related organizations in decision making.
- Developing educational and awareness programs for sustainable tourism development.

- Continuous briefing departments which will be involved in environment, cultural and natural resources; historic preservation; the arts; and others related to the sustainable tourism development.
- Establish policies, standards and incentives.
- Encourage and support natural conservation and cultural preservation.
- Establish protected lands and sites.
- Represent sustainable tourism interest at all economic and environmental planning.
- Incorporate policies for sustainable development at all regional and national level tourism development.

9.3 Tour Operator Roles and Responsibilities for Sustainable Tourism Development

Tour operator should ensure following things for sustainable tourism development in Bangladesh:

- Tour operator can show and tell to the visitor about the heritage and culture of the area they visited.
- Tour operator can support and inspire tourist assist to appreciate and respect the culture and heritage of the destination.
- Tour operator should tell sensitivity by rendering local residents honestly in publishing brochures by mentioning religious values, encouraging the tourist to seek permission before photographing of local peoples.
- Commitment to preservation of all promotional materials.

- Tour operator can arrange orientation program on social, cultural, environmental and ecological safe keeping.
- Raising donation to help archeological, cultural and wildlife preservation.
- Contribute money to preservation of cultural archaeological site, wildlife service and non-profit organizations.
- Distribute copies of rules and regulations tourist seeking help to diminish negative effects.
- Arrange to turn off the engine to minimize noise and fuel consumption when visiting wildlife.
- Tour operator can encourage using locally owned and operated food service and lodging facilities as and when available.
- Tour operators should arrange scope for interaction between tourist and local communities to share religious, professional and cultural interest.
- Tour operators themselves must respect the natural environment including habitats and wildlife of the destinations.
- Encourage not to buy endangered species product sold in souvenir shops and mention the reason to avoid it.
- Discourage giving candy and inappropriate gifts to the children.
- Give monetary and non-monetary awards as a recognition of safety excellence and sensitivity to the rules of the reserve.
- Tour arrangement must be made for enough in advance; advance arrangements should be reliable and must be honored.

9.4 Roles of Responsibilities of Tourism Industry for Sustainable Tourism Development

Tourism industry can support sustainable tourism development through:

- Protect the biosphere; by reducing and eliminating use of herbicides and hills, and by preserving parks and key sites of Bangladesh for sustainable tourism development.
- Ensure sustainable use forests land and water in sustainable tourism development process.
- Reduce and dispose appropriately of wastes; by recycling, reusing and reducing wherever possible, and by having high standards for sewage treatment and waste disposal.
- Introduce energy efficiency habit; by using of solar energy, wind power and other possible sources of energy.
- Can reduce health related risks; by escaping hazards place such as those near malarial swamps, active volcanoes, and unclear sites.
- Initiative green marketing; by advertising tourism which minimizes negative effect on environmental and culture and by informing and educating tourists about their impacts.
- Minimize damage; by replacing or restoring degraded environments and compensating for local adverse effects.
- Give complete and credible information to tourists.
- Include environmental issues and values into administrative decisions; by conforming environmental representation at the executives' level on boards and all other management using.
- Conduct continuous environmental audits; through conducting independent valuation of environmental carrying of the whole

business operations including carrying capacity water quality, , energy consumption and waste disposal environmental aesthetics.

9.5 Role of Non-Government Organizations (NGOs) to Develop Sustainable Tourism in Bangladesh

- Participate in sustainable tourism regulatory committee and organizations at all levels of government and private sector related to planners, site selection, land use and others.
- Invite local support for appropriate sustainable tourism development policy and oppose harmful tourism development policies.
- Encourage local communities for involvement in sustainable tourism research and data collection.
- Create awareness about the economic importance of natural landscapes, tourism industry and sustainable tourism development.
- Educating tourist, local communities and all stakeholders for sustainable tourism development.
- Monitor impacts on the local culture and environment, equity participation in local tourism development, impacts on other sectors of the economy and sustainable tourism, and government and industry commitments to sustainable tourism.

9.6 Roles of Tourist for Sustainable Tourism Development

- Choose ethically and environmentally reputed tour operators travel agencies and other services providers.

- Respect and learn about the human and natural heritage of the host communities, including the geography, history, customs, and current local concerns.
- Travel in a culturally and environmentally sensitive manner, refraining from inappropriate behavior which negatively affects the host community or degrades the local natural environment.
- Refuse from purchasing and using those products, services and transportation which endanger the local ecology and culture.
- Practice minimal negative effect pleasure trip.
- Contribute and support resource conservation activities in the visiting countries.
- Tourists should be well informed what there is to see and do, so that they can plan their visit and make the best use of time in keeping with their particular interests.
- Follow the maps or signs to showing how to get to the attraction and how to communicate from one destination to another while visiting the destinations.
- Tourists need to know the rules and regulations, including what is and is not allowed to do at the destinations.
- Tourist should be cooperative for environment and wildlife preservation.
- Tourist can put suggestions, complaints, donations and comments for conservation or preservation.
- Tourists should be willing to help in preservation of unique and beautiful destinations so that future generations can enjoy.

- Tourist should educate themselves about the geography, customs, manners, and cultures of the region they visit.
- Tourists should take permission before photographing people to respect the privacy and dignity of others.
- Tourists should avoid buying products and services made from threatened plants or wildlife, tortoise shell, ivory, animal skins and feathers.
- Tourists should not annoy wildlife herb or their usual place of livening.
- Tourist should use environment friendly mode of transportation.
- Tourist should encourage stopping engines of care to drivers when parked.
- Tourist should encourages the executives and staffs of restaurants, hotels, motels, cruise line, resorts, eco-resort, tour guide, tour operators, travel agency and suppliers to conservation of energy and environment; recycling; water quality; air quality, secure management of harmful objects and waste; explosion and noise reduction; society of the neighborhood entanglement; and well trained and experienced staff and executives are devoted to vigorous doctrine of preservation.
- Tourist should abide by Environmental Guidelines for air, land sea and while travel.

It is essential that these parties closely coordinate their efforts and programs toward common goals through, as has been referred to previously, a tourism coordinating or advisory board or committee that meets regularly to exchange information, coordinate their activities,

and pursue program of common interest. With all these parties assuming their roles and responsibilities, hence much progress can be made in achieving sustainable tourism in Bangladesh.

Chapter Ten

Conclusion and Research Implications

From the overall analysis and interpretation of both quantitative and qualitative data along with information from the respondents and stakeholders perceptions, the overall conclusion is drawn. The researcher has considered the destinations for this study are Cox's Bazar Sea Beach, Kuakata Sea Beach, Saint Martin's Island, Bandarban and Sundarban. These are the most popular tourist destinations in Bangladesh. Most of the tourists in Bangladesh visit those destinations round the year from home and abroad. Because of huge demand, many tourism facilities and infrastructures have been built. As the infrastructures are increasing day by day in unplanned way, these causes environment pollution, traffic congestion, sound pollution and destruction of the agricultural lands, hills, forests and wildlife. To ensure sustainable tourism development in Bangladesh the government should have to remove all unplanned hotels, motels, cottages, beach, resorts, restaurants, slums, unplanned industrial activities from tourist areas. Because these are the key issues responsible for not having sustainable tourism development in Bangladesh. Unsustainable tourism development is a big barrier to protect the economic growth, culture and heritage, environment, wildlife and the industry as a whole. As such, it is not possible for the government to ensure sustainable livelihood of the poor and disadvantaged people as well as tourist destinations itself. As a result it would be difficult to generate substantial income from this tourism destination, conserve local culture and heritage, protect wild life, nurse the natural resources, and create employment opportunities for the local communities.

The existing policies of our government related to sustainable tourism are yet to be appreciable as per the views and perceptions of the majority stakeholders and respondents. The major limitations of the policies are that sustainability indicators are not highlighted there. Tourism stakeholders are not satisfied about the sustainability prospect of the sector. The efforts of the government of Bangladesh are not adequate to ensure sustainable tourism development in Bangladesh. The government has several organizations to promote tourism development in Bangladesh. These are Bangladesh Parjatan Corporation (BPC), Bangladesh Tourism Board (BTB), and Ministry of Civil Aviation and Tourism (MoCAT). Bangladesh Parjatan Corporation and Bangladesh Tourism Board are national tourism organizations of the country responsible to promote, and develop all forms of activities including controlling and regulating tourist installations and services, creating tourism awareness, providing training to potential personnel, and to establishing and running hotels, restaurants, rest houses, etc. But having all these rights and responsibilities, BPC, BTB and MoCAT have not taken any initiative to promote sustainable tourism development in Bangladesh.

Ecological sustainability ensures that development is compatible with the maintenance of essential ecological process, biological diversity and maintenance of biological resources. Ecological and environmental sustainability also includes nature conservation, environmental education, and improvement in land use, environment support, and preservation of coastal areas (beaches, marine areas, wet land, coral reefs, wilderness areas, island, rural areas, forest and urban areas).

Bangladesh government formed National Tourism Organization (NTO) the “Bangladesh Tourism Board (BTB) in 2010 to fill in the gap of existing tourism rules and regulations, develop tourism industries, create general awareness regarding tourism protection and exploration and create better communications channel for the international tourists’ organizations in Bangladesh. Its responsibility also includes creation of a tourism friendly environment in Bangladesh, marketing of its tourism potential in both domestic and foreign nations, development of human resources through training, maintaining quality, ensuring the participation of physically challenged people in tourism activities in Bangladesh. All these are almost similar to those of BPC objectives and activities. Nothing special to promote and ensure sustainable tourism development in Bangladesh. Both the organizations have awareness objectives but none of them have introduced awareness program for sustainable tourism development in Bangladesh. To develop tourism industry, government has implemented the “National Tourism Policy 2010”. The policy has 30 goals and objectives and eleven policy actions. Most of the policy actions are similar to those of BPC. There is no emphasis on sustainability; this is why most of the respondents disagreed with the existing policy to ensure sustainable tourism development in Bangladesh. So, Bangladesh government needs to introduce a new policy and implement the policy properly for sustainable tourism development in Bangladesh.

Tourism stakeholders of Bangladesh including government executives, private sector executives, tour operators, travel agencies, tour guides, air lines staffs, hotels, restaurants and bar staffs, other tour and travel

related organizations, and tourists have a little knowledge about sustainability of tourism. Our government should introduce training and awareness programs for ecological, economical, social and cultural sustainability awareness and knowledge among the stakeholders. Due to lack of knowledge regarding sustainability, our stakeholders have failed to play positive role for sustainable tourism development in Bangladesh.

Socio economic, cultural and environment activities are highly positive to increasing foreign exchange earnings, employment generation, poverty alleviation and value addition to the economy. Tourism is a powerful strength for financial and societal goods, making wealth and broadening the tolerant of different societies. Tourism has benefited many place, society and cultural activity. Archeological place can be lost, if it could have not been created as tourism destinations. However, Ahasan Monjil, Uttara Ganabhaban, Dighapatia Raj Bari³⁵, Sixty Dome Mosque, Lalbagh Fort³⁶, Sonargaon³⁷ and Paharpur have developed as tourist destinations.

Tourism cans damages landscape, ethnic³⁸ way of life, culture and sense of values. In Bangladesh western culture, ideas and automations have boiled different types of social complication. Its affects the residents life style. Feasted development of tourism makes contribute to grater corruption and crime, introduce pay of ponies, drugs,

³⁵ . Kings Place

³⁶ .And Incomplete Fort Complex of Mughals in 17th Century, Situated before to be Buriganga River

³⁷ . History Commercial Administrative and Marine Center in Bangal. Now it is under the Narayangonj District of Dhaka Division

³⁸ . Pobulation within a grater or dominant cultural or national group having same cultural or national traditions

prostitutions, materialism and gluttony. Nasty existence of naked travelers can create negative effects on tourists.

As the tourist infrastructure has expanded in Bangladesh, it has also created traffic jam, environment pollutions, increasing living cost, making scarce of land and hick price of real-state. Tourist traffic may affect the rural environment of Bangladesh. Cars and buses create congestion on the roads as well as noise and other forms of pollution. Aircraft noise disturbs the residents and causes damage to wildlife. In certain cases the casino trade has encouraged the vandalization of our architectural heritage and objects. There the practices of illegal trade in hard currency. These activities turn local population into pimps, touts and black marketers. Sex tourism, drug peddling and brides buying have become interlinked particularly in our country with some tourism and tourists.

Sustainable tourism can be a powerful weapon to eliminate poverty, if it is managed strategically. The understanding about poverty and poverty elimination strategies are important to plan how sustainable development of tourism can complement the comprehensive poverty eradication acute of accessible, endangered and empowerment. Sustainable development of tourism can be introduced as a poverty eradication weapon at the regional and national level for both rural and urban areas to hike the economic growth. The development of sustainable tourism can be supporting for different poverty elimination programs for creation jobs, small enterprises development and education. Nevertheless the bad impacts of development of tourism cannot be unnoticed, during the time of development of pro-poor

tourism at the destinations. In absence of proper mechanisms, efforts, national policy and destination making seaport that condone the sustainable tourism as poverty reduction tools. This also depends on the local communities and stakeholders participation in the activities of selecting the approaches to ensure the relevance of their culture and situation. The most essential part to consider that the government, NGOs, private sector, local communities and stakeholders should act one with another for the total management of destinations.

Tourism destination of Bangladesh is overcrowded and the destinations are not maintaining proper carrying capacities. To ensure sustainability of environment, culture, forest, wildlife and biodiversity of Sundarban, Saint Martin's, Cox's Bazar, Kuakata, Bandarban and other tourist spots, the government must determine the carrying capacity of particular area and also most develop techniques for increasing the capacities.

Economic sustainability ensures the economic development of the country. So economic resources should be managed to support future generation by providing employment opportunities, financial incentives and encourage local ownership among the economically depressed communities and areas. Establish participatory land use planning and zoning. Urban renewal programs can boost the local economy and correct past mistakes.

Increased demand for food, water, power and luxury goods can be minimized by incorporating recycles-techniques and using of renewable resources when and where possible; diversification of local

agriculture and food processing, increased regional trade; providing training and education for local people as needed for job career, and creating business opportunities for the sustainability of tourism industry.

The tourist area of Bangladesh is facing environmental pollution of water, air, sound, soil and impurity of food. Both domestic and international tourists leave non-degradable substances in the areas that cause serious problems to the forest, hills, sea and sea beach. Government and tourist related organization have to confirm fresh air, pure water, noise control, visual pollution and planned solid waste disposal system.

Local communities and tourists should raise their voice against the development of industries that emit chemical and poisonous waste, particularly the ship breaking industry and shrimp hatcheries, along the sea.

The travel and tourism investments of Bangladesh should be of satisfactory level in comparison to other regional and global context. The frequent changes of executives of the BPC's management are a big challenge for sustainability of the tourism sector of the country. There is no representation of private sector in the BPC's Management. The BPC has no budget for the marketing and expansion of sustainable tourism of Bangladesh. Borrowing money is another big challenge of BPC and the private sector because the tourism policy of government has not any special offering or regulations to loan from bank. Country's hotels and restaurants are categorized by unskilled hands or non

relevant institutions. In the nonattendance of proper tourism act and regulations, the tour guides and operators or tourism related service provider organizations fail to be punished for misbehave or misappropriations any with the visitors. Bangladesh shares a very little of foreign currency income from tourism, with inadequate infrastructure, poor marketing practices, lack of trained human resources, and Biman Bangladesh airline is very busy with labor traffic, Bangladesh tourism sector is thus remained without used its maximum benefit. Travelers are facing problem with availability of finance during visit. Still ATMs³⁹ and credit card are not smoothly connected to the international networks other than Dhaka and Chittagong. It is also difficult to cash traveler claques. Due to unauthentic region most of the stores accept cash only at Cox's Bazar but it is considered capital city for tourism sector of Bangladesh.

Recreational facilities of Cox's Bazar are needed to be developed; existing facilities are not at par with international standard. For instance, boating, horse riding, wind surfing, scuba diving, parachuting, water sky and modern riding facilities with local amusement opportunities are not equipped with tourism destinations of Bangladesh. Safety and security has big influence on sustainable tourism development of tourism destinations in Bangladesh. So, safety and security need to be developed at all tourism destinations of Bangladesh. Roadsides safety and security are very much depressing for tourists due to hijacking, kidnapping and sexual harassment.

³⁹. *Automated Teller Machine*

Foreign tourist feels less interest to visit for long time in this region. This is hampering foreign currency earnings of the country. Foreign tourist is also reluctant to enjoy beach areas and other tourism destinations at night time due to security region, which create idle night life for them. The tourism business has also miserable significantly for the bombard of 2005 and Holy Artisan attack in 2016.

Bangladesh needs political stability in order to attract both the foreign and domestic tourists. The government should think of proposing nightlife events for foreign and domestic tourists with sufficient security procedure because tourist does not visit destinations to sleep idly in a hotel. Bangladesh tourism authorities have to make the tourists busy all the time by different activities so that they can enjoy their trip through experiencing different memorable events.

Now government of Bangladesh is allocating a huge amount of money to the development of the tourism sector without making long term plans. It is high time to planning and strategy for the sustainable tourism development. When all above discussed will be applied in tourism destinations, Bangladesh will be on ideal destinations for tourists. So, the practice of sustainability should be stated as soon as possible in order to preserve the tourist destinations, bring positive change for local people, and make the industry profitable for tourists happy and satisfied.

Without violating religious values and maintaining its own culture, different zones can be established for foreigners with entrance fees. The locals can be allowed to access there by paying smaller entrance

fees. As a result social and religious values will not be affected if the conservative families in our country use the common tourist spots.

All the existing communications and other problems in these areas must be immediately worked out. Roads and communication systems have to be highly developed with the divisional city Chittagong to beach town Cox's Bazar and Chittagong with Bandorban, so that tourists can easily enjoy the beauty of world's largest sea beach and the loveliness of hilly region and its tribal culture and life style. The road also has to be spaciouly concrete-built to facilitate for tourists' easy communication.

Arrangements around tourist destinations have to be made of seeing and enjoying local cultures, so that after enjoying natural beauty of the destination tourists can also get pleasure from local and tribal dance, music, jokes, and fairy tales etc. Establishments of dolphin and seal circus, museum of sea fish and creatures, swimming pool along with residential hotel, international standard shopping malls and theme parks have to be set up as soon as possible. The national flag-bearer, Bangladesh airlines, does not have any program to promote the passenger to visit destinations in Bangladesh. Therefore, the government should adopt such steps to promote extensive marketing program.

To protect environment creating alternative jobs for the seashore anglers by expanding the tourism industry in these areas. Facilities should be arranged so that tourists can use credit cards and banking services. Bank branches should be set-up in different destination.

Brochures can be prepared citing all rare sites and sounds of Bangladesh and then distribute throughout the world by the tourism corporations. In posters and leaflets of tourism corporation one may see pictures of royal Bengal tigers, birds, flowers, fruits of Bangladesh, as well as local and tribal dance. But these items are not available anywhere near the tourism centers. Foreign tourists should have access to those pictures and poster in the tourism centers because they may visit Bangladesh to see world famous royal Bengal tiger and the above mentioned items.

Tourism is a service oriented industry. Therefore, government and non-government entrepreneurs who are running different hotels, restaurants and entertainment organizations should provide special training in hospitality management for all its employees and staffs.

The government and stakeholders have to take necessary steps to make all the locations attractive to both the national and international tourists who can visit and enjoy the spectacular natural beauties in world heritage mangrove forest “Sundarban” and hilly areas like Rangamati and Bandarban.

Arrival of foreign tourists means earning of foreign currencies for the country. If aforesaid entertainment and facilities can be created in the tourists spots in our country, it will not only ensure foreign currency for the country but also will create employment opportunities for millions of unemployed youths. If employment opportunities are created in these tourist spots, it will reduce the pressure of overpopulation in big cities like Dhaka and others. That will again help

eradication of terrorism, corruption, and political instability. As such our identity will increase in the international arena and thus enhance our national image. Bangladesh will become an ideal tourism location for the travel-hungry people of the world. The names of Bangladesh will repeatedly be uttered in the mouths of Europeans and the Americans. We will be a proud citizen of Bangladesh. No longer will people label us as bottomless basket or humans living in trees. Or be called as people from the land of storm, tidal waves and hunger. Appropriate sustainable development of tourism industry in the country can be the right measure to exempt us from all those blames and slanders. Combined efforts from both the government and private entrepreneurs can play ample role in this regard.

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Annexure-1

A. Questionnaire for Tourist

SL No	Questions	No Respond	Highly Agreed 5	Agreed 4	Moderately Agreed 3	Disagreed 2	Highly Disagreed 1	Mean Score
01	Role of Sustainability for tourism development in Bangladesh							
02	Existing Tourism Policy of Bangladesh Government							
03	People's Responsibility and Sustainability to nature							
04	The Practice of Sustainability Compared to than that of other Countries							
05	Whether the Government Should Develop Tourism Policy in Sustainable way							
06	Protection of Natural and Cultural Environment in a Sustainable way							
07	Sustainable Tourism Improves the Quality of Life							
08	Stakeholder Must respect Sustainable act to Develop more Sustainable Tourism Products							
09	Sustainability of Foreign Tourist							
10	Whether the carrying capacities exceeds in tourist areas							
11	Stakeholder Knowledge to Ensure Sustainable Tourism Development							
12	Mutual Effect to Create the environment more ecological and Sustainable way							
13	Initiative for Grater Environmental and Cultural awareness and Protection							
14	Whether the infrastructure is developed sustainably for Tourist Development							
15	Educating Stakeholder for Sustainable Tourism Development							
16	Adverse effects in the environment and wildlife							

B. Questionnaire for Executives and Experts

SL No	Questions	No Respond	Highly Agreed 5	Agreed 4	Moderately Agreed 3	Disagreed 2	Highly Disagreed 1	Mean Score
01	Role of Sustainability for Tourism Development in Bangladesh							
02	Existing Tourism Policy of Bangladesh Government							
03	People's Responsibility and Sustainability to nature							
04	Ecological Awareness for Sustainability							
05	Economic Sustainability of Tourism Development							
06	Social and Cultural Sustainability of Tourism Development							
07	Role of Tourism Stakeholder to Sustainable Tourism Development							
08	Participation of Private Sector & Local Entrepreneurs for Sustainable Tourism Development							
09	Whether the Government Should Develop Tourism Policy in Sustainable way							
10	Protection of Natural and Cultural Environment in a Sustainable way							
11	Sustainable Tourism Development Increasing Employment Opportunity							
12	Sustainable Tourism Improves the Quality of Life							
13	Stakeholder Must respect Sustainable act to Develop more Sustainable Tourism Products							
14	Adverse effects in the environment and wildlife							
15	Whether there are adequate regulation and other techniques to protect important natural, historic and archaeological sites							
16	Stakeholder Knowledge to Ensure Sustainable Tourism Development							

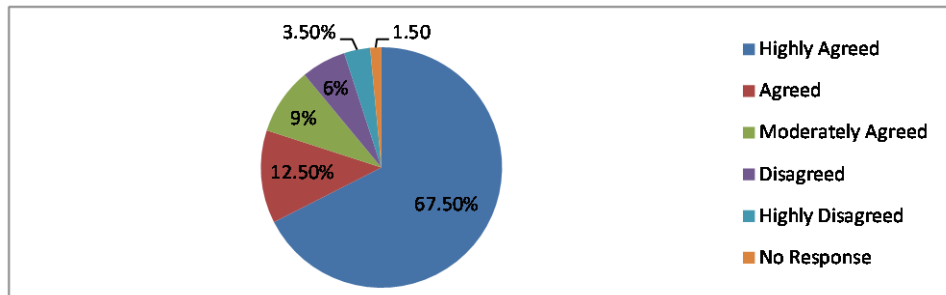
C. Questionnaire for Local Communities and Stakeholders

SL No	Questions	No Respond	Highly Agreed 5	Agreed 4	Moderately Agreed 3	Disagreed 2	Highly Disagreed 1	Mean Score
01	Role of Sustainability for Sustainable tourism development in Bangladesh							
02	Existing Tourism Policy of Bangladesh Government							
03	People's Responsibility and Sustainability to nature							
04	Ecological Awareness for Sustainability							
05	Economic Sustainability of Tourism Development							
06	Social and Cultural Sustainability of Tourism Development							
07	Potentiality Sustainable Tourism to Poverty Reduction							
08	Role of Tourism Stakeholder to Sustainable Tourism Development							
09	Participation of Private Sector & Local Entrepreneurs for Sustainable Tourism Development							
10	Whether the Government Should Develop Tourism Policy in Sustainable way							
11	Protection Natural and Cultural Environment in a Sustainable way							
12	Sustainable Tourism Development Increasing Employment Opportunity							
13	Sustainable Tourism Improves the Quality of Life							
14	Stakeholder Must respect Sustainable act to Develop more Sustainable Tourism Products							
15	Economic and Social Benefits of Local People from the Sustainable Tourism Development							
16	Adverse effects in the environment and wildlife							

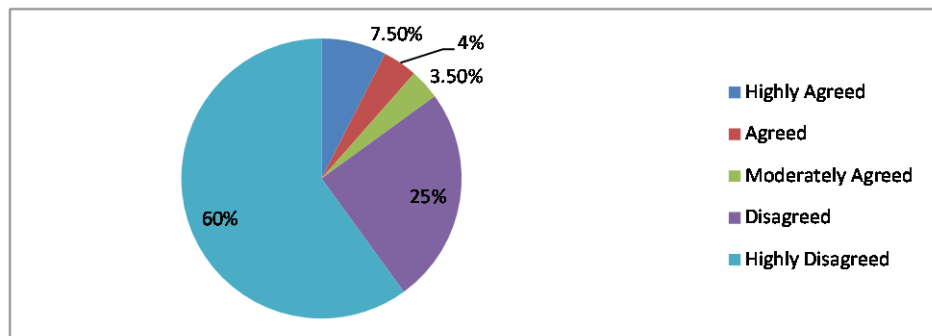
Annexur-2

A. Findings of the Perception of the Tourists

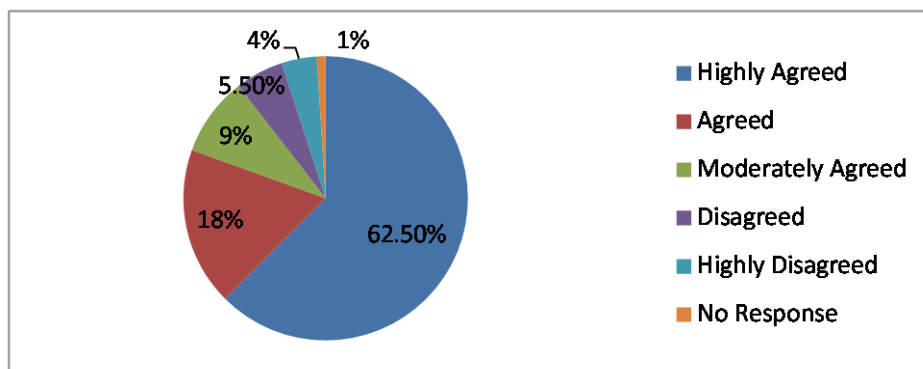
1. Perception of tourists regarding role of sustainability



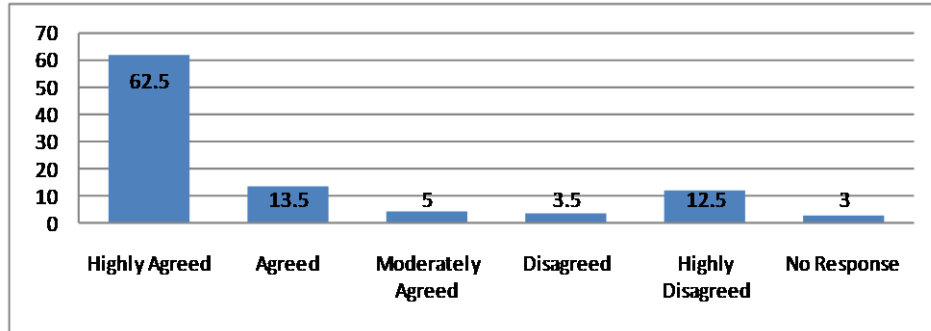
2. Perception of tourists regarding existing tourism policy of Bangladesh government



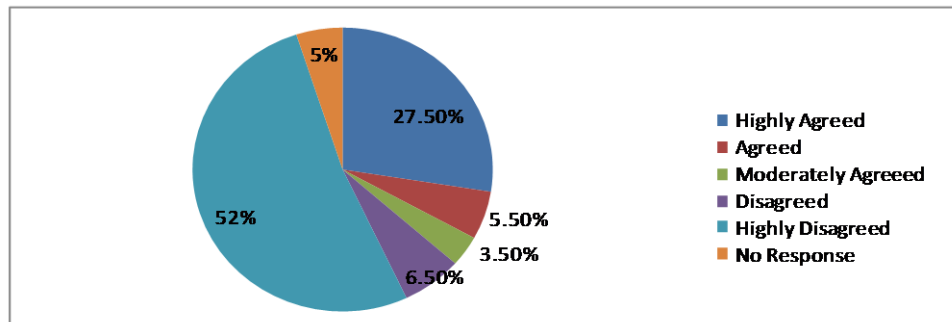
3. Perception of tourists regarding people's responsibility towards nature



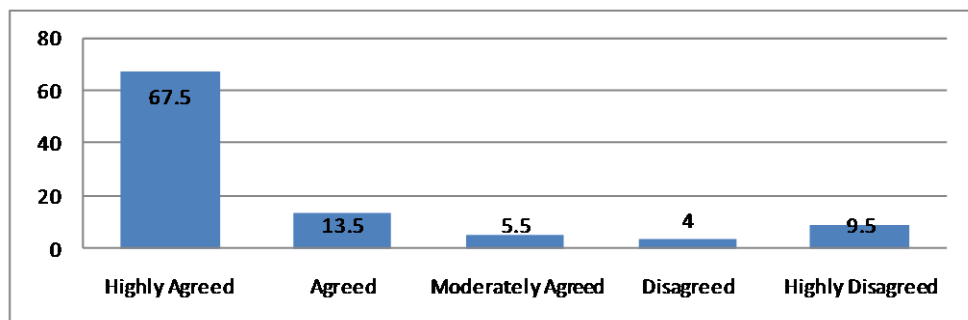
4. Perception of tourists regarding the practice of sustainability compared to than that of other countries



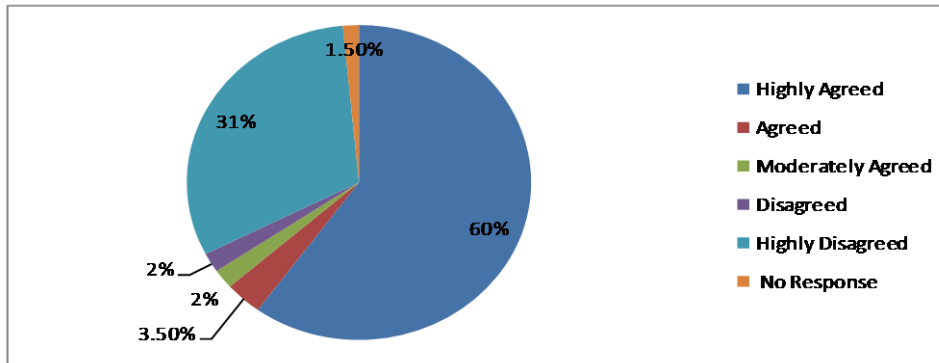
5. Perception of tourists regarding whether the government should develop tourism policy in sustainable way



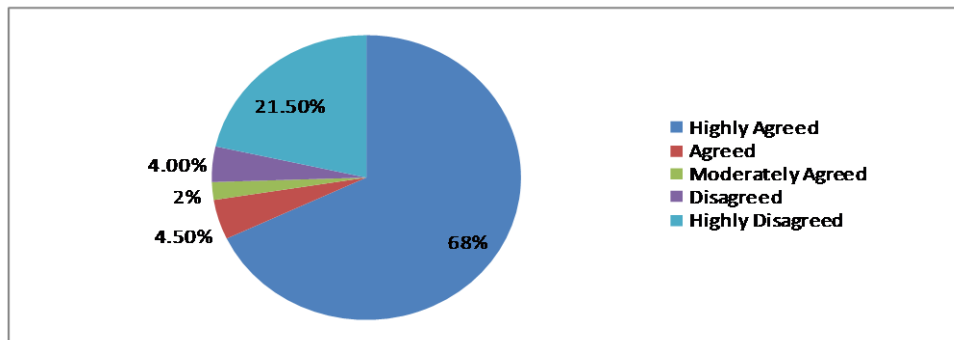
6. Perception of tourists regarding the protection of natural and cultural environment in a sustainable way



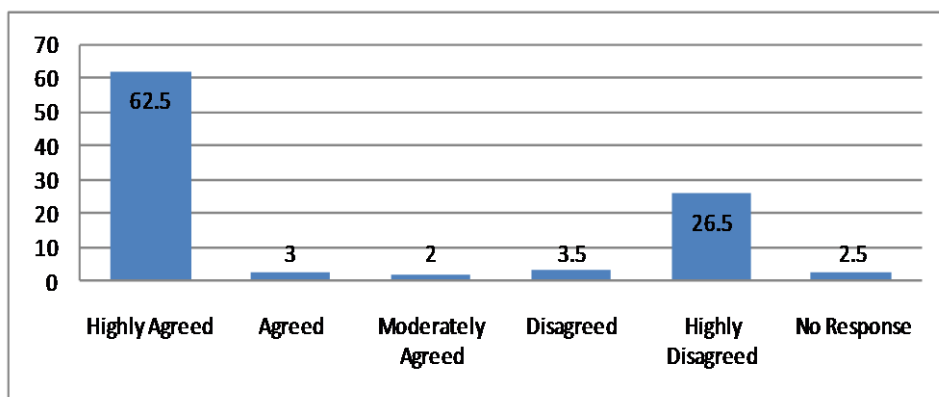
7. Perception of tourists whether sustainable tourism improves the quality of life



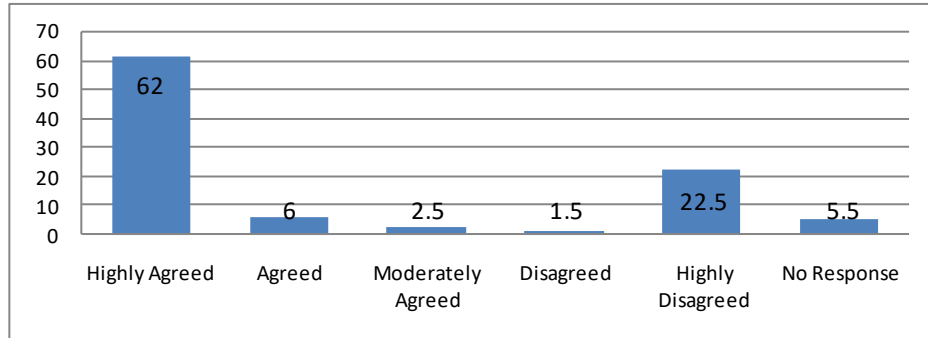
8. Perception of tourists whether stakeholders' must respect sustainable act to develop more sustainable tourism products



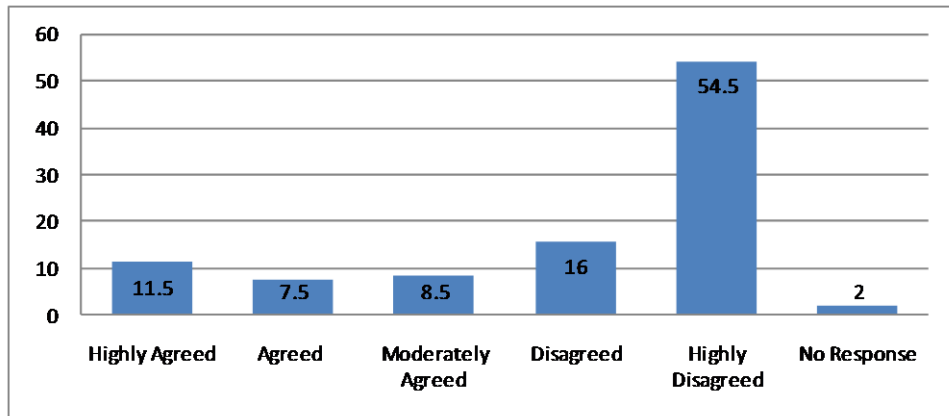
9. Perception of tourists regarding sustainability of foreign tourists



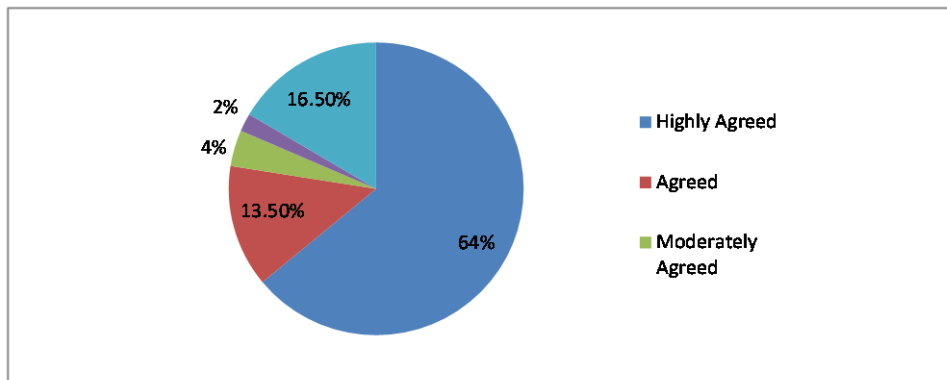
10. Perception of tourists whether the carrying capacities exceeds at tourism areas



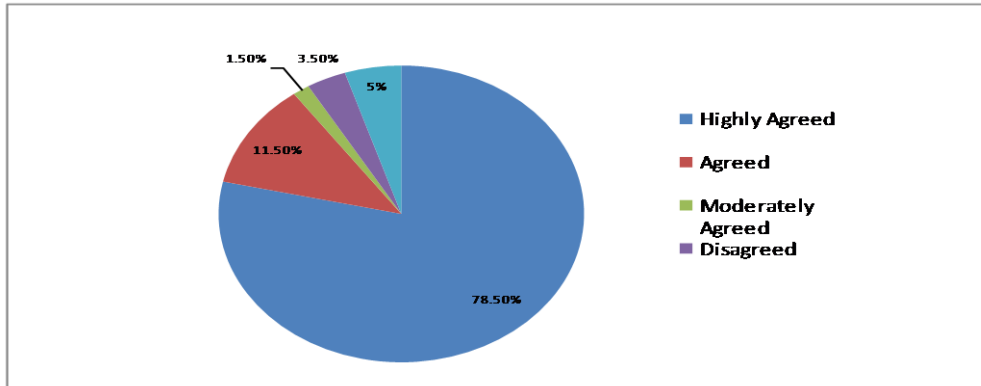
11. Perception of tourists whether stakeholders' have adequate knowledge to ensure sustainable tourism development



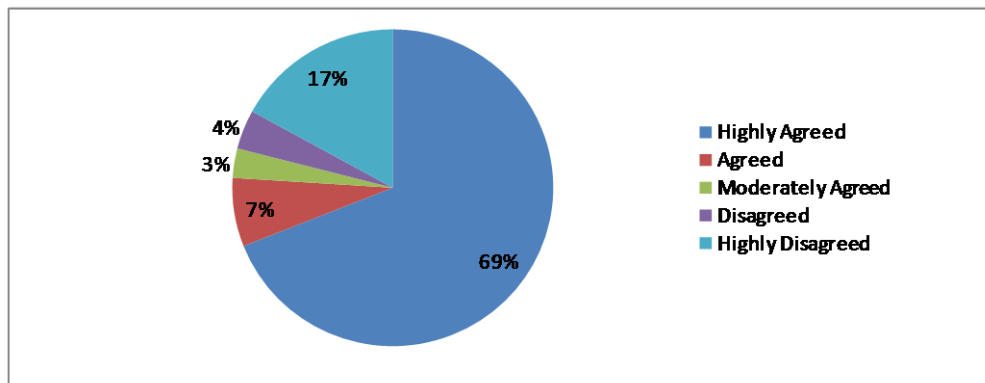
12. Perception of tourists regarding mutual efforts to create the environment more ecological and sustainable



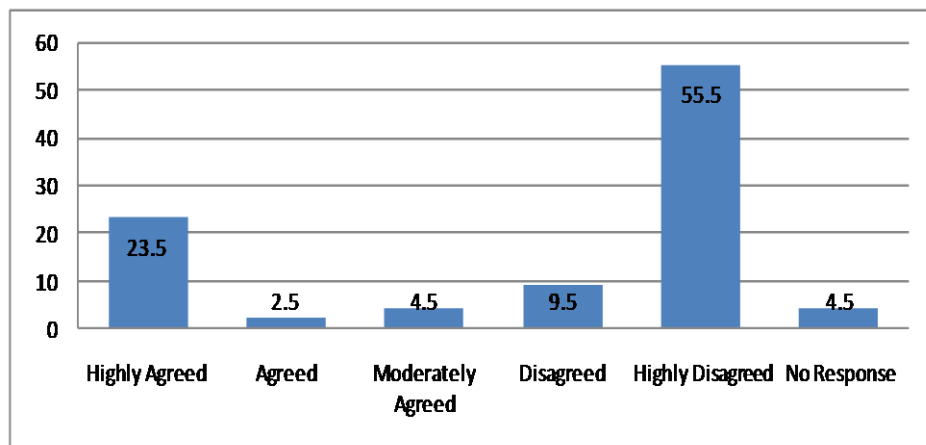
13. Perception of tourists regarding the initiative for greater environmental and cultural awareness and protection



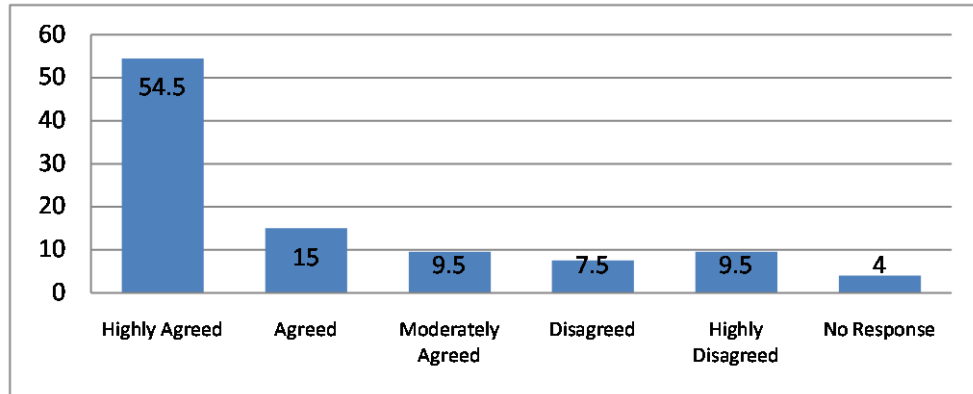
14. Perception of tourists whether the infrastructure is developed sustainably for tourism development



15. Perception of tourists to educating stakeholders for sustainable tourism development

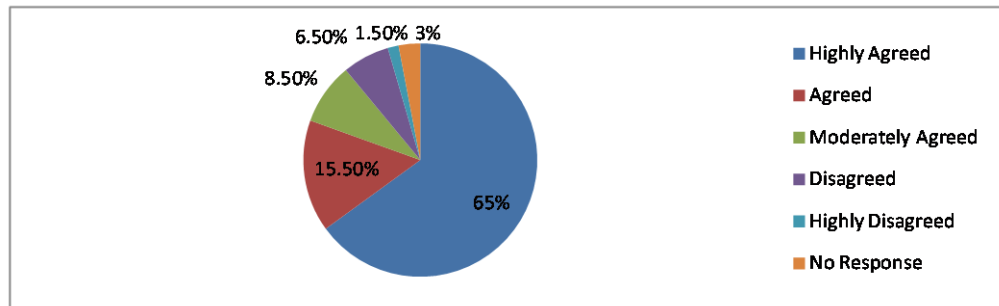


16. Perception of tourists about the adverse effects to the environment and wildlife

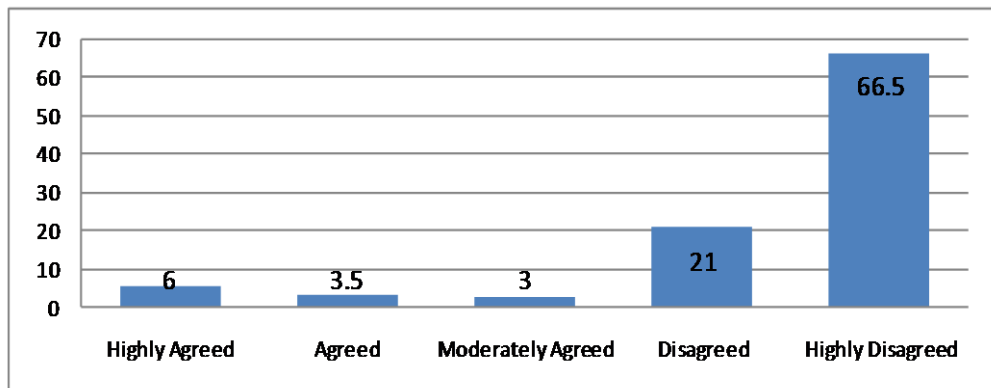


B. Findings of the Perceptions of the Executives and Experts

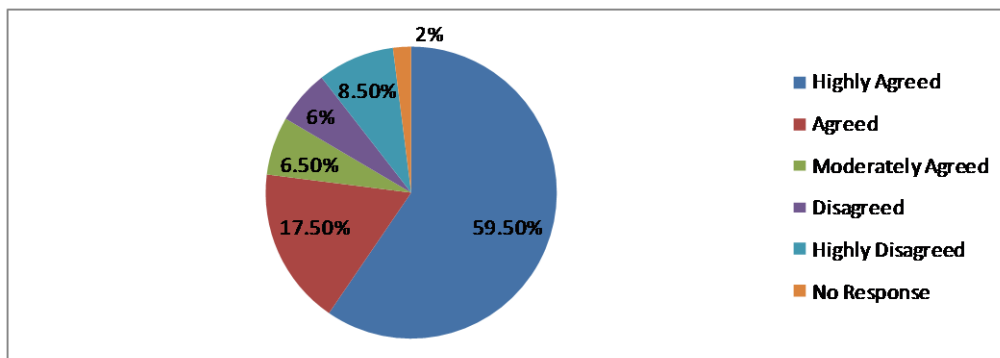
1. Perception of executive and experts regarding role of sustainability



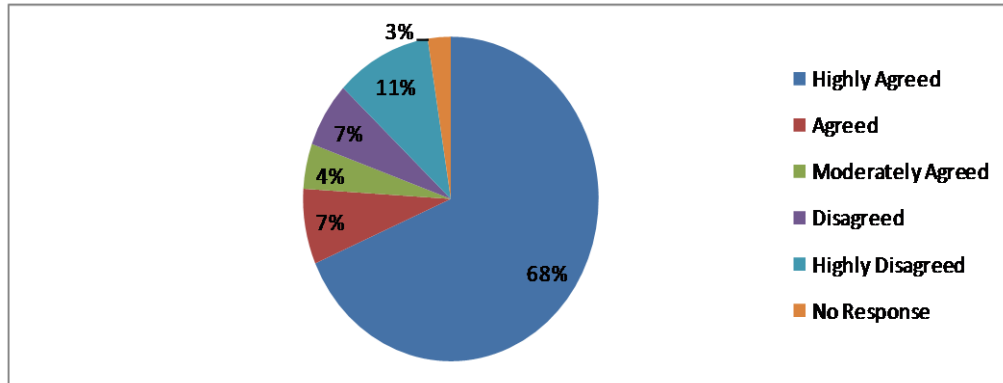
2. Perception of executives and experts about existing tourism policy of Bangladesh government



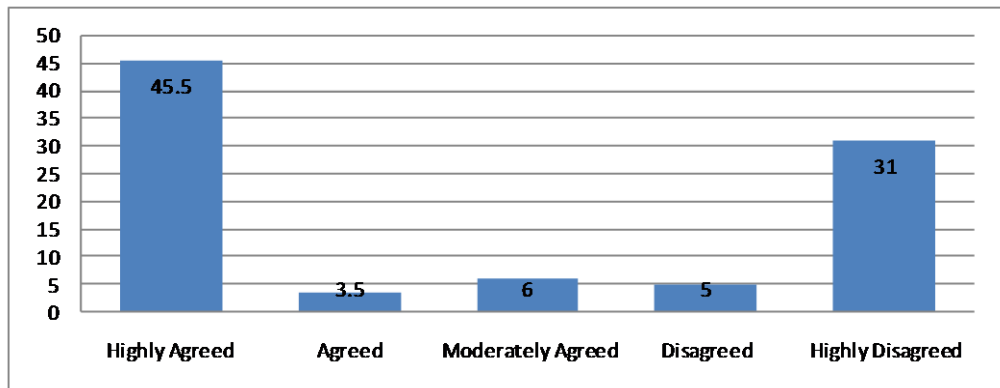
3. Perception of executives and experts regarding People's responsibility to nature



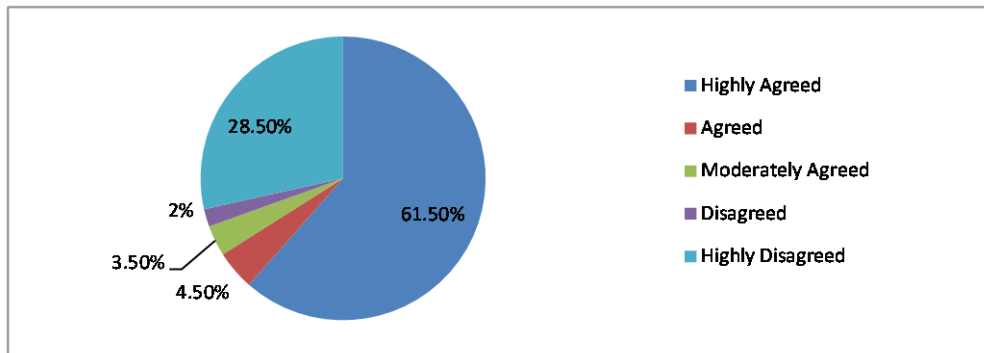
4. Perception of executives and experts about ecological awareness for sustainability



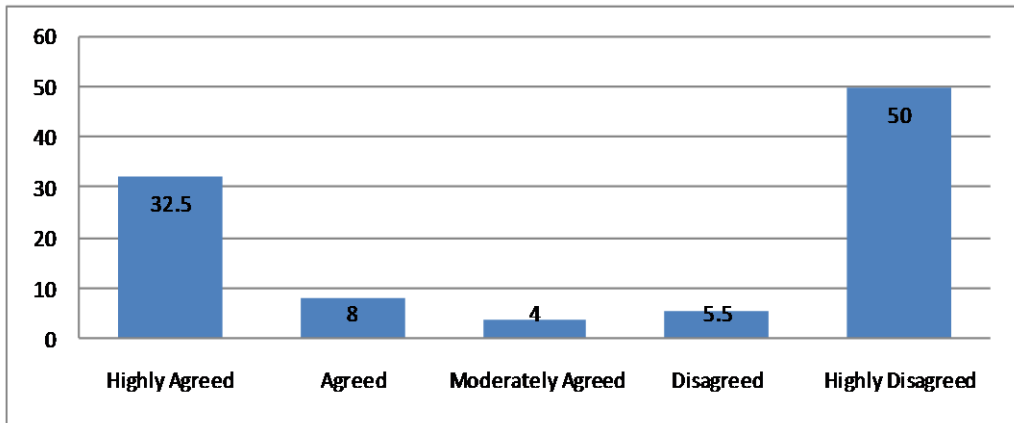
5. Perception of executives and experts regarding Economic sustainability of tourism development



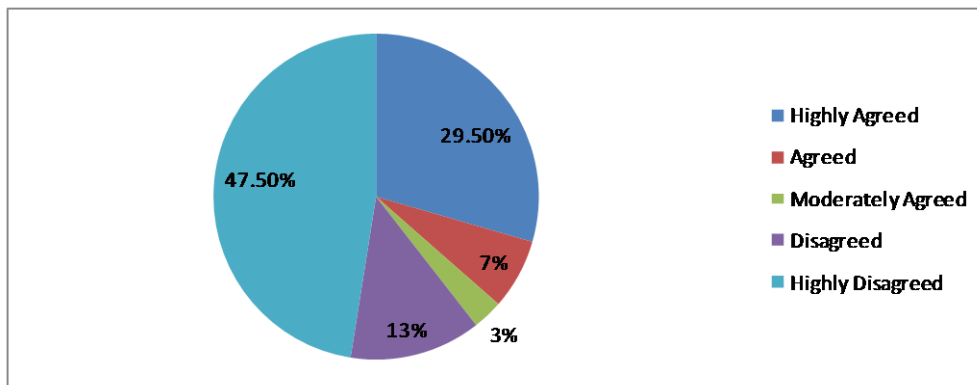
6. Perception of executives and experts regarding social and cultural sustainability of tourism development



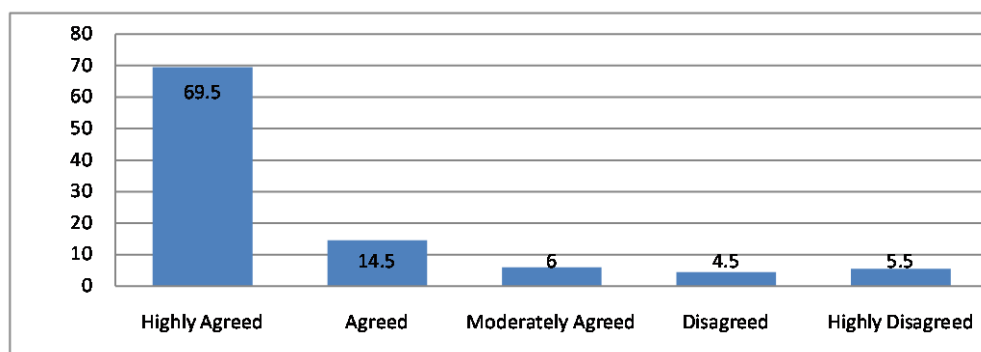
7. Perception of executives and experts regarding role of tourism stakeholders to sustainable tourism development



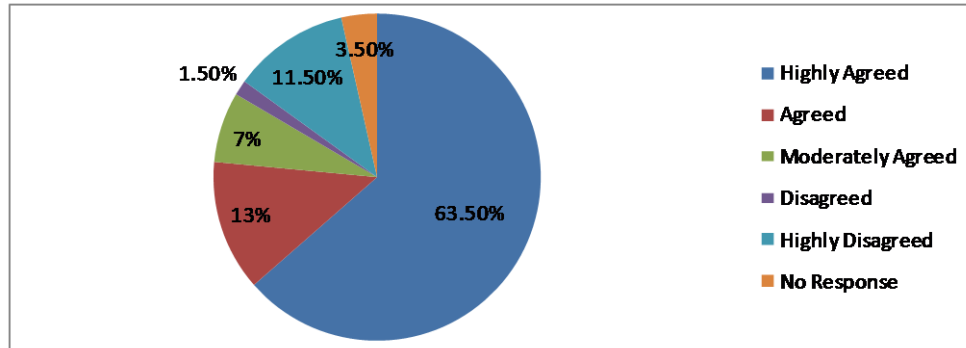
8. Perception of executives and experts regarding participation of private sector and local entrepreneurs for sustainable tourism development



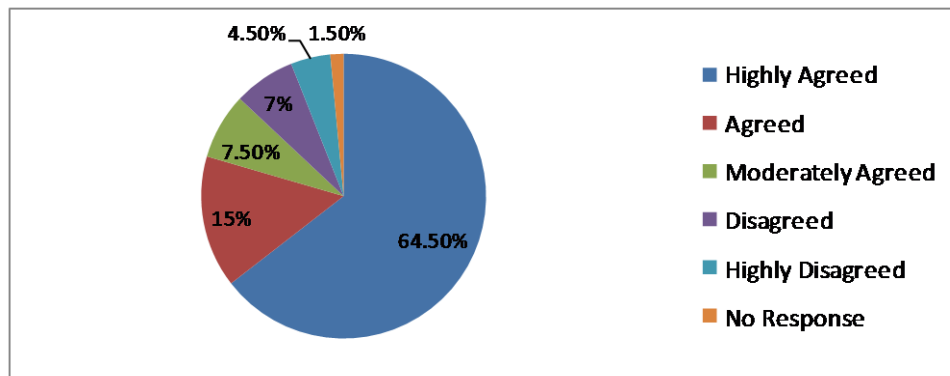
9. Perception of executives and experts whether the government should develop tourism policy in a sustainable way



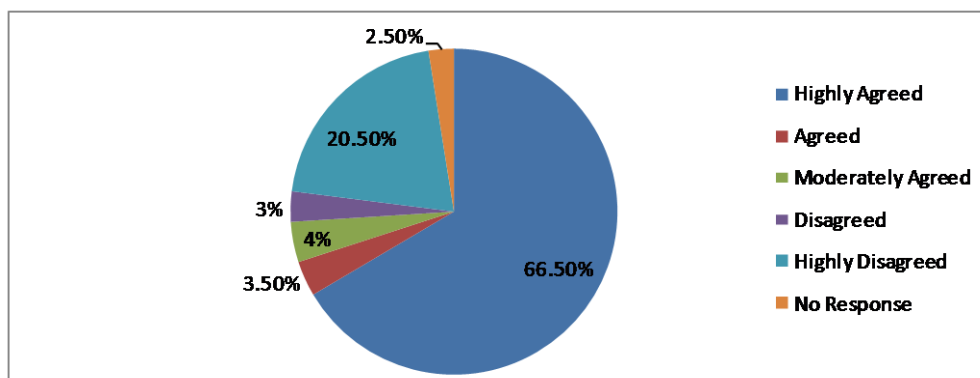
10. Perception of executives and experts regarding the protection of natural and cultural environment in a sustainable way



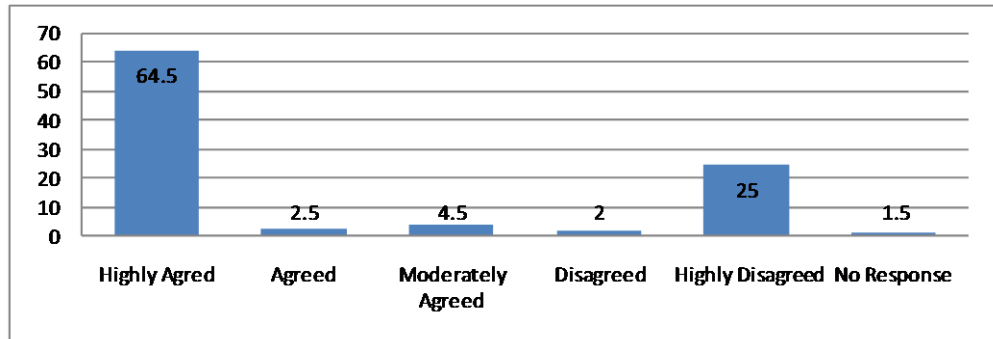
11. Perception of executives and experts whether sustainable tourism development increases the employment opportunities



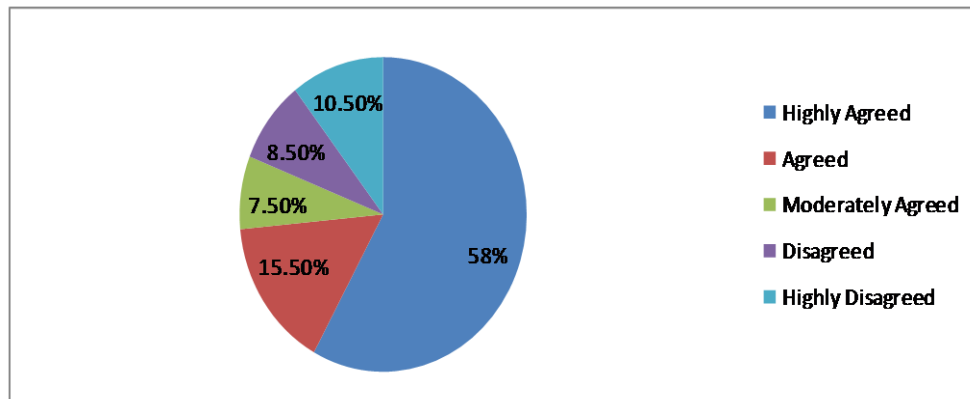
12. Perception of executives and experts whether sustainable tourism improves the quality of life



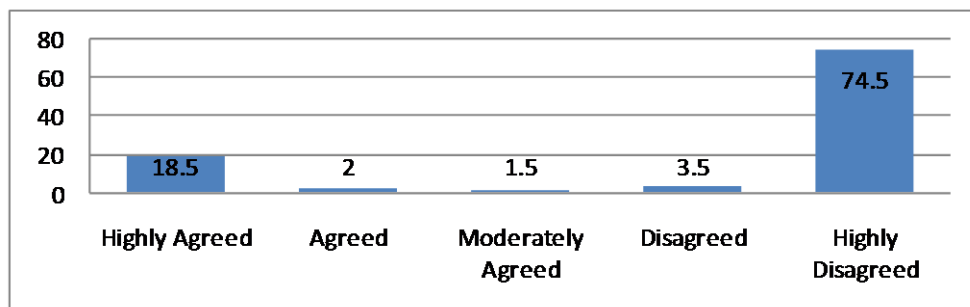
13. Perception of executives and experts whether the stakeholders must respect sustainable act to develop more sustainable tourism products



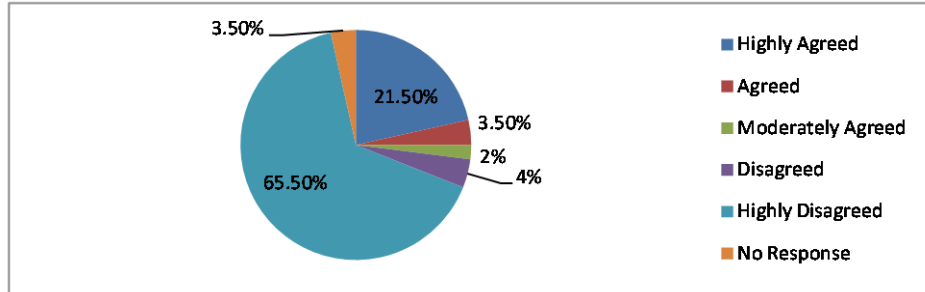
14. Perception of executives and experts about adverse effects to the environment and wildlife



15. Perception of executives and experts regarding adequate regulations and other techniques to protect important natural, historical and archaeological sites

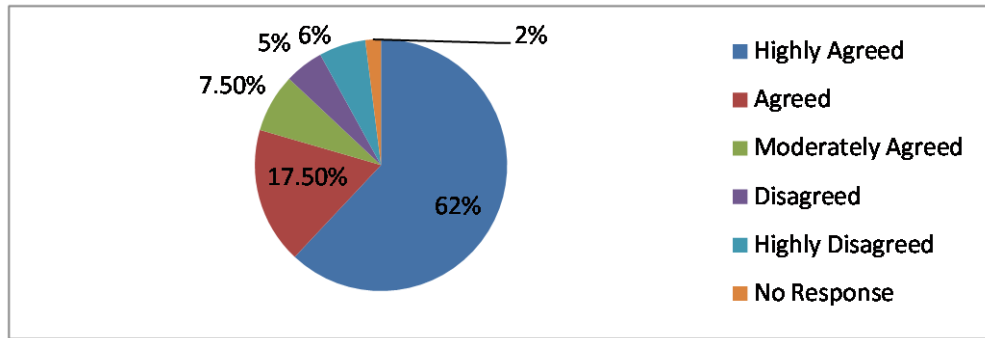


16. Perception of executives and experts whether the Stakeholders' have adequate knowledge to ensure sustainable tourism development

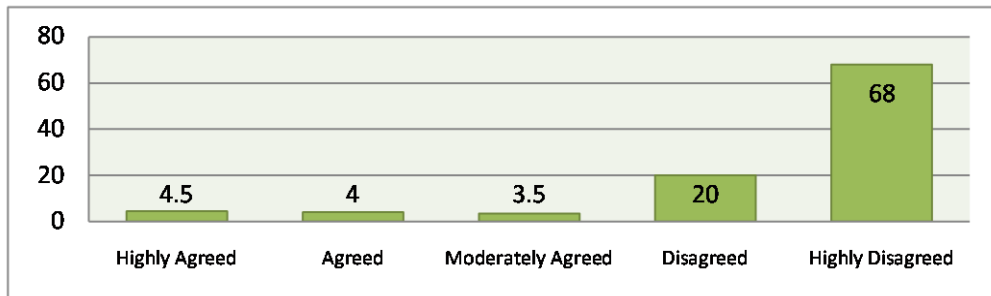


C. Findings of the perception of local communities and stakeholders

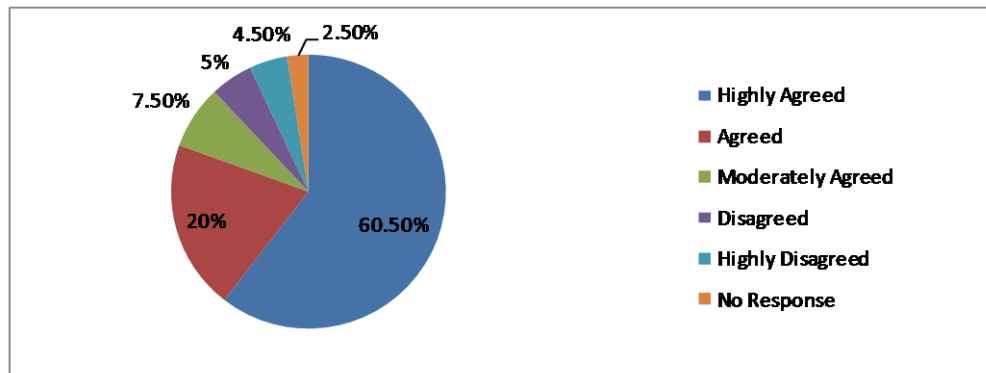
1. Perception of local communities and stakeholders about the role of sustainability



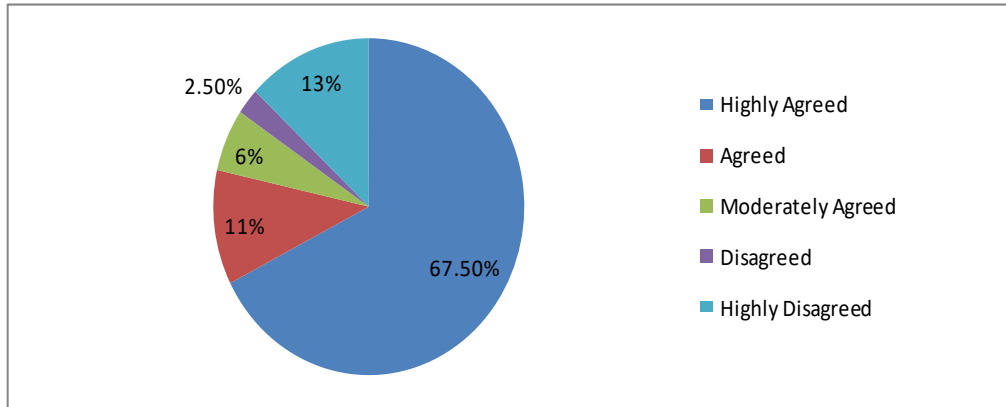
2. Perception of local communities and stakeholders regarding existing tourism policy of Bangladesh government



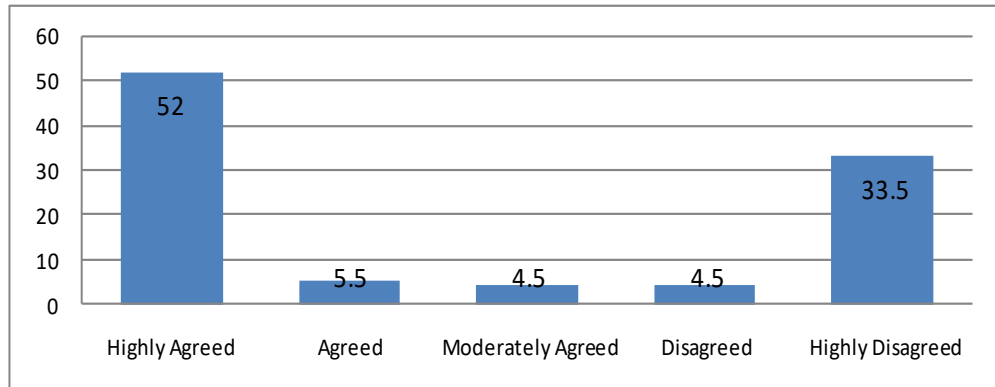
3. Perception of local communities and stakeholders regarding people’s responsibility to nature



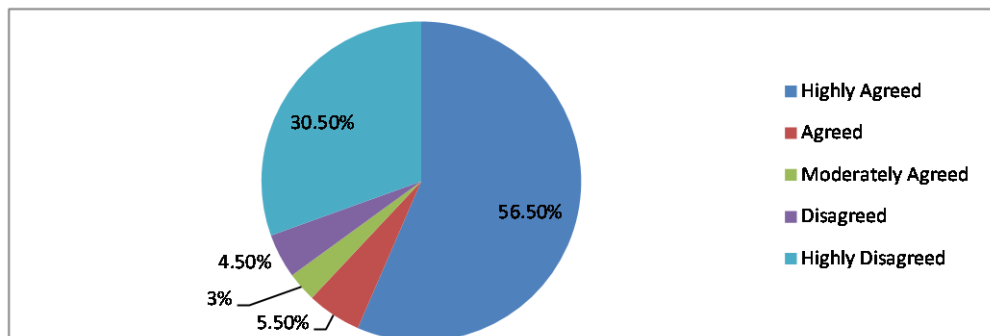
4. Perception of local communities and stakeholders regarding ecological awareness for sustainability



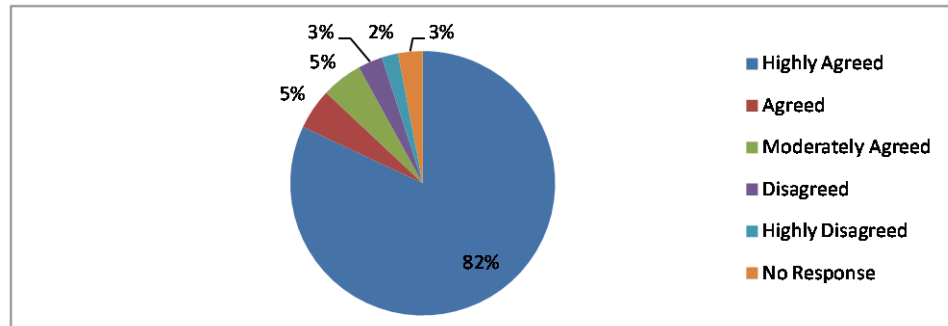
5. Perception of local communities and stakeholders regarding economic sustainability of tourism development



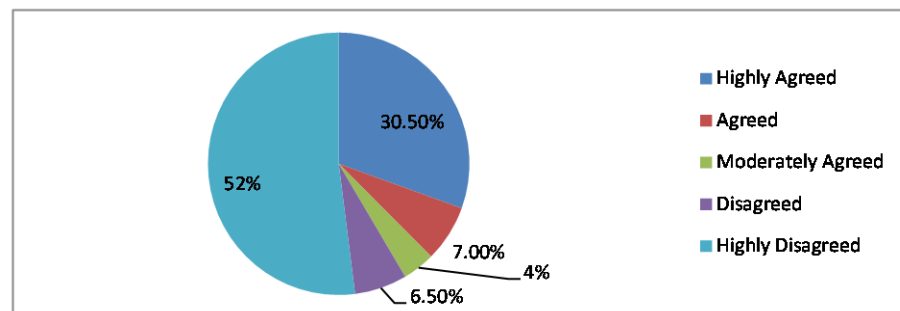
6. Perception of local communities and stakeholders regarding social and cultural sustainability of tourism development



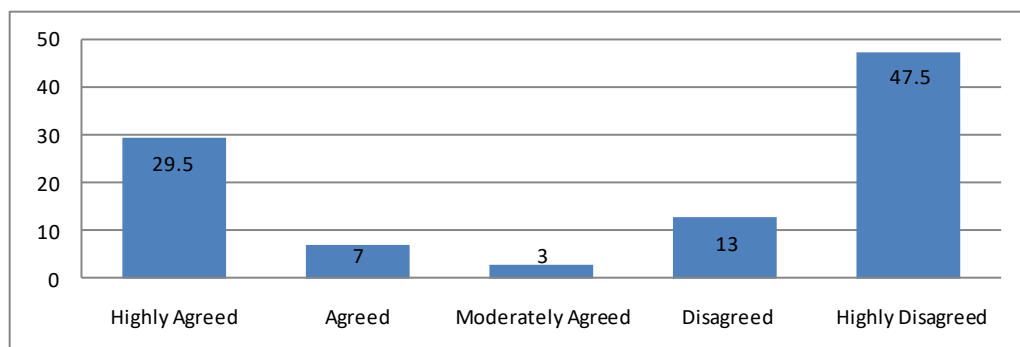
7. Perception of local communities and stakeholders about the potentiality of sustainable tourism to poverty reduction



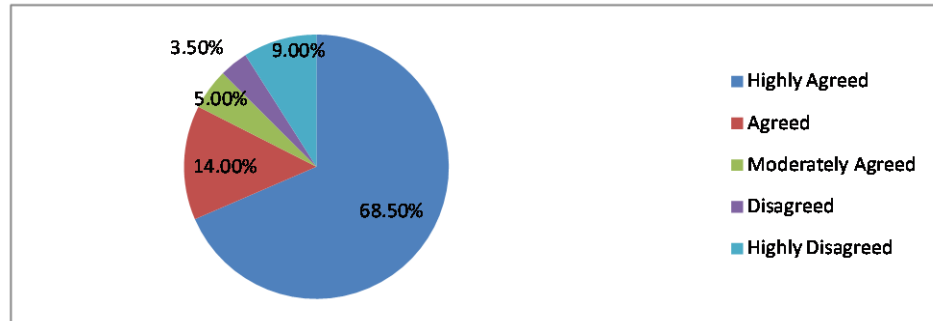
8. Perception of local communities and stakeholders about the role of tourism stakeholders to sustainable tourism development



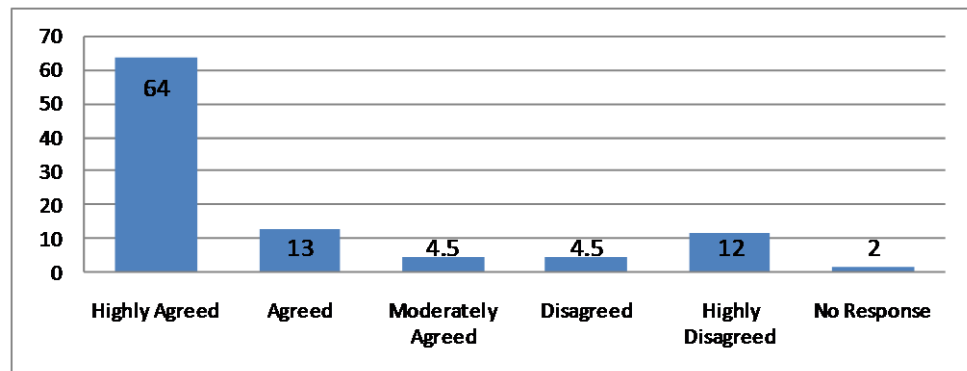
9. Perception of local communities and stakeholders regarding participation of private sector and local entrepreneurs for sustainable tourism development



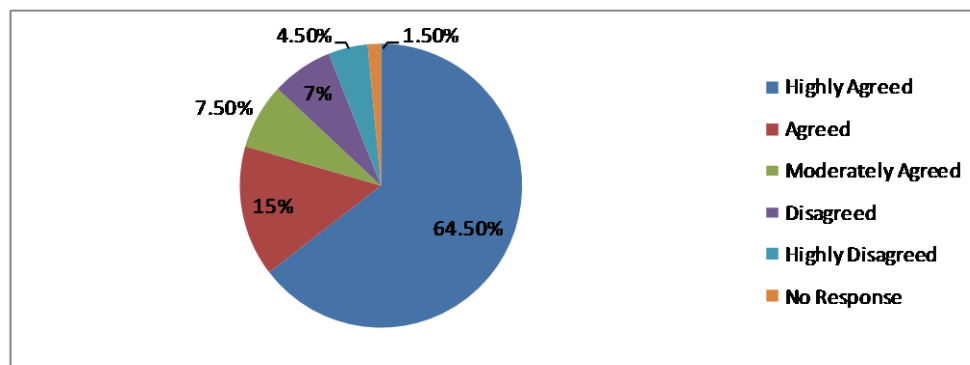
10. Perception of local communities and stakeholders whether the government should develop tourism policy in a sustainable way



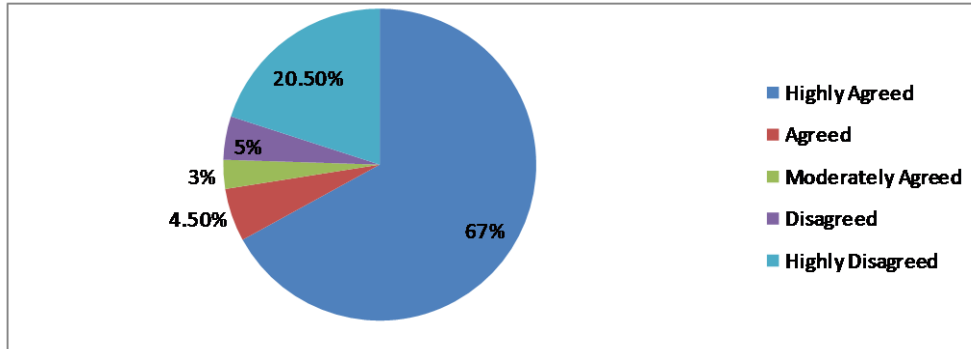
11. Perception of local communities and stakeholders about the protection of natural and cultural environment in a sustainable way



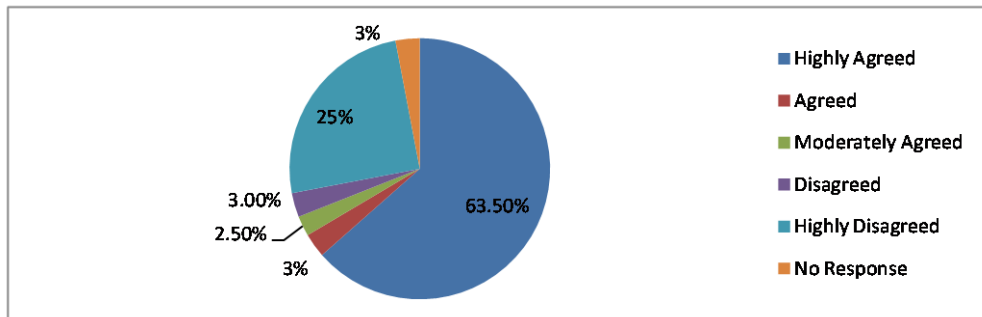
12. Perception of local communities and stakeholders whether sustainable tourism development increases the employment opportunities



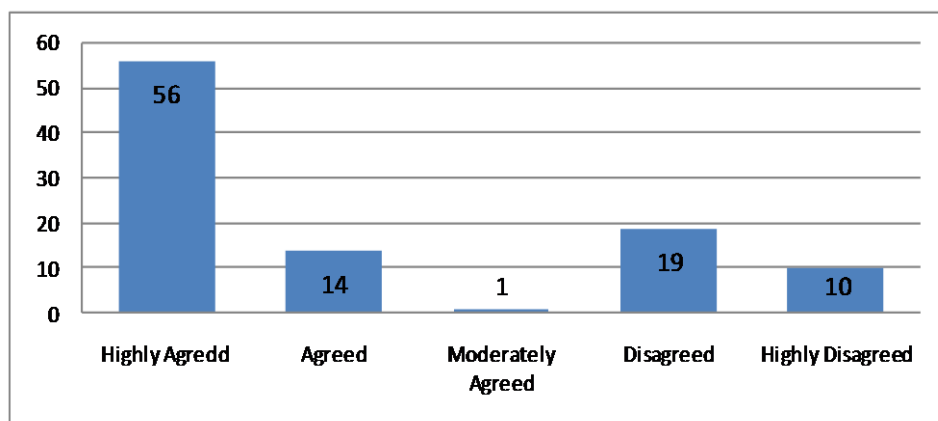
13. Perception of local communities and stakeholders whether sustainable tourism improves the quality of life

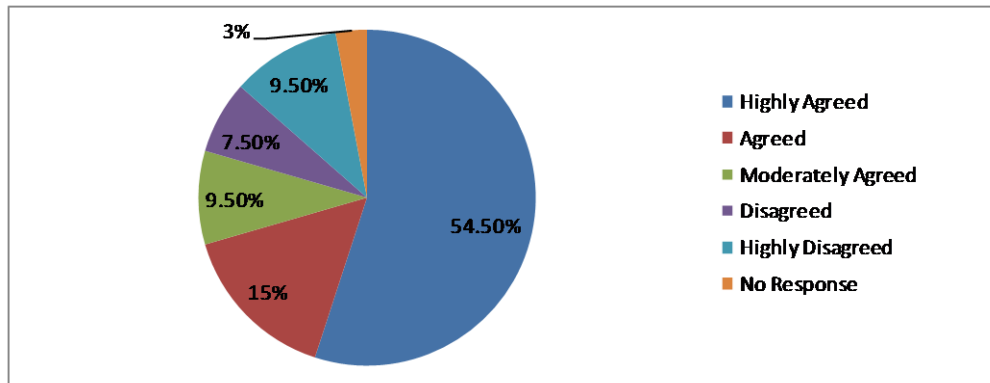


14. Perception of local communities and stakeholders whether the stakeholder must respect sustainable act to develop more sustainable tourism products



15. Perception of local communities and stakeholders about economic and social benefits of local people from the sustainable tourism development



16: Perception of local communities and stakeholders about the adverse effects on environment and wildlife

Annexure-3

Key Definition

Adventure tourism: Tourism related to adventure activities i.e. mountaineering, trekking, space flight, scuba diving etc.

Agriculture Tourism: Agriculture tourism is a style of vacation that normally takes place on a farm or ranch. This may include the chance to help with farming and ranching tasks during the visit. Agriculture tourism is considered to be a niche or uniquely adapted form of tourism and is often practiced in wine growing regions such as Australia, Italy, Portugal, Spain and North America.

Business travel & tourism appending: Spending on business travel within a country by resident and international visitors.

Birth tourism: Birth tourism is the practice of travelling to countries that practice birthright citizenship to have children, thereby ensuring the child citizenship in the destination country.

Camping and caravan tourism: Tourism refers to provision of campgrounds and caravan parks for use by tourists traveling through or staying in the area. Caravans are small mobile homes or recreational travel, also called Recreational Vehicles (RVs).

Cultural tourism: Tourism that experience new cultural activities i.e. folklore, art music etc.

Capital investment: Includes capital investment spending by all industries directly involved in Travel & Tourism. This also constitutes investment spending by other industries on specific tourism assets such as new visitor accommodation and passenger transport equipment, as

well as restaurants and leisure facilities for specific tourism use. This is consistent with total tourism gross fixed capital formation in table 8 of the TSA: RMF 2008.

Camping and caravan tourism: Tourism refers to provision of campgrounds and caravan parks for use by tourists traveling through or staying in the area. Caravans are small mobile homes for recreational travel, also called Recreational Vehicles (RVs).

Domestic tourism: Domestic tourism involves trips made by local residents within their own countries.

Direct contribution to GDP: GDP generated by industries that deal directly with tourist, including hotel, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourist. It is equivalent to total internal Travel & Tourism spending (see below) within a country less the purchases made by those industries (including imports). In terms of the UN's Tourism Satellite Account methodology it is consistent with total GDP calculated in table 6 of the TSA: RMF 2008.

Direct contribution to employment: The number of direct jobs within Travel & Tourism. This consistent with total employment calculated in table 7 of the TSA: RMF 2008.

Domestic travel & tourism spending: Spending within a country by that country's residents for both business and leisure trips. Multi-use consumer durables are not included since they are not purchased solely for tourism purposes. This is consistent with total domestic tourism expenditure to table 2 of the TSA: RMF 2008. Outbound spending by residents abroad is not include here, but is separately indentified according to the TSA: RMF 2008.

Ecological: Ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding appreciation and conservation.

Ethnic and nostalgic tourism: Tourism refers to tourists who are visiting their common places and own or their ancestral original homes.

Excursionists: They are travelers who spend less than 24 hours during a leisure trip.

Eco tourism: Ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation.

Ethnic and nostalgic tourism: Tourism refers to tourists who are visiting their common places and or their ancestral original homes.

Foreign visitor arrivals: The number of arrivals of foreign visitors, including same-day and overnight visitor (tourists) to the country.

Government individual spending: Spending by government on Travel & Tourism services directly linked to visitors, such as cultural service (eg museums) or recreational services (eg national parks).

Government collective spending: Government spending in support of general tourism activity. This can include national as well as regional and local government spending. For example, it includes tourism promotion, visitor information services. This is consistent with total collective tourism consumption in table 9 of TSA: RMF 2008.

Hospitality: A term implies whereby a guest who is away from home is welcomed by a host where basic necessities are provided such as food, beverages and lodging. The term is derived from the Latin word “hospitaire”, which means “to receive a guest”.

Hospitality industry: An industry comprises business entity of food, beverages, lodging or a combination of these businesses to travelers during their stay in destination.

Heritage tourism: Tourism related to visiting heritage location, museums, mosque, churches, temples, etc.

Inbound tourism: Visits to a country by non-resident of that country for example, when A American citizen, Mr. Sam comes to India to see the Taj Mahal, he is an inbound tourist for India.

Internal tourism consumption: Total revenue generated within a country by industries that deal directly with tourists including visitor exports, domestic spending and government individual spending. This does not include spending abroad by residents. This is consistent with total internal tourism expenditure in table 4 of the TSA: RMF 2008.

Induced contribution: The broader contribution to GDP and employment of spending by those who are directly or indirectly employed by Travel & Tourism.

International tourism: International Tourism involves trips between 2 countries. To a certain country, visits by residents of that country to another country are his/her outbound tourism; visits to that country by residents of another country are his/her inbound tourism.

Leisure travel & tourism spending: Spending on leisure travel within a country by residents and international visitors.

Leisure travelers: They are known to travel for pleasure, where their arrivals are highly seasonal and they are attracted by special festivals, sports or other cultural events. They are generally price sensitive, as their personal income is an important factor in determining their particular needs.

Medical tourism: Medical tourism is a practice of travelling foreign countries to obtain health care.

Music tourism: Music tourism is visiting to a city or country in order to enjoy a concert or musical festival.

Nature tourism: Tourism related to visiting remote environment and natural attraction i.e. sea beach, hills, lake, water fall, snow, scenery, forest, wild life etc.

Nature tourism: Tourism related to visiting remote environment and natural attraction i.e. sea beach, hills, lake, water fall, snow, scenery, forest, wild life etc.

Outbound expenditure: Spending outside the country by residents on all trips abroad. This is fully aligned with total outbound tourism expenditure in table 3 of the TSA: RME 2008.

Outbound tourism: Outbound tourism means visit by the residents of a country to another country.

Pro-poor tourism: Pro-poor tourism is set up in developing countries as a means to improve the local economy for local people. It enhances the linkages between tourism businesses and poor people; so that poverty is reduced and poor people are able to participate more effectively in tourism development.

Pro-poor tourism: Pro-poor tourism is set up in developing countries as a means to improve the local economy for local people. It enhances the linkages between tourism businesses and poor people; so that poverty is reduced and poor people are able to participate more effectively in tourism activities.

Religious tourism: Tourism, also commonly referred to as faith tourism, is a type of tourism, where people travel individually or in

groups for pilgrimage or missionary purposes. The world's largest form of mass religious tourism takes place at Mecca, Vatican, Jerusalem, Dhaka, and various places in India etc.

Sports tourism: Tourism related to specific travel outside of the usual environment for either passive or active involvement in competitive sport where sport is the prime motivational reason for travel or leisure element may act to reinforce the overall experience.

Sex tourism: The world Tourism Organization defines Sex tourism as “trips organized from within the tourism sector, or from outside this sector but using its Structure and networks, with the primary purpose of effecting a commercial sexual relationship by the tourism with residents at the destination “ (WTO general assembly: Cairo, 1995)

Sustainable tourism: Sustainable Tourism development meets the needs of present tourists and hosts regions while protecting and enplaning opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic need can be fulfilled while maintaining cultural integrity, essential ecological process, biological diversity and life support system (UNWTO 2001).

Total contribution to DGP: GDP generated directly by the Travel & Tourism sector plus its indirect and induced impacts (see below).

Total contribution to employment: The number of jobs generated directly in the Travel & Tourism sector plus the indirect and directed contributions (see below).

Travel and tourism industry: Businesses providing primary service to travelers, including the traditional hospitality businesses and others

closely linked to them in such fields as entertainment, recreation, and transportation, plus travel agencies and tour operators.

Travel: Travel comprises all journeys from one place to another. It includes all journeys made by people who enter a country for leisure, to work, reside, study or who just pass through a country without stopping.

Tourism: Tourism comprises the activities of persons traveling to an straying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (UNWTO).

Volunteer tourism: Volunteer tourism is travel which includes volunteering for a charitable cause.

Visitor exports: Spending within the country by international tourists for both business and leisure trips, including spending on transport, but excluding international spending to education. This is consistent with total inbound tourism expenditure in table 1 of the TSA: RMF 2008.

Volunteer tourism: Volunteer tourism is travel which includes volunteering for a charitable cause.

Wildlife tourism: Wildlife tourism is visiting to wild animals in their natural habitat.

Youth tourism: Youth tourism is being encouraged in many countries so that young people and students have opportunities for learning and recreation through travel.