



Sustainable Tourism Development in Bangladesh (A Case Study of Cox's Bazar, Bangladesh)

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Abstract

Sustainable tourism development incorporates three development areas, which are environmental development, social development, and economic development. Almost all the countries of the world are well focused on bringing sustainable tourism development to their tourism industry. This sustainable approach has global significance as this practice ensures more tourist engagement, creates new business opportunities for the locals, and, overall, contributes to the GDP of the respective country as well as the world's economy.

The main objective of this research is to show the importance and impact of sustainable practices in the tourism industry from the perspective of Cox's Bazar, Bangladesh. Besides, the current situation of Cox's Bazar and the initiatives of the government to bring sustainable practices to this tourist place. A quantitative research method was used to conduct this research. In this research, a survey was conducted based on age, and profession. A total number of 100 people gave their responses in this survey to various questions.

The result of this research showed that, currently, the sustainable practice in Cox's Bazar is not well organized, and the people seek more intervention from the government and private organizations. So, it is recommended that the government figure out the possible lacking of sustainable tourism development here and should ensure sustainable practices, and implement the new action plan.

Keywords

Cox's Bazar, Tourism, Sustainable Tourism Development, Tourism Impacts, Tourism Policy, Ecotourism, Tourism Industry

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1 Introduction

The tourism industry is getting more popular day by day due to the emerging opportunity for business and trade. According to the STATISTA report published in 2021, there were around 636.5 billion USD, came from this industry. Many countries like Sri Lanka, and Maldives consider their tourism industry as the sole medium of earning foreign currency. Bangladesh has the largest sea beach in the world, which contributes 4.4% to its GDP. Per year, the Bangladesh government earns around 4 billion dollars from this tourist spot (Johnston, 2021).

Recently, the world has become conscious of the sustainability of business and trade. Especially, this growing business and trade are threatening the environment, society, and the economy. According to a report, the world temperature is constantly rising due to the emissions of carbon dioxide. This rising temperature is a great concern for the lives living on the earth. In 2021, the Cop 26 summit was held, where the world leaders consented to the importance of environmental sustainability for the betterment of lives and society. They have been committed to keeping the world temperature under 1.5 degrees (DEMİR, 2022). So, this sustainability in the tourism industry is getting priority in recent days.

There are three pillars of this sustainable development in the tourism industry. Environmental sustainability is the first one, which refers to the proper use and management of natural resources. This pillar is very much concerned with minimizing the negative impacts on natural resources and properly maintaining biodiversity. Social sustainability refers to the promotion of indigenous culture along with the protection of this. It includes the social and cultural aspects of the tourism industry. Besides, it also incorporates the overall protection of human rights by making new laws for the protection of tourists and the tourism industry (Johnston, 2013). Economic sustainability also refers to the proper use of economic resources, minimizing the negative impacts, and maximizing the opportunity for local business and trade.

There are a few factors responsible for sustainable tourism development. This demands environmental conservation which ensures the protection of ecosystems, reduces the waste of natural resources, and protects the environment from pollution. Besides, sustainable tourism development requires education and awareness (Holden, 2008). The main focus of this education is to make the tourists and the locals educated about proper tourist behavior. Besides, it also helps to

develop a new practice among businessmen, locals, and tourists. Sustainable tourism development requires collaboration and partnership between stakeholders, including local communities. This ensures sustainable practice.

Cox's Bazar is the largest sea beach in the world which is 155 km long and famous for its sandy beach. This creates an enormous opportunity for the development of the tourism sector. Every year there are a million visitors from abroad visiting Cox's Bazar. This creates an opportunity for local business and trade. Besides, the government and NGOs are collaboratively working to ensure ecotourism (Hassan, 2021). They are promoting this eco-conscious approach and friendly and cultural sensitivity. Another important issue regarding this is waste management. The government has taken a different approach to waste management. For example, waste segregation, construction of landfill sites, etc.

Another approach is community engagement, which is to engage locals in the development project and think of their wellbeing. For example, when they try to establish the recycling industry, they focus on the locals who usually lived based on this waste management. So, the government tries to incorporate them into the project, providing them with job opportunities in the new project.

This sustainable tourism aims to ensure a good environment and make this place a center of business and trade, minimizing the harm to nature, the economy, and locals and maximizing the profit. Bangladesh government has already been so much conscious of this sustainable approach. In 2018, the government started adopting a multi-sectoral action plan which works on sustainable plastic management in Bangladesh to utilize the circular economy. According to the World Bank report in 2018, the government released 110 million to Rural Work Assistance Foundation (RWAFF) to ensure sustainability and preserve the natural resources for creating a green and sustainable growth path (Cho & Sultana, 2021).

In this research, the present situation of the tourism sector in Bangladesh will be analyzed and also influence the current areas of development where this country can bring changes. Besides, a quantitative research will be conducted which will incorporate some responders including the locals and the policymakers to show the current situation and how tourism development can be discussed.

2 Literature Review

2.1 Sustainable Tourism Development

Sustainable tourism development illustrates a specific type of tourism that promotes economic opportunity and growth, social equality, and environmental stability. It incorporates the demand of the tourists and the host country and also takes a sustainable approach to preserve the natural and cultural resources for the upcoming generation.

The United Nations World Tourism Organization (UNWTO) defines sustainable tourism as tourism that fully considers the effects of tourism on the environment, culture, society, and economy while concentrating on the constantly expanding needs of tourists, the expanding economy, and the local host community. It underlines the necessity of adhering to “Agenda 30”'s sustainable development principles to promote tourism sustainability. Social inclusion, economic progress, and environmental sustainability are all included in the agenda for 2030 (Blomberg-Nygaard & Anderson, 2021).

UNWTO also focuses on stakeholder engagement for ensuring sustainable tourism development. It focuses on the incorporation of the local communities, and businessmen and ensure the involvement of everyone. This organization has aimed for sustainable tourism pertinent to the SDG by 2030 (Blomberg-Nygaard & Anderson, 2021). UNWTO focuses on “Tourism for all” which is dedicated to social, economic, and environmental benefits from tourism, and it also provides access to the mass people.

According to the United Nations Environment Program (UNEP), sustainable tourism development is a tool that will focus on the preservation of natural resources and reduce environmental impacts. It has advocated some practices like ecotourism, community-based tourism, and responsible tourism (Desai, 2020). According to Global Sustainable Tourism (GSTC), sustainable tourism development is possible if there can be a global tourism standard. It incorporates the standards like preserving cultural heritage and economic benefits (Hatibie & Dai, 2021). The International Ecotourism Society (TIES) defines ecotourism as the promotion of sustainable tourism development. It agrees to promote cultural practice and preserve natural resources while promoting community involvement (Buckley, 2021). UNESCO promotes this sustainable tourism development as a mean of promoting sustainable cultural heritage conservation.

2.2 History of Sustainable Tourism Development

Sustainable tourism development is not an invention. Though in recent days it has been given a focus, it started a few years before. In the 1980s, the negative impact of mass tourism was on the environment. The local communities were also suffering from pollution and unplanned tourism industries. Some countries were losing their cultural values following overseas fashion and trends. World Conservation Union (IUCN) for the first time coined this term in the 1980s as an effort to promote tourism development, which was an absolute effort on protecting the environment and local communities (Miller, 1986). The Brundtland Report, issued in 1987 by the United Nations World Commission on Environment and Development (WCED), described sustainable development as meeting present needs without compromising the capacity of future generations. This is a major worry right now. Natural resources and all social resources are constantly being used by the current generation. These impromptu uses of natural resources pose a serious risk to the next generation. The use of present natural resources should be planned for and should not pose a threat to the ability of future generations to meet their own needs, according to a report that WCED attempted to publish (McManus, 2014).

In 1992, the United Nations Conference on Development (UNCED) conducted an earth summit in Rio de Janeiro. At this conference, the world leader addressed sustainable tourism to reduce poverty and conserve natural resources. This also uses sustainable tourism as a medium for promoting economic growth. In this Earth summit, they adopted Agenda 21, which was a call to the world to integration of sustainable development principles (Grubb et al., 2019). In the 2000s, the United Nations addressed mass tourism as a harmful approach to nature and the local community. From then different international organizations tried to minimize the negative impacts of tourism and developed the concept of community-based tourism. The tourism industry must align with local needs and adopt necessary practices and aspirations. In recent years, this tourism industry has the full focus and tried to transform the tourism industry into sustainable practice. The UN has declared 2017 as the year of Sustainable Tourism Development. This incorporates the social, economic, and cultural importance of the tourism industry.

2.3 Sustainable and Nonsustainable Tourism

Sustainable tourism in the broader sense is concerned about the future generation in terms of the uses of natural resources while meeting the demand of the local community. Firstly, this promotes eco-friendly accommodation that shows concern about the uses of renewable energy and waste management. This is also a concern about responsible and effective tourism management and creates enormous local businesses and trades. Besides this, a sustainable approach is also concerned with the engagement of local communities (Swarbrooke, 1999). This approach includes several approaches, such as the promotion of local cuisine. For example, in Cox's Bazar, there are local fish markets that offer seafood to tourists. Ultimately, this approach helps to incorporate the locals into the business and develop their lifestyles. Besides, this sustainable approach is also concerned with the preservation of cultural heritage. For example, in Cox's Bazar sea beach, there are traditional handicrafts sold by the locals besides, they sell local garments and domestic products like dresses, pickles, chocolates, etc.

On the other hand, nonsustainable tourism refers to tourism that is overcrowding, unregulated and unplanned. Nonsustainable tourism allows unplanned tourists, which creates serious natural damage. People use plastics, take food and throw the waste, which is great harm to nature. Another bad side is the unplanned infrastructure, which is to continue the development process according to the wish. People build up buildings and hotels which sometimes is not planned thinking of long-term sustainability. Sometimes lack of proper regulation generates problems like security issues. Sometimes tourists are cheated by the locals, and they get trapped by criminals, which is not expected (Swarbrooke, 1999).

2.4 Economic Opportunity for Sustainable Tourism Development

This tourism industry had to go through some slow motion due to the economic debacle in the late 2000s. This sudden slowdown created a problem in the air transport industry, as it was constantly losing passengers. It also created an adverse impact on the hotel industry with declining room occupancy. In 2011, this sector gradually improved as international tourism receipts grew to around 1.03 trillion USD, which is slightly an increase of around 3.9% from 2010. A report by the World Travel Tourism Council (WTTC) says that in 2014, the overall contribution of the travel and tourism

industry was around 6990.3 billion USD, which was an estimated 9.6% of the world's GDP. This report also forecasts that it will be 10,965.2 billion USD, which is around 10.3% of the GDP globally in 2024 (Goodrich, 2021). This sustainable development in the tourism industry can bring significant changes to the tourism industry, including job creation, increasing productivity, and long-term savings.

The International Labor Organization (ILO) estimates that by 2030, 23 million new jobs would be made possible by the transformation of outmoded tourism into sustainable tourism. A new skilled-based community, research, and development are necessary for this. By optimizing resource utilization and decreasing waste, this sustainable method can help to increase production. A sustainable tourist business could lower annual global material costs by USD 1.5 trillion by 2025 and boost productivity by about 8%, according to McKinsey Global Institute study. This sustainable tourism can also be helpful for cost savings. According to the Global Commission on the Economy and climate, low-carbon technologies could generate savings of up to 25 trillion USD by 2030 (AL, 2018).

Sustainable tourism development will rely on economic growth that will boost local economies. According to a report published by the Bangladesh Tourism Board, there are direct and indirect employment ratios of around 1.4 million and 1.2 million. The adaptation and the initiatives of the sustainable tourism approach will create 1.3 million additional jobs by 2030 (Islam, 2019). This sustainable approach will also bring foreign exchanges to the country. According to the report of BBS, in 2022 this country had estimated earnings of around 5.6 billion dollars. This is considered 2.3% of the GDP of the country (Islam, 2019). This sustainable approach also helps to promote domestic products. According to the report of the International Trade Center, Bangladesh has a huge opportunity in promoting its domestic products like its traditional items of clothing, handicrafts, and pottery. Though over time, these domestic products are losing their existence due to the extreme influence of foreign products. But still, this has an immense value for the tourists, who like to get the traditional practice. So, this sustainable approach will be helpful to preserve local communities and indigenous skills. According to a report by UNESCO, Bangladesh is blessed with natural resources that attract tourists. Many world heritage sites can be promoted through the presence of tourists (Islam, 2019).

2.5 Principles of Sustainable Tourism

2.5.1 Global Significance

Tourism industries are gradually developing and creating an impact on the global economy. It has a constant significance on the environment and society. The initiatives that tourism adopts are solely for maximizing the overall development of the local communities. This is constantly contributing to the generation of employment. As sustainability requires reformation which creates new sectors where new opportunities for business and trade are emerging (Bramwell & European Association for Tourism and Leisure Education, 1998). For example, in Cox's Bazar, there are constantly growing hotels, restaurants, and markets to attract tourists.

Besides this, sustainable tourism practices will promote environmental safety. Currently, due to the rising number of tourists, the global crisis is increasing day by day, which creates hazards to nature and general life (Bramwell & EATLE, 1998). The expansion of tourism will also enhance foreign investment. As the tourist sector shows enormous opportunity, which also brings innovative ideas to develop the associated business and trade. It creates new employment and a better future for the country.

2.5.2 Benefits of Sustainable Tourism

This sustainable tourism will bring new opportunities in community development. All people are considered as the stakeholders of this innovative approach. This will create new jobs for the locals and create new opportunities for business and trade. The life of the local people will gradually improve, and they will have a good life standard (Wood, 2017). Besides, it is very much concerned about the preservation of the local culture. The local customs and traditions show the richness of the culture, and it takes the local culture to its peak on the world stage (Wood, 2017). Besides, it also helps to enhance the tourist experience. This new scheme focuses on the best tourism experience for travelers. It also promotes good interaction with travelers and local people.

2.6 Three Pillars of Sustainable Tourism Development

There are three pillars of sustainability, these are social sustainability, environmental sustainability, and economic sustainability. Sustainability means maintaining a proper standard regarding the uses of natural resources and preserving them for future generations without wasting much.

2.6.1 Environmental Sustainability

The first important pillar of sustainability is environmental sustainability. Currently, environmental issues are a hot topic to discuss. As industrialization is rapidly growing and business and trade are fully blooming over the years, this causes the excessive use of fossil fuels that results in an excessive amount of carbon emissions. As a result, the natural order is gradually getting destroyed. Here comes the point of sustainability as the use of natural resources is getting higher and higher. This sustainability is an urgent need for the tourism sector, as the world needs to protect nature and the climate. People are constantly using natural resources. Some natural resources are extremely limited. Scientists say that the constant usage of oil will finish the reserve of oil within 50 years. Besides, water, gas, and everything can reach its end which will destroy the civilization. The tourism sector is considered one of the major carbon emitters in the world, which is around 9% of the carbon emissions worldwide. Besides, the tourism industry is generating waste in an incredibly significant amount. According to the report by UNWTO, the overall consumption of water for tourists is around 100 to 200 liters a day (Lanza et al., 2005). But there are only a few countries that practice sustainable tourism. There is only 8% country that focuses on sustainable tourism. They have taken a different approach to adopting this new practice. 30% of hotels around the world have adopted sustainable policies considering the reduction of energy consumption, waste management, and proper use of water. Ecotourism is getting familiar over the years. Currently, it has a value of around 77 billion USD estimated. All countries are adopting this policy to ensure environmental sustainability (Lanza et al., 2005).

2.6.2 Social Sustainability

The growing demand for the tourism industry has already impacted a lot on local businesses and trade. Unplanned tourism sometimes deprives local businesspeople and distorts cultural practices. This social sustainability ensures development and helps to work for the local communities. There

are few action plans under this sustainable planning, and one of the key features is community involvement. Maximum countries around the world are focusing on community involvement. According to a report on Community Based Tourism (CBT), currently, local people are highly engaged in the management and policy development in the tourism sector. Besides, it also helps to promote local products as well as helps to preserve the long-lasting cultural heritage (Blinken, 2021).

A different local training session can also produce a knowledgeable guide who can also contribute to the economy. They possess a good knowledge of cultural heritage, which helps to guide the tourist properly and helps to preserve the cultural heritage (Blinken, 2021). Sometimes the local communities also help to promote local foods and beverages. Local people offer local foods to the tourist, which is a great attraction to the tourists. For example, in Cox's Bazar, there are some fish markets and pickle shops that usually offer local foods to tourists (Blinken, 2021). These local foods just not only promote the local cultural heritage but also create a good opportunity for the economy. Tourists make videos on those, and they promote this food worldwide, which brings good demand for that locally manufactured food. These local foods inspire the local producers, which results in a good expansion in business and trade.

2.6.3 Economic Sustainability

Economic sustainability refers to benefits that will last long and bring benefits to local communities, business, and trade. Firstly, this economic sustainability will contribute a lot to the GDP of the world. This contribution is gradually increasing. In 2020, the overall contribution to GDP was around 11% of the world's GDP. It has also contributed much to gaining a good revenue yearly for the countries that depend on the tourism sector. According to WTTC, the tourism sector has a huge contribution to revenue generation (Husein & Kara, 2020). Every year, this sector is generating new jobs worldwide, which reduces worldwide unemployment issues. According to the World Bank report, in 2019, this sector added 4% of jobs around the world and according to WTTC, in 2020 this sector generated 320 million jobs worldwide. According to Global Sustainable Tourism Council (GSTC) (2020), the value of sustainable tourism is gradually increasing. In 2020, the value of sustainable tourism investment reached 5.8 billion USD globally.

2.7 Tourism in Bangladesh

Bangladesh is considered one of the most beautiful countries in the world, blessed with natural beauty and history. There are many attractive world heritage sites which lies in this country that attract millions of tourists from home and abroad to visit this country. According to Bangladesh Parjatan Corporation (BPC) (2020), there are around 0.6 million tourists come and visit the tourist spots from abroad. This growing sector contributes around 4.5% to the GDP and creates some employment. It also brings foreign investment to this country, which is estimated at 3.9% yearly (Roy & Roy, 2015). Though tourism industry makes a huge contribution to the economic development of Bangladesh, there are some weaknesses regarding this sector. Safety issue is one of the main issues. A lot of tourists coming from home and abroad feel insecure in different tourist spots because of different occurances all the year round. Many tourists are becoming the victims of hijacking, robbing and so on. That's why especially, the foreign tourists are decreasing day by dayfor the safety issues here. As a result, Bangladesh government is losing a lot of foreign earnings from different tourist spots in Bangladesh.

2.7.1 Tourism Policy of the Bangladesh Government

Bangladesh government adopted a new tourism policy in 2010 and set up some goals and aims to develop this sector for better benefits. The main goal of this policy is to increase employment and maintain the sustainability of the environment and economy. One of the major goals of this new policy is to conserve natural resources and the promotion of the benefits of the community. Besides, this new policy will also preserve cultural values and heritage. There are certain laws that the government has adopted to establish a protected tourism zone. A lot of tourist police and tourist guides are appointed in the tourist spots for the safety of the tourists. New laws have also been imposed by the government to save this industry. But this sector has gone through many ups and downs in recent years (Roy & Roy, 2015).

BANGLADESH: VISITOR EXPORTS



Figure 1. Foreign Visitor Exports (Roy & Roy, 2015)

Tourists visit Bangladesh and spend a good amount of money on their stay. They like to spend money on their food, travel, and hotel. In 2014, there was a generation of around BDT8.6 billion in this sector. This is a gradual development in this sector. This is estimated that by 2024 this will be around 15.6 billion.

BANGLADESH: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

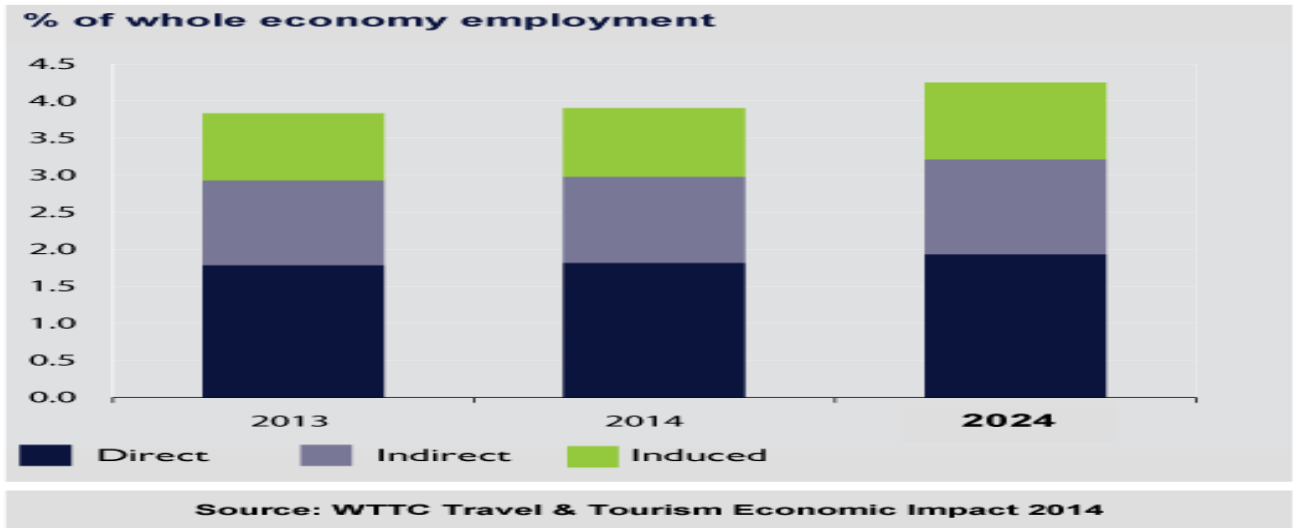


Figure 2. Contribution of Tourism to Employment (Roy & Roy, 2015)

In 2013, this sector had a great contribution to the creation of employment. There were around 3.5% of the employment happened due to this rising sector which is constantly growing. In 2024,

there will be an estimated contribution of around 4.3% to employment from this sector. So, this is a very feasible sector for Bangladesh.

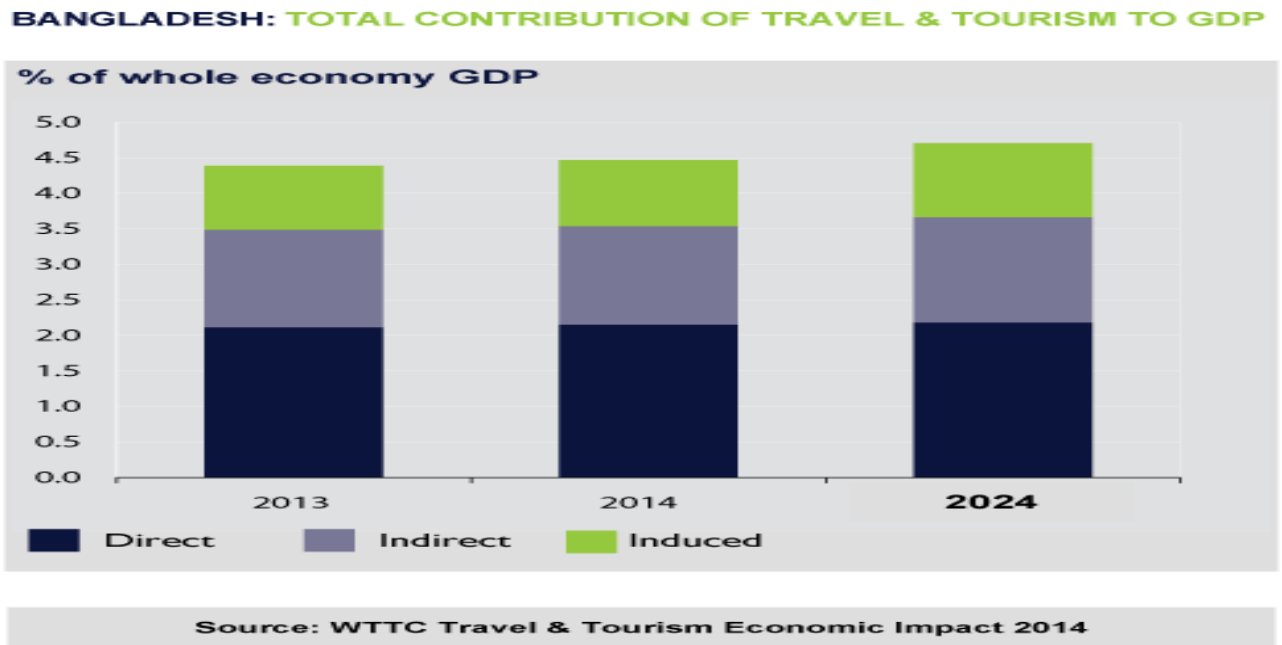


Figure 3. Contribution to GDP (Roy & Roy, 2015)

Tourism is constantly contributing to the GDP of this country. In 2013, the contribution was around 4.4% of the GDP of the country, which became 4.5% in 2014. The think tank assumes that if the government can adopt the right policy and adopt sustainability in this sector, it will contribute around 4.8% to the GDP shortly (Roy & Roy, 2015).

Budget (Lakh tk.)

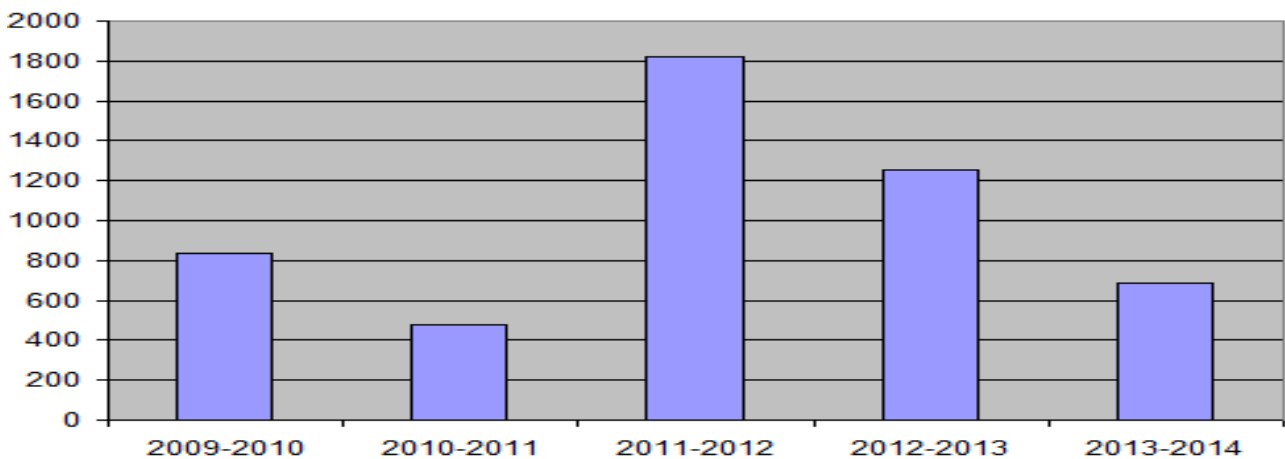


Figure 4. Budget of the Government (Roy & Roy, 2015)

As the government realizes the importance of this sector, the government is gradually increasing the budget for the tourism industry. In 2009-10, the overall budget for this sector was BDT800 lakh, which suddenly dropped to BDT450 lakhs in 2010-2011. In 2011-12, the government had the highest budget which was around BDT1800 lakhs. The possibility of this sector shows the opportunity for development and the government is constantly working on this.

Number of tourist incoming

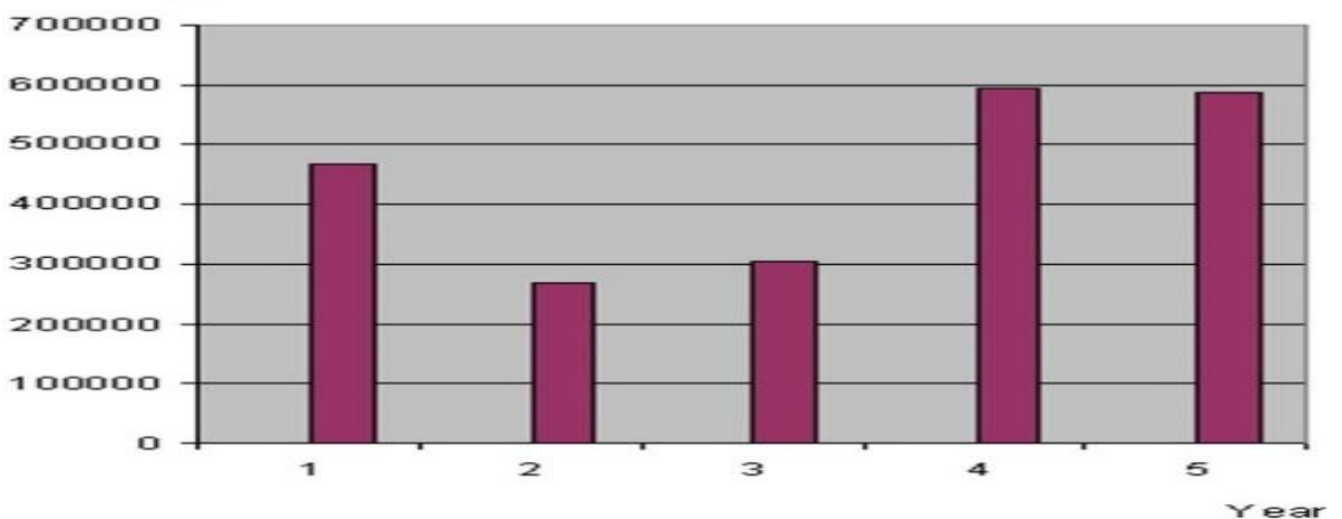


Figure 5. Number of Tourists (Roy & Roy, 2015)

From the graph it is found that the number of tourists is gradually increasing. In 2009, the number of tourists was around 267107. In 2010, the number was 467333 which showed a gradual increase

in the tourism sector. It is found that every year the number of tourists are increasing gradually which is a good sign for the tourism sector in Bangladesh.

2.8 Research Objectives & Questions

2.8.1 Research Objectives

The objective of this thesis is to understand how tourism development in Cox's Bazar can be approached in an eco-conscious manner, ensuring environmental, social, and economic sustainability for the benefit of the local communities, economy, and natural resources. It can also be understood the current lacking sustainable tourism practices in Cox's Bazar and propose some recommendations to this sustainable practice to figure out the current lacking in sustainable tourism practice in Cox's Bazar.

2.8.2 Research Questions

The research questions for this research are as follows:

- a) How can Bangladesh develop sustainable tourism that benefits the economy, local communities, and the environment in Cox's Bazar?
- b) What are the challenges and opportunities for sustainable tourism development in Cox's Bazar, Bangladesh?

3 Methodology

A methodology is a systematic approach that is adopted by the researcher to design a road map to figure out a solution to a problem. It provides a framework ensuring validity and reliability. This includes the data collection method and data analysis method. There are two specific types of research nature, such as qualitative and quantitative (Cowan, 2004).

3.1 Research Approach and Research Strategy

There are three approaches in the research, which are quantitative, qualitative, and mixed methods (Davies, 1987). The quantitative approach denotes the objective analysis of data. It is solely collecting numerical data through questionnaires, surveys, etc. On the other hand, qualitative research is based on interpretive philosophy as it is directly connected to the subjects (Cowan, 2004). In this research, the researcher had chosen a quantitative method approach to conduct this research. The researcher made a questionnaire and randomly selected a group of responders and collected primary data and then formulated the result based on the quantitative data analysis.

Research strategy solely illustrates the method of collecting data (Davidson et al., 1976). There are two ways of collecting data, one is a primary method and another is the secondary method. The primary method means the raw and fresh data collected from the survey, questionnaire, etc. This is directly collected from the people associated with the research. In this research, the researcher collected data from a direct survey or online survey. In this research paper, the researcher collected primary data from the tourists who came to visit Cox's Bazar and some people who are directly or indirectly connected to the tourism industry and have enough knowledge about sustainable issues. They opined based on the questionnaire, and this was considered as the primary data.

3.2 Research Period, Data Collection, Survey and Questionnaire, Sampling Procedure

The research period can depend on several things, the data collection time, analysis time, interpretation time, hypothesis formulation, framework formulation, etc. (Davies, 1987). There are two types of time horizons, which are cross-sectional and longitudinal studies. The cross-sectional study collects data on a one-time basis, whereas the longitudinal study collects data over a time basis. Data collection is the first step of the research.

In this research, a quantitative approach was used. For quantitative data, some strategies were followed. Data was collected from different primary and secondary sources. Primary data was collected from the survey. The participants were the stakeholders of the industry such as tourists, businessmen, professionals and local people, government officials, and industry-based professionals. Among these, tourists and businessmen were the main focus. In this research, 19 questions were developed for the survey and there were selected responders from all ages and a wide range of professions.

Data sampling is the process of analyzing larger areas while taking a portion of this and having an overall idea about the larger proportion (Cowan, 2004). This trend is very common in statistical analysis. Sampling is an essential part of the research, especially while collecting quantitative data. Whenever a researcher wants to research a particular subject, he can't incorporate all the people associated with it. So, he finds the most convenient option of taking a sample of that larger group. But while doing this, he must focus on some relevant areas. For example, the sample must contain a wide range of professions, age groups and people from all genders will be considered as the sample. Overall sampling must be well organized so that the delegates chosen as a sample must represent the larger population.

In this research, the researcher selected the sample who were directly or indirectly connected or affected by sustainable tourism development. In this sampling process, the age group, profession, and all demographic subjects were considered. In this research, the sampling procedure was simple. The researcher randomly selected a group of people, and they were asked to respond to the questionnaire. The questionnaire was mainly sent to tourists, local businessmen, local people, industry officials, and government officials.

3.3 Validity and Reliability

Validity and reliability are very important for research. The importance of validity and reliability is beyond description. Validity refers to the accuracy of the research methods that it uses to conduct its research. Validity ensures the soundness and accuracy of research. The validity also measures the intended concept and phenomenon that the researchers wanted to investigate (Creswell, 2018). Without a validity test of research, the results of the research could produce erroneous findings.

For this research, the author used the content validity method. Content validity refers to the process where it is examined whether the questions or items, that are used in the research can properly represent the concept that is being researched (Detterman, 2019). The author of this research ensured content validity by deliberately designing the questionnaire and items of the survey so that all the relevant aspects of the phenomenon come under examination. Moreover, the author of this research utilized other methods, such as reviewing the questions by experts and taking the opinions of specialists to ensure the comprehensiveness and relevance of the questionnaire. Thus, by including the opinions of experts and feedback from specialists, the author of the research made sure that the research's validity is strengthened and that the findings are grounded in expert knowledge and consensus.

On the other hand, reliability refers to the consistency of the research methods or items, which means every time using the same method or items would produce consistent results over various times and even in different conditions (Kruger & Mitchell, 2019). Reliability ensures the dependability of research measurements and their methods. Any research that lacks reliability would produce erroneous results. As a result, the research can not make findings that can be generalized. Thus, a good, reliable result of research would make the research credible to its audiences.

For this research, the author used the Inter-Rater reliability method. In this method, the author focuses on the consistency of measurements made by various raters. The reliability is ensured by obtaining similar results from multiple raters when using the research items (Sekaran & Bougie, 2016). Furthermore, to bolster the reliability of this research, the author explained the procedures and guidelines to the raters, thus minimizing potential discrepancies in the reliability.

3.4 Analysis Process & Analysis Tools

In this research, the quantitative data was analyzed by the researcher following the procedure of data transformation. The system was that the researcher transformed the numerical data into an understandable format. In this research, the researcher made a questionnaire and then sent this questionnaire to the responders. The responders opined based on their understanding. This understanding was recorded based on the quantitative format, which means the percentage of the responders with different opinions was recorded solely. This opinion helped the researcher to

formulate the findings regarding sustainable tourism development. The findings of this kind of data would help to determine the results of the research. Here in this research, all the data was collected in the quantitative format was presented through graphs and charts, and then those data was described and tried to create a connection with the subject.

There were both manual and technical analysis tools to conduct this research. To conduct this analysis, there were some widely recognized analysis tools available which were used. MS Excel was used to present and analyze data. It was very effective as it helped to sum up a wide range of data by putting simple formulas on it.

4 Data Analysis

4.1 Demographic Analysis

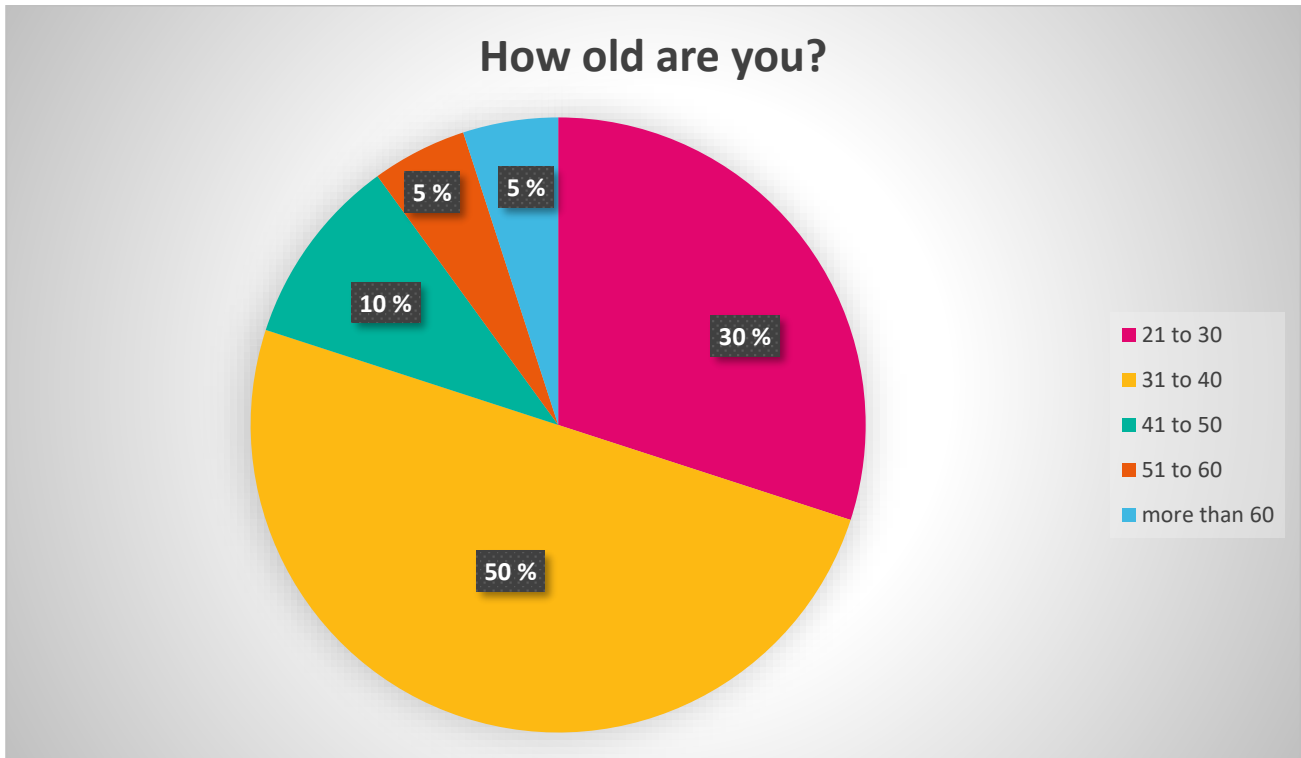


Figure 6. Age Group

The above chart shows the age range of the tourists. 100 people were selected randomly and among them, only 5% was in the age range of 51 to 60 years and only 5% was in the age range of more than 60 years. On the other hand, 50% of the responders was in the age range of 31 to 40 years which was the majority in the age range group and 30% responders was in the age range of 21 to 30 years which is the second highest age range group. The age range group 41 to 50 years was 10% among the responders.

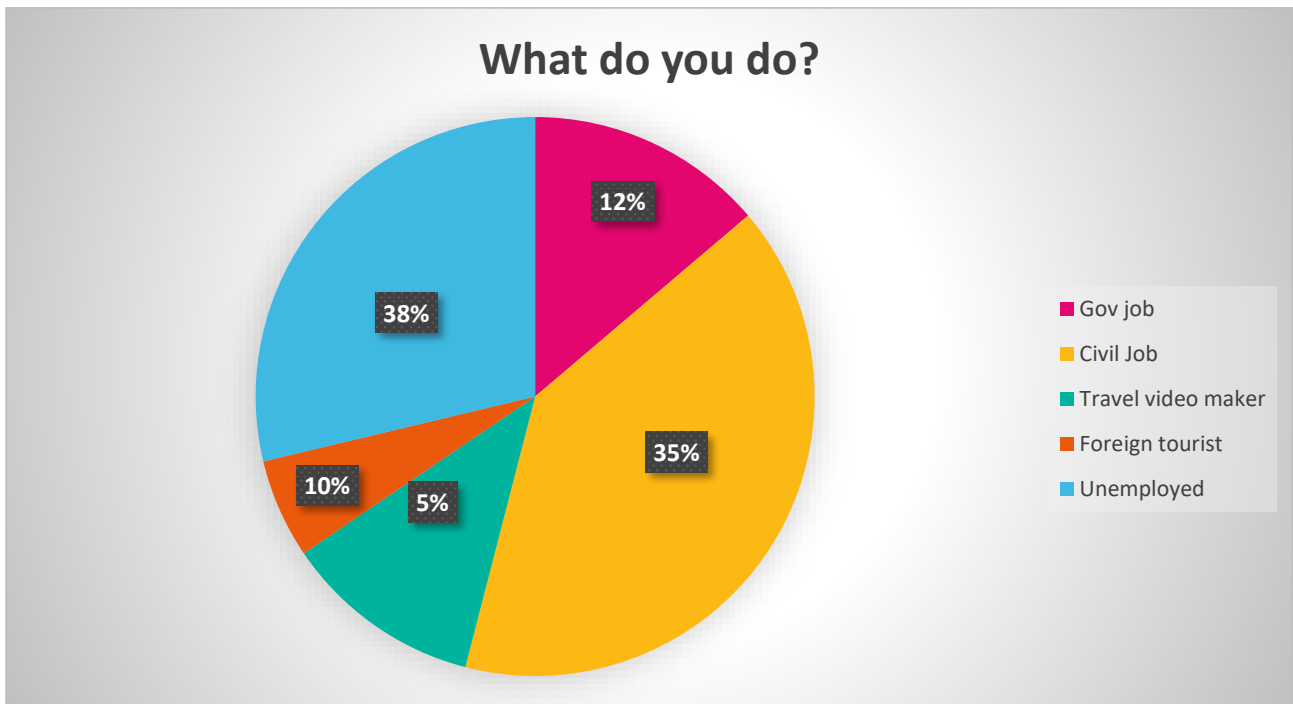


Figure 7. The Profession of the People

There is a wide professional diversity visible among the tourists. There were 12% government job holder and 35% civil job holder. There was 10% of travel video makers visit Cox's Bazar for filmmaking. Around 5% of the responders were foreign tourists. Besides, there were around 38% of people who are not directly connected to a money-making job still visit Cox's Bazar.

4.2 Quantitative Analysis

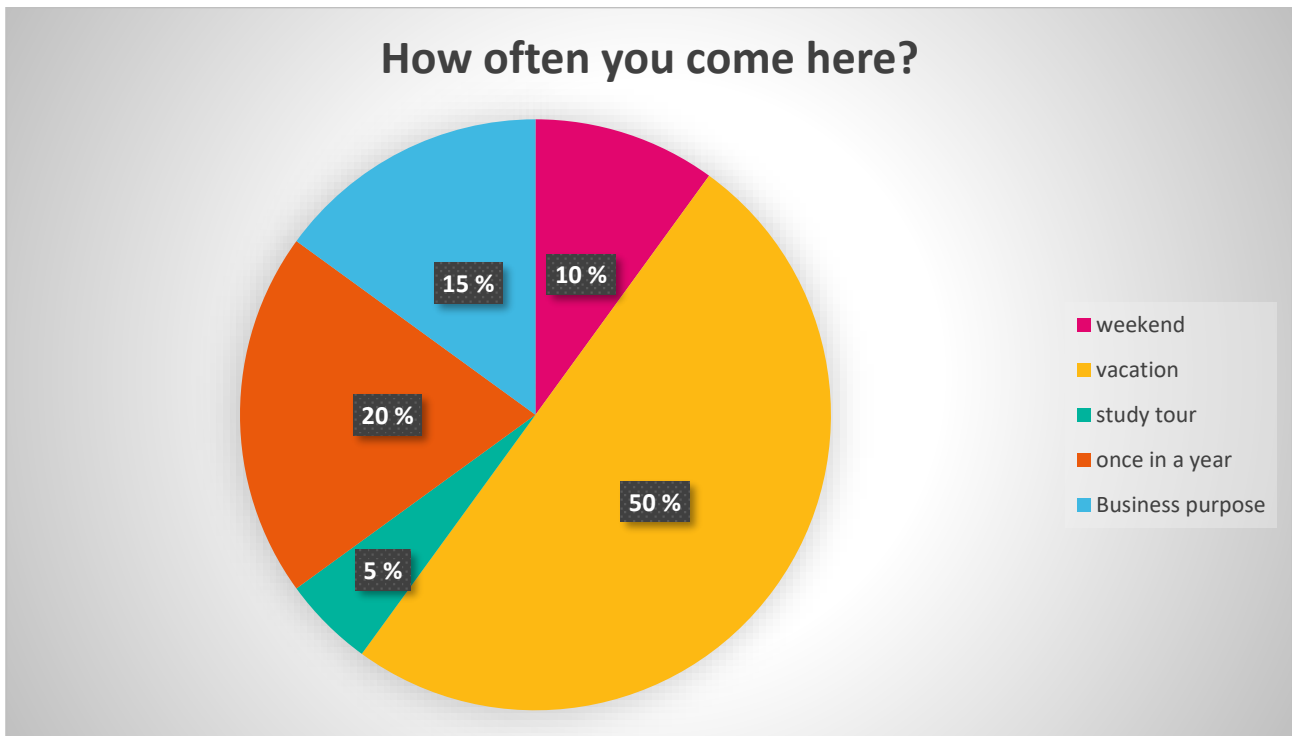


Figure 8. Frequency of Visit

In this question, around 100 people participated irrespective of gender, age, and profession. And around 10% responded that they like to visit Cox's Bazar on the weekend. These people were maximum local. There were around 50% of people visit Cox's Bazar during vacation time. There were only 5% of people visited Cox's Bazar during the study tour. 20% of people visit at least once a year. Around 15% of people like to visit Cox's Bazar for business purposes. They are directly or indirectly connected to the business.

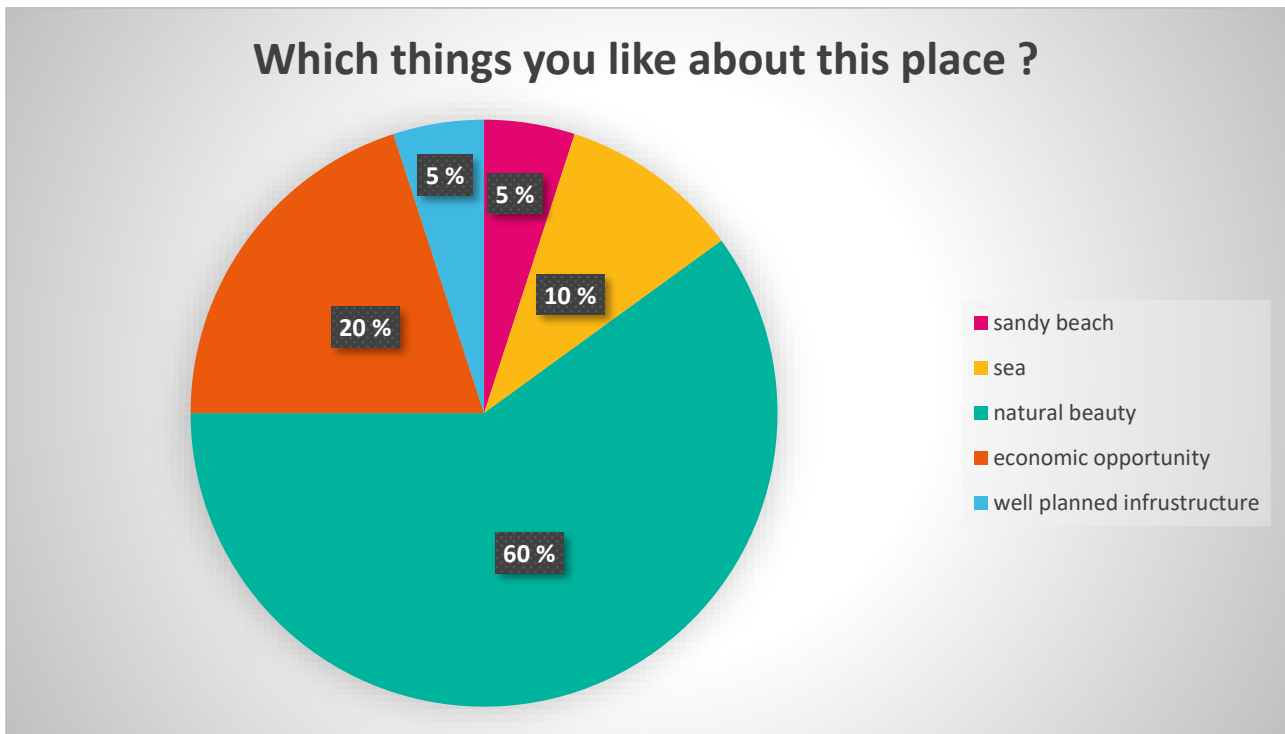


Figure 9. What Makes People Come to Cox's Bazar

Different people come to this place for different attractions. As this is the longest sandy beach in the world, around 5% of people like to see this sandy beach, and 10% of people like to enjoy the beauty of the sea. But 60% of people came here to enjoy the natural beauty of this place, including the marine drive, hill, forestry, etc. There were around 20% of people like to come to this place to see the economic opportunity as there are a lot of emerging business sectors that attract people to find their business opportunities. There were only 5% of people come to this place to see the well-planned infrastructure of this place.

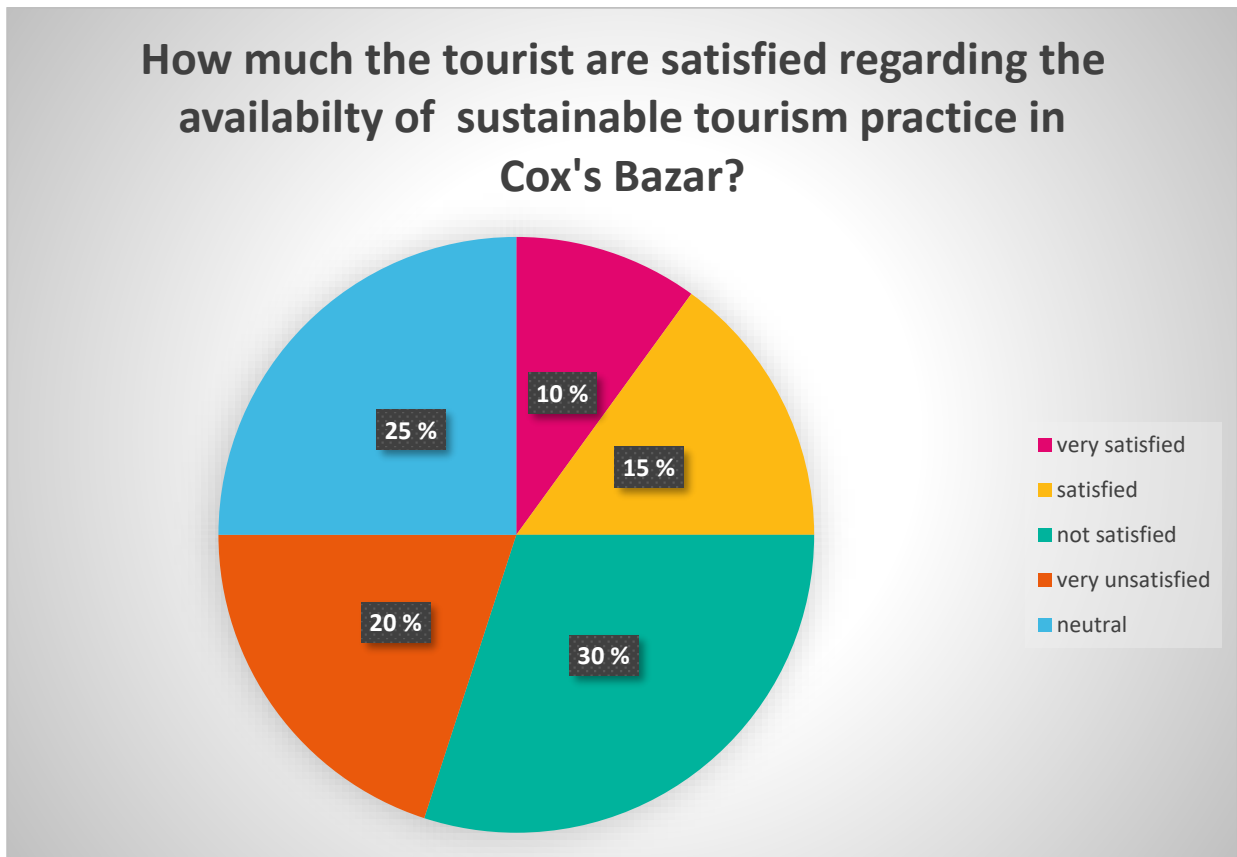


Figure 10. Satisfaction Level of the Tourist

In this question, there were around 100 people who participated from different ages and professions. Around 10% of people responded that they were very much satisfied, whereas 15% of them were merely satisfied with the current sustainability practice. Around 20% of people were extremely unsatisfied with the sustainable tourism practice. Around 30% responders were not satisfied. Around 25% of people did not respond to this question. So the majority of people isn't satisfy with the current availability of sustainable tourism practices in Cox's Bazar.

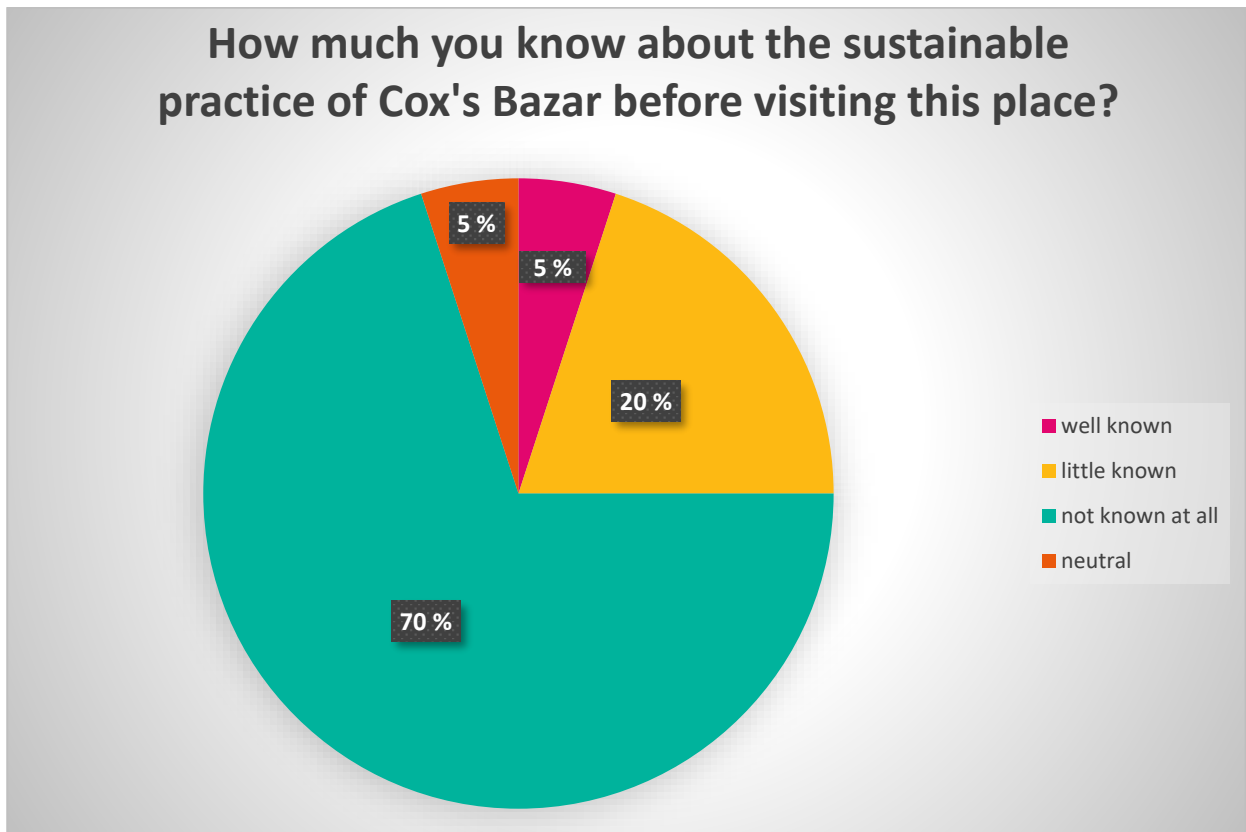


Figure 11. knowledge About Sustainable Practice in Cox' Bazar

In this question, the response that had been recorded was a little scary. Though this sustainable practice is a recent innovation, still people have very little knowledge regarding this issue. Out of 100 people, only 5% know about it very clearly. 20% of people know little about it and surprisingly 70% of the people don't have any knowledge regarding this sustainable practice. This is very shocking that the most important thing is the most ignorant thing here among people. They don't know about the government's effort and their responsibility. 5% of people remained neutral regarding this issue.

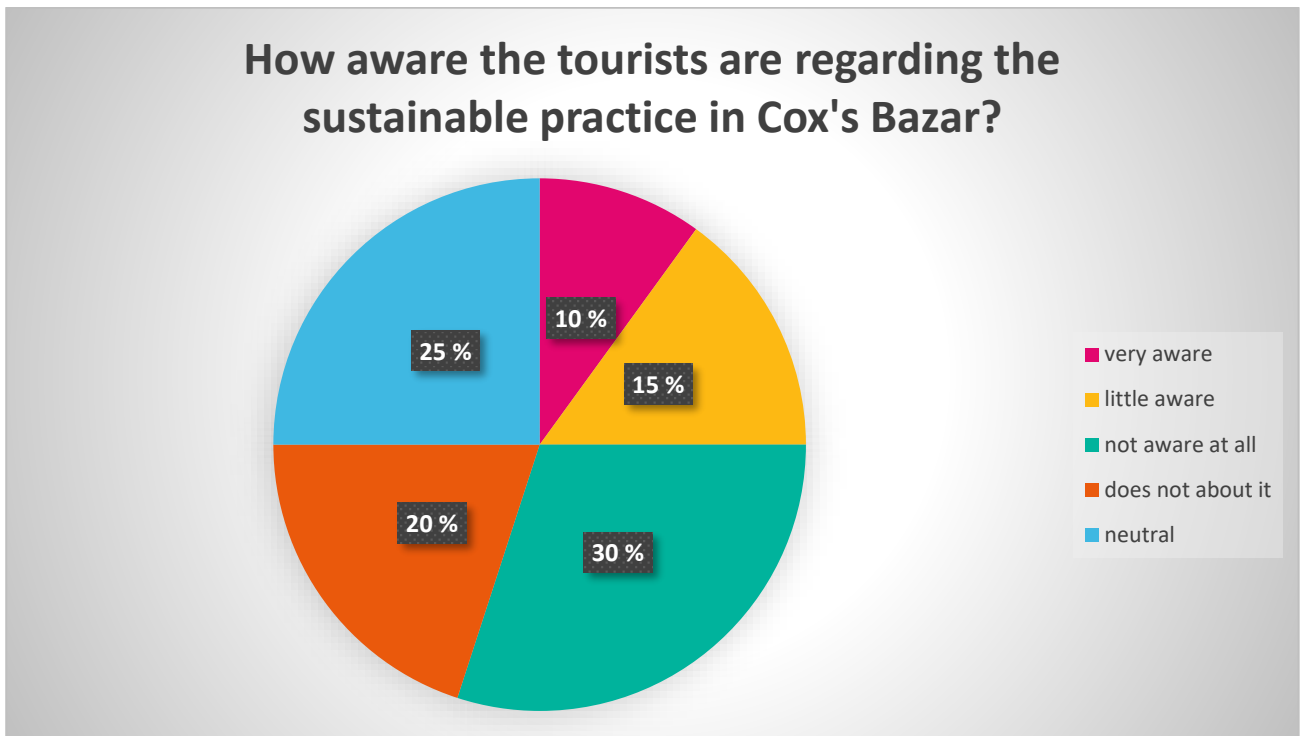


Figure 12. Awareness of the Sustainable Practice

In this question, there was also a shocking reply given by the responders. Out of 100 people, there were only 10% people who were very aware of this, and 15% of people were little aware of this practice. But 30% of people do not have any idea about this issue, and they are completely unaware of the sustainability practice in Cox's Bazar. 20% of people hardly come here and do not know too much about this sustainable practice. 25% of people did not respond to this question.

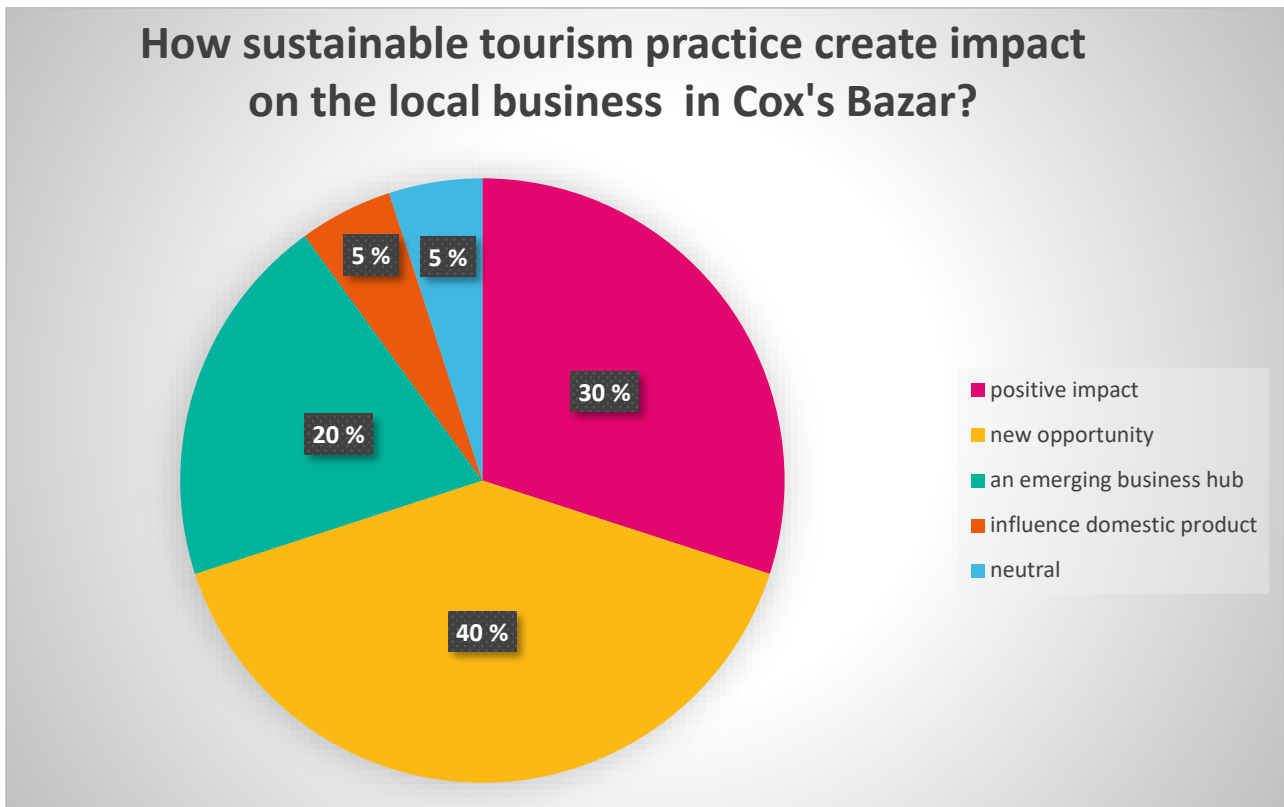


Figure 13. Impact of Sustainable Tourism Practice on Local Business

Sustainable tourism practice creates enormous opportunities for business and trade. Especially in the local areas, there is a lot of emerging business that is blooming. Around 30% of the responders believes that this sustainable practice will create a positive impact on local business and trade. Whereas, 40% of the respondents believe that this sustainable practice is a new opportunity for the local business, and it will open up new areas of business and incorporate more people into local business and trade. 20% of the people think that this sustainable practice will make this place a new business hub. 5% of the people responded that this practice will inspire the local people to market their domestic products, which will open a new era for the local business and incorporate more people into the economy.

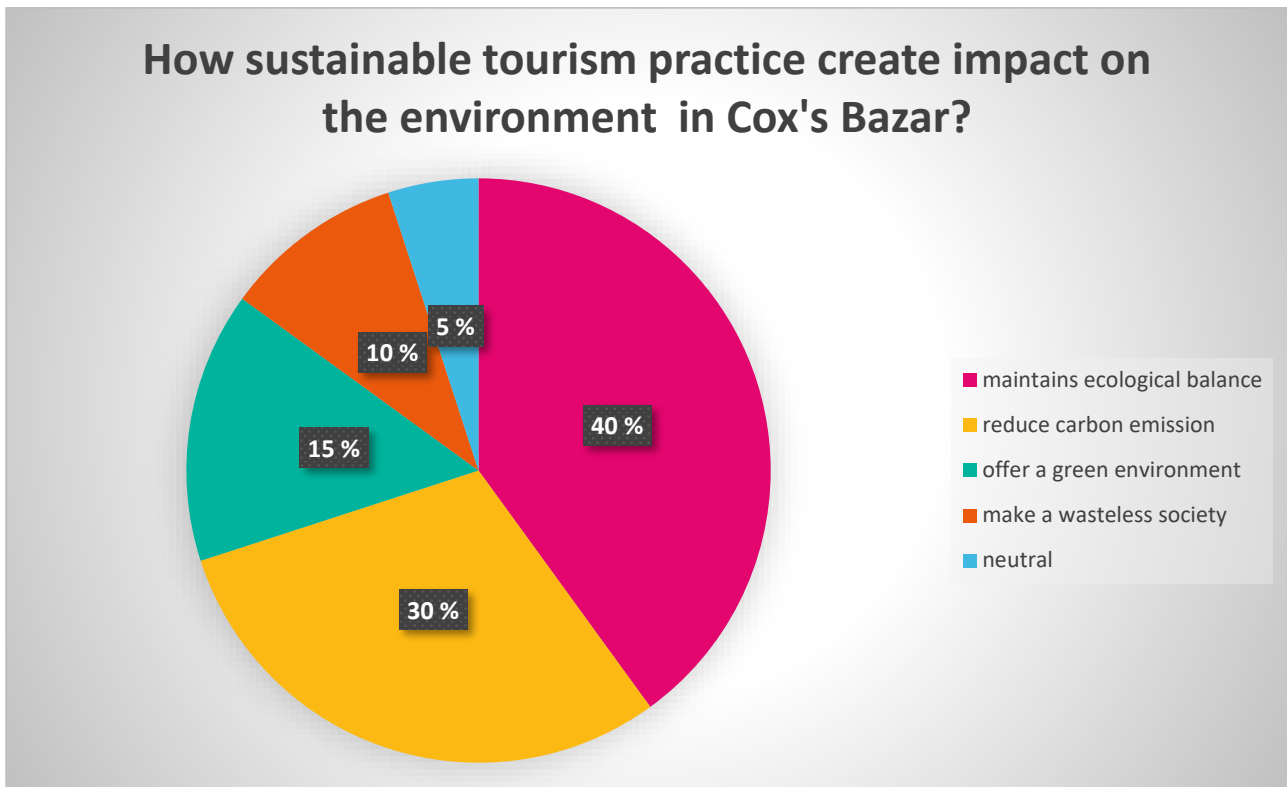


Figure 14. Impact of Sustainable Practice on the Environment

The impact of sustainable practice in Cox's Bazar is immense, where 40% of the responders responded that this practice helps to maintain the ecological balance, which is very important for nature. Another 30% of people are conscious of carbon emissions. They responded that this sustainable practice will reduce carbon emissions, which are very high in Cox's Bazar. 15% of the responders believed that this sustainable practice would create an impact on ensuring a green environment, whereas 10% believed that this practice will help to generate a wasteless society and a clean environment to live in.

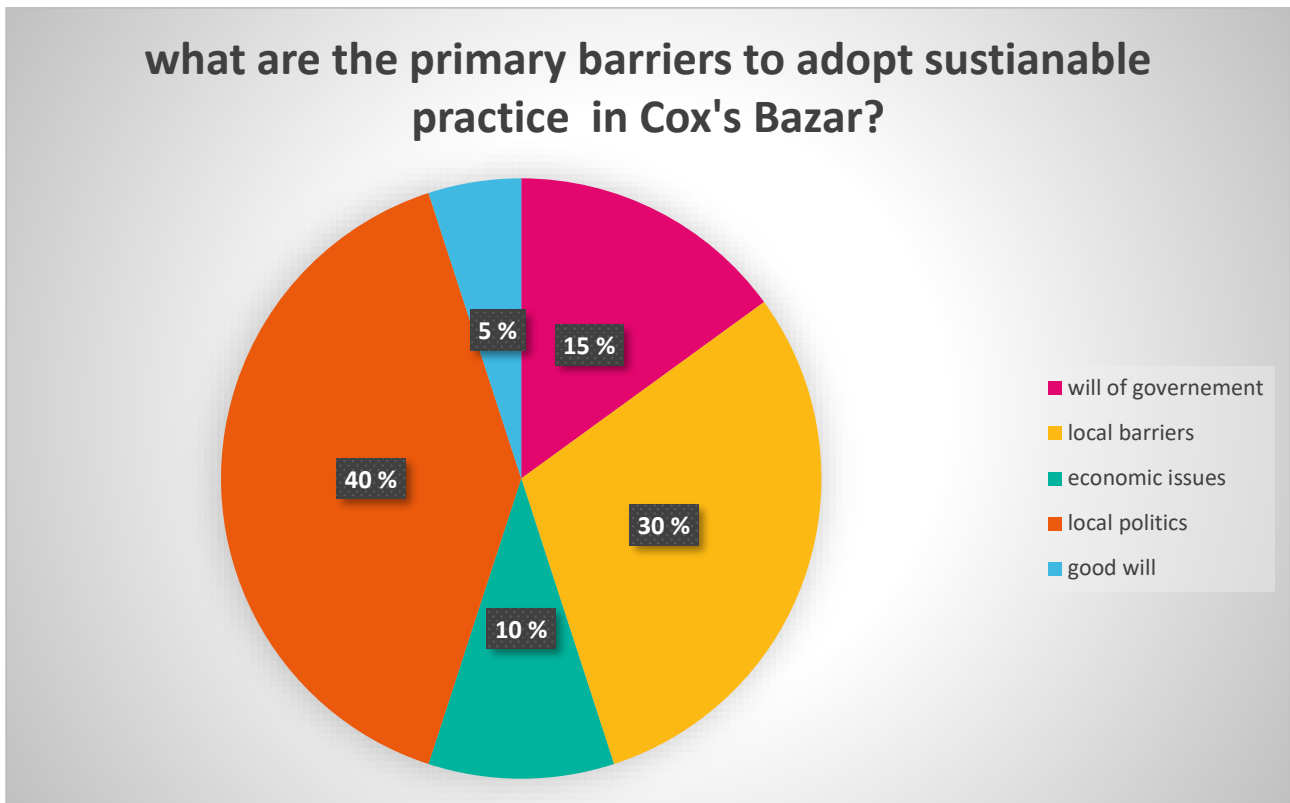


Figure 15. Barriers to Sustainable Practice

In this vital question, the responder responded from their point of view. Among the respondents, there are 15% of people think that the primary barrier is the will of the government. They believe that the government does not show the proper responsibility to bring this sustainable practice. 30% of the people believe that the main barrier is the local issues like the local people and their goodwill. Whereas 10% believe that this economic issue which does not allow the government to bring this practice. 40% of the people believed that local politics is the main factor that does not allow the government to adopt a fully planned, sustainable approach in this place. 5% of the people believe that the lack of goodwill is the main barrier.

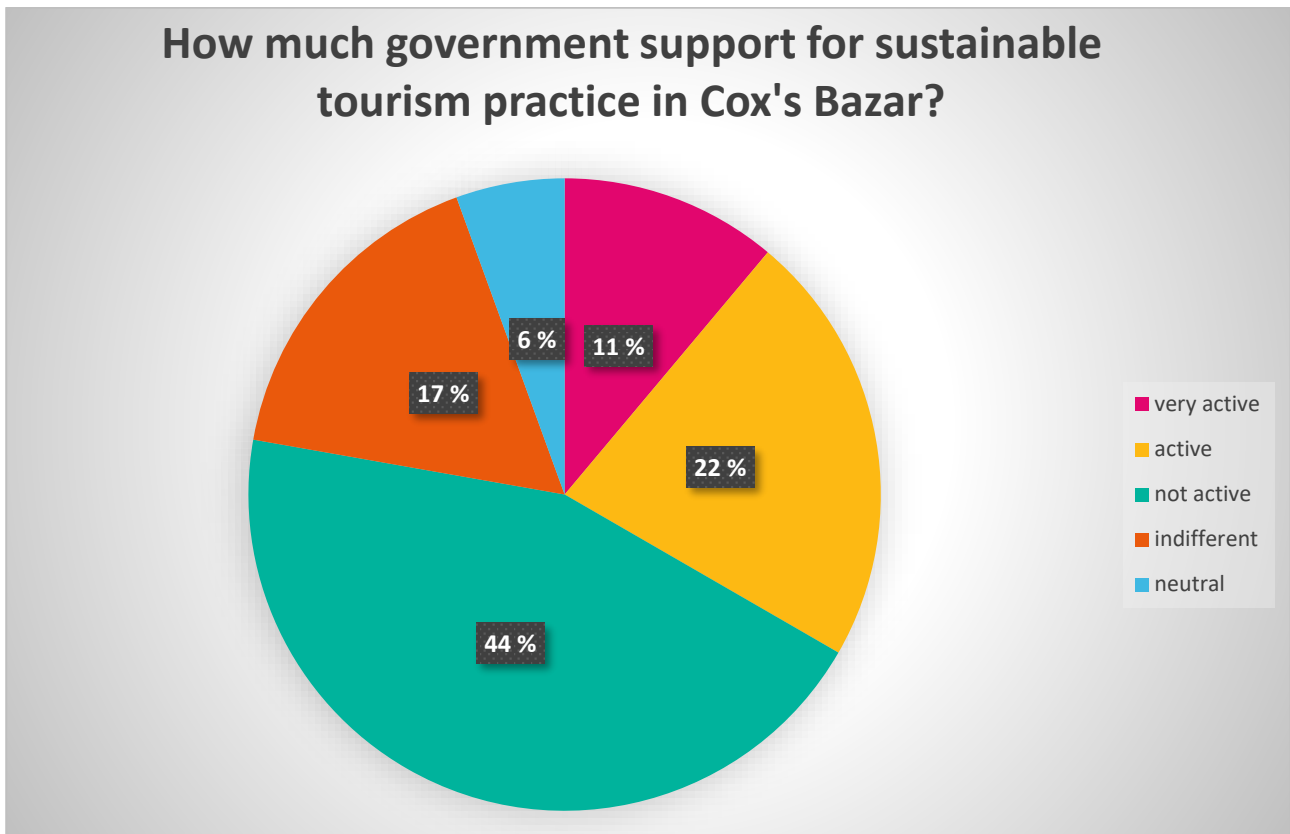


Figure 16: Government Support for Sustainable Tourism Practice

There are a good number of people who think that the government has not put the proper initiatives to formulate an actual action plan. Around 22% of the people think that the government actively supports this sustainable tourism practice whereas 44% of the people think that the government is not active regarding this issue. 17% of the people think that the government is indifferent to the sustainable tourism practice in Cox's Bazar. Around 11% people think that the government support is very active in this regard.

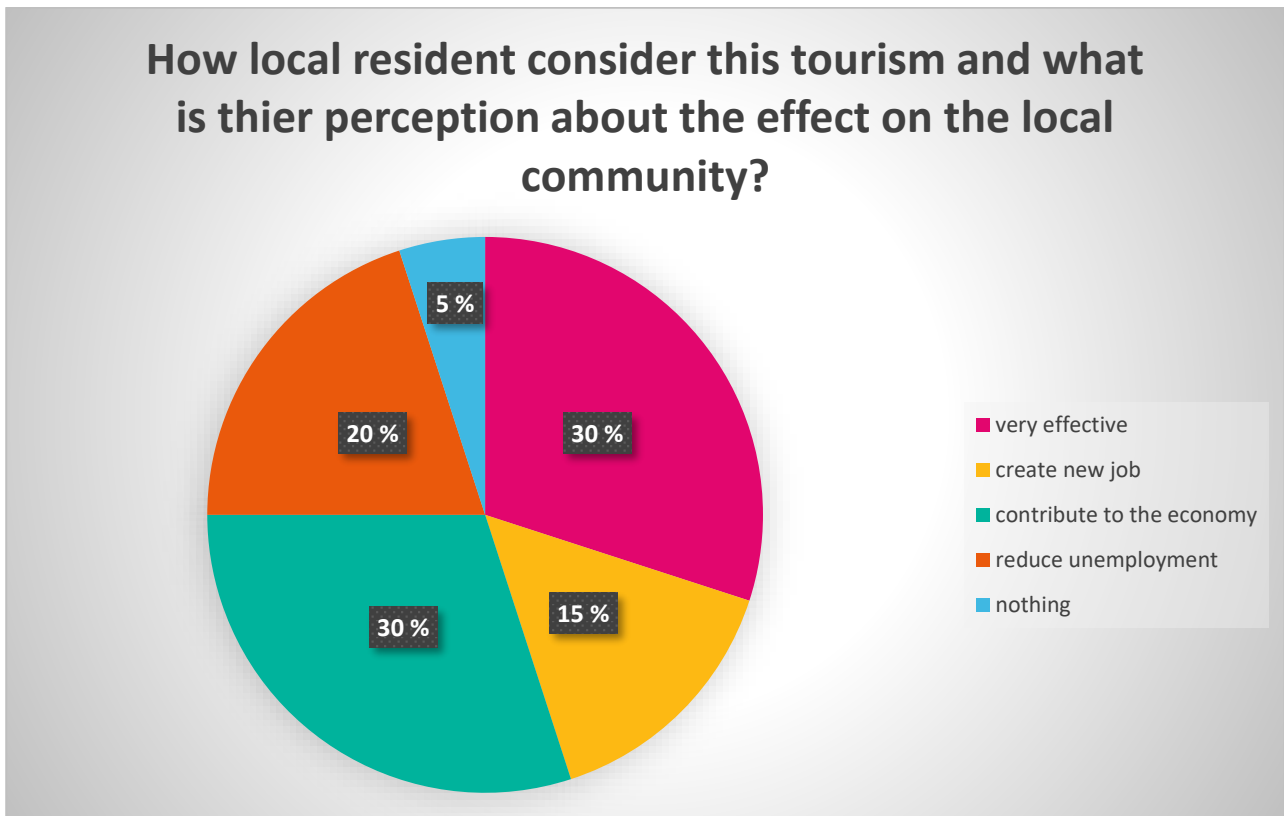


Figure 17: Perception of the Local Community

In this response, maximum local people think that this sustainable practice would be a blessing for the local community. There are around 30% of people believe that this practice will be very effective for the local community and there are around 15% of people believe that this new practice will create new jobs in the job market for the local community. Around 30% of the responders believe that this practice will certainly contribute to the economy. Another 20% of people believe that this approach will help to reduce the unemployment problem in the local community. 5% of the responders didn't respond.



Figure 18. Measures for Ensuring Sustainable Tourism Practice

Measures can be taken to ensure sustainable tourism practices. In these questions, there were around 22% of people believe that if responsible tourism is encouraged, it can be helpful in this case. 13% of the people believe that proper regulation is mandatory for doing this. 26% of the responders believe that if the natural resources are being protected, then this sustainable tourism practice will be possible. Another important issue is to support the local communities. Around 17% of the responders believe that if the local communities get the proper support, it will also ensure sustainable practice. Around 22% of people think that the promotion of ecotourism will be helpful to ensure sustainable tourism.

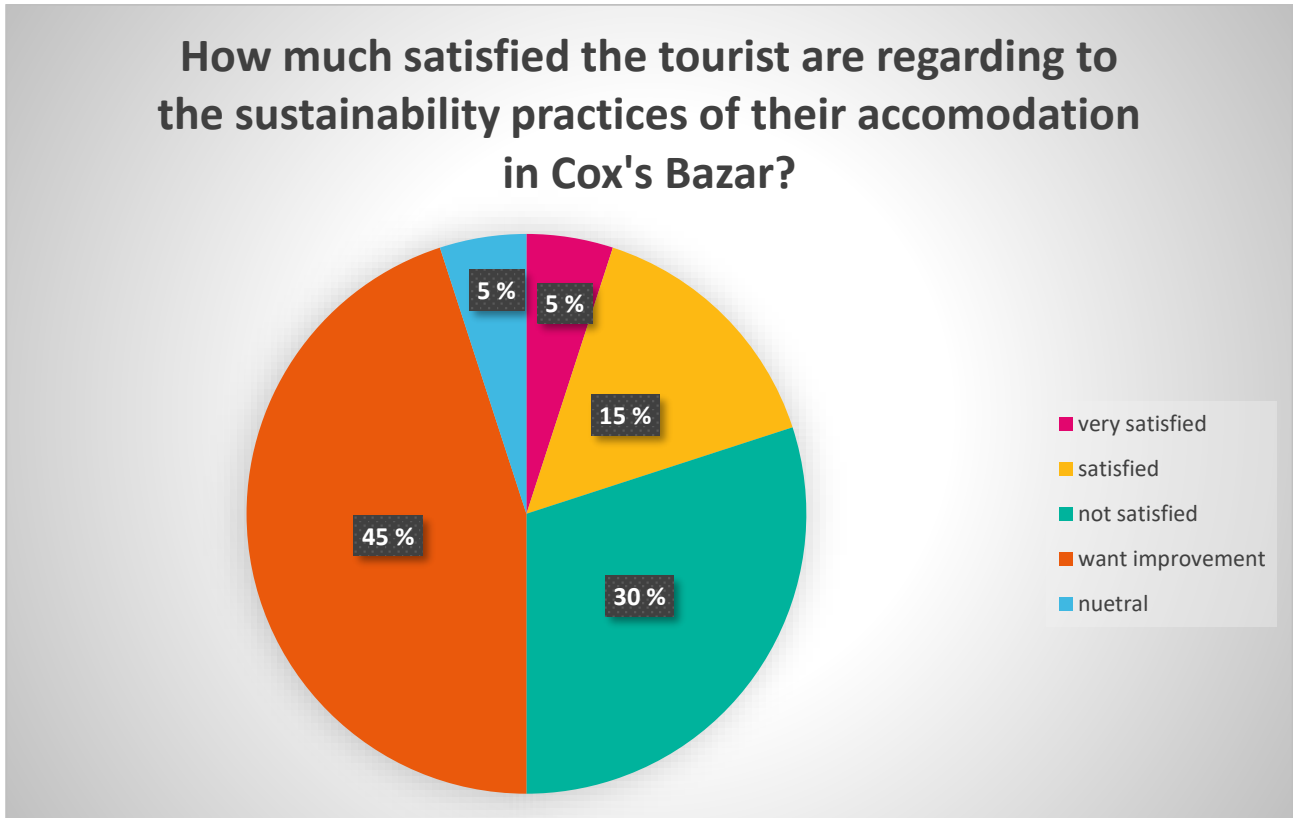


Figure 19. Satisfaction of the Tourist Regarding the Sustainability Practice

In this question, the response was very shocking, around 20% of the people partially or directly expressed satisfaction regarding the sustainable practice of this place. There are around 30% of people were not satisfied with the current sustainability practice of this place. Around 45% of the responders wanted improvement in this place regarding the sustainability practice of their accommodation in Cox's Bazar. There are only 5% of responders did not respond to this question.

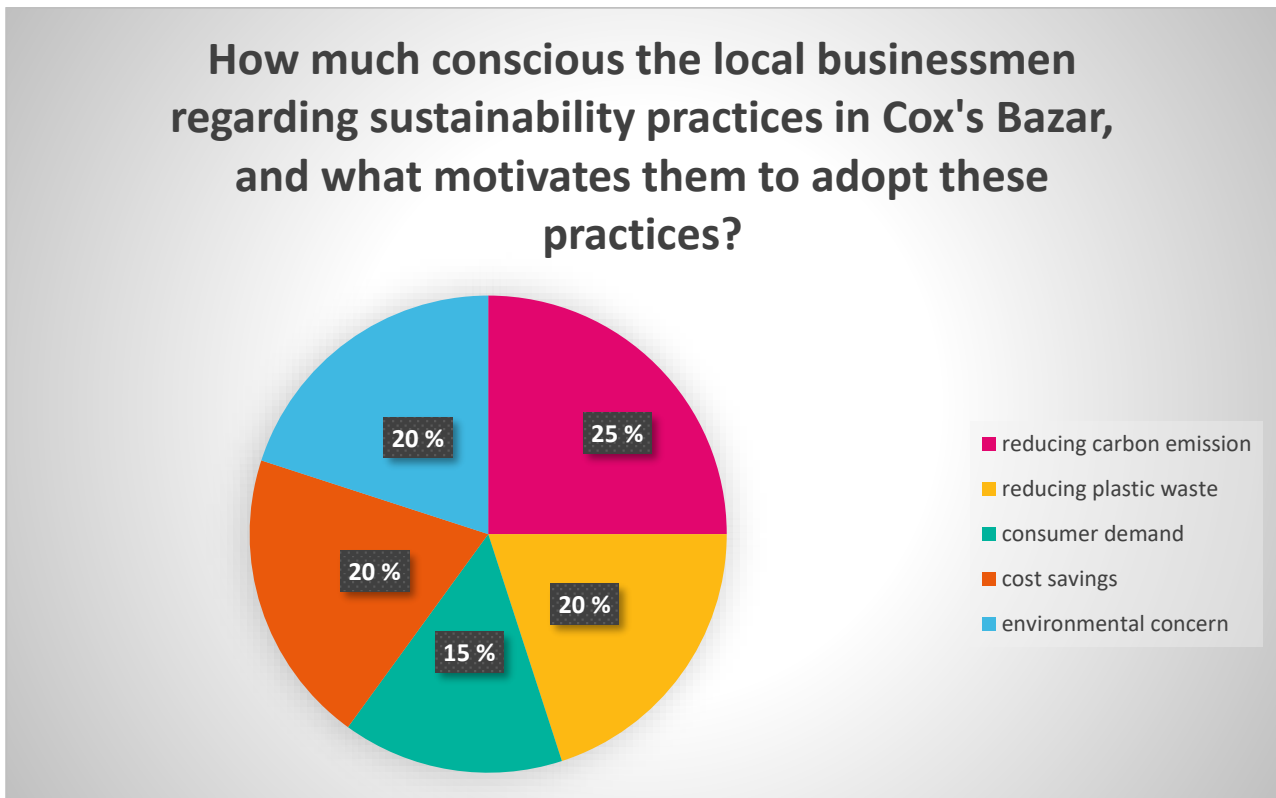


Figure 20. Consciousness and the Motivation of the Local Businessmen

In this response, around 25% of the local businessmen were very conscious about reducing carbon emissions, while 20% of them were very conscious and concerned about reducing plastic waste. Around 15% of the responders responded that they are motivated by consumer demand. The more the sustainability practice is increasing, the more the consumers are increasing, which helps to grow new businesses and trade. Besides, 20% of the responders believe that this will be a cost savings approach because it allows recycling and a green environment. Around 20% of responders are motivated by environmental concerns. They believe that this approach will protect the environment and this will be a green approach to nature.

How much ability the local workforce have regarding sustainable tourism practices among the workforce in the tourism industry in Cox's Bazar?

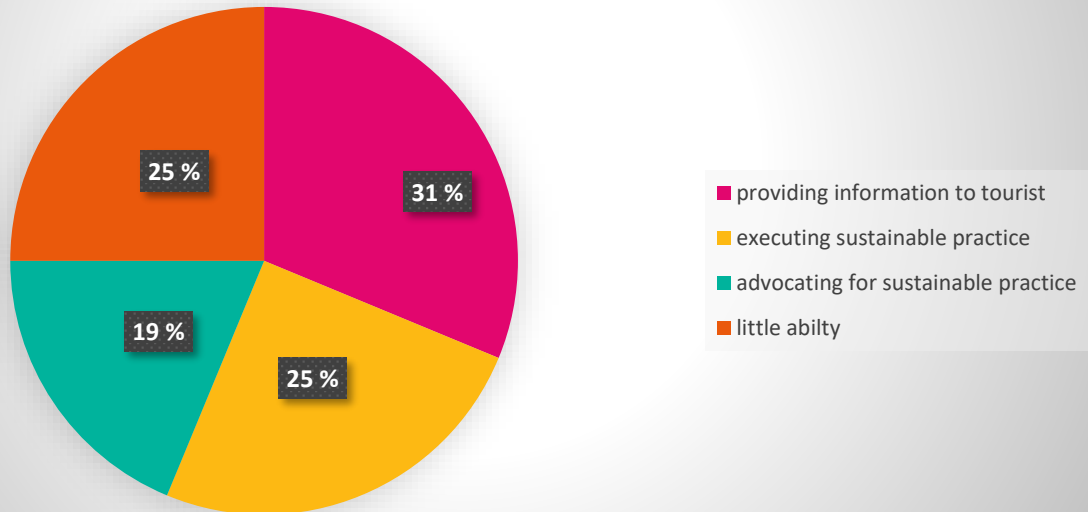


Figure 21. The ability of the Local Force

The local workforce has a good ability to ensure this sustainable practice. Around 31% of the responders believe that the local workforce has good knowledge regarding the place and cost, and this information helps the tourist to enjoy a good tour. Around 25% of the responders believe that the local workforce can ensure sustainable practice. Around 19% of the responders think that the local workforce can advocate sustainable tourism practices in Cox's Bazar. Around 25% of the people think that the local workforce has little ability to ensure sustainable tourism practices.

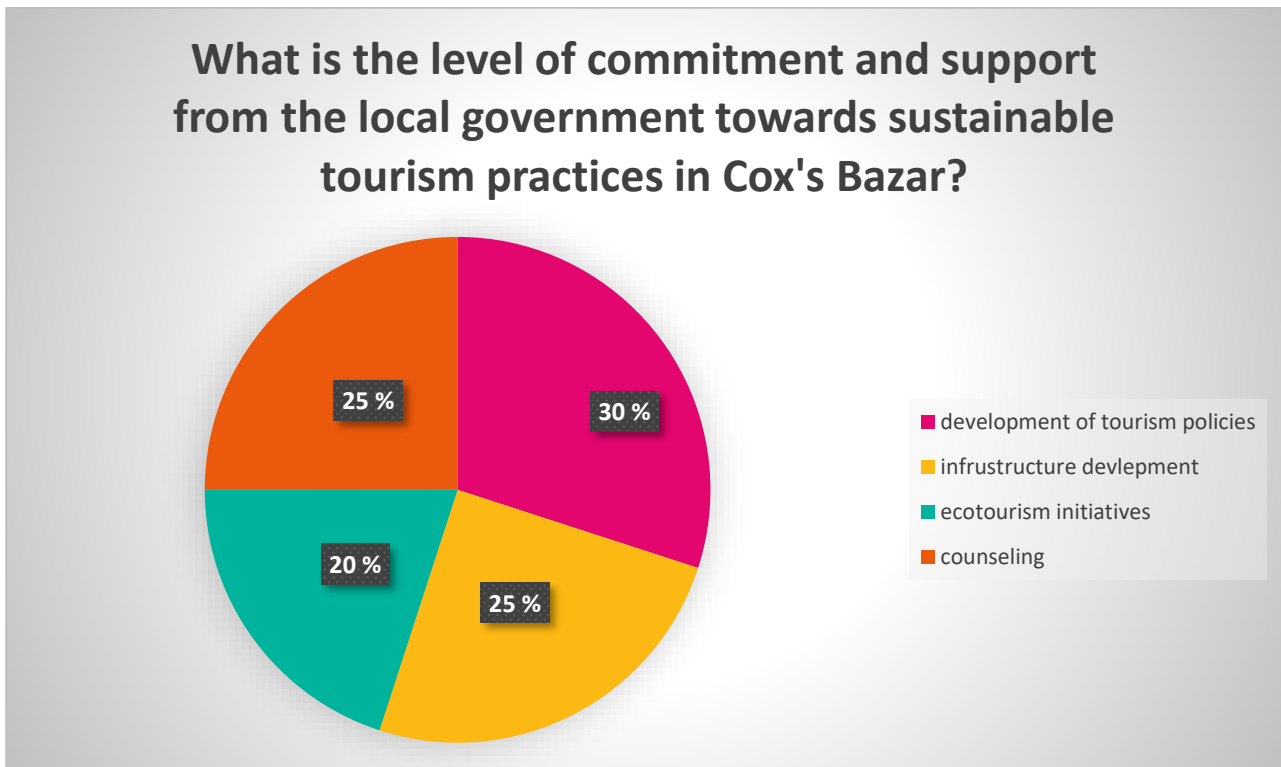


Figure 22. Level of Commitment and Support from the Local Government

In this response, 30% of the respondents believe that the local government is very concerned regarding the development of tourism policies. Besides, 25% of the respondents believe that local government is very much committed to the development of infrastructure. Around 20% of the responders believe that ecotourism initiatives taken by the local government are very fruitful. Around 25% of the respondents believe that the counseling approach by local government can be a great rely on.

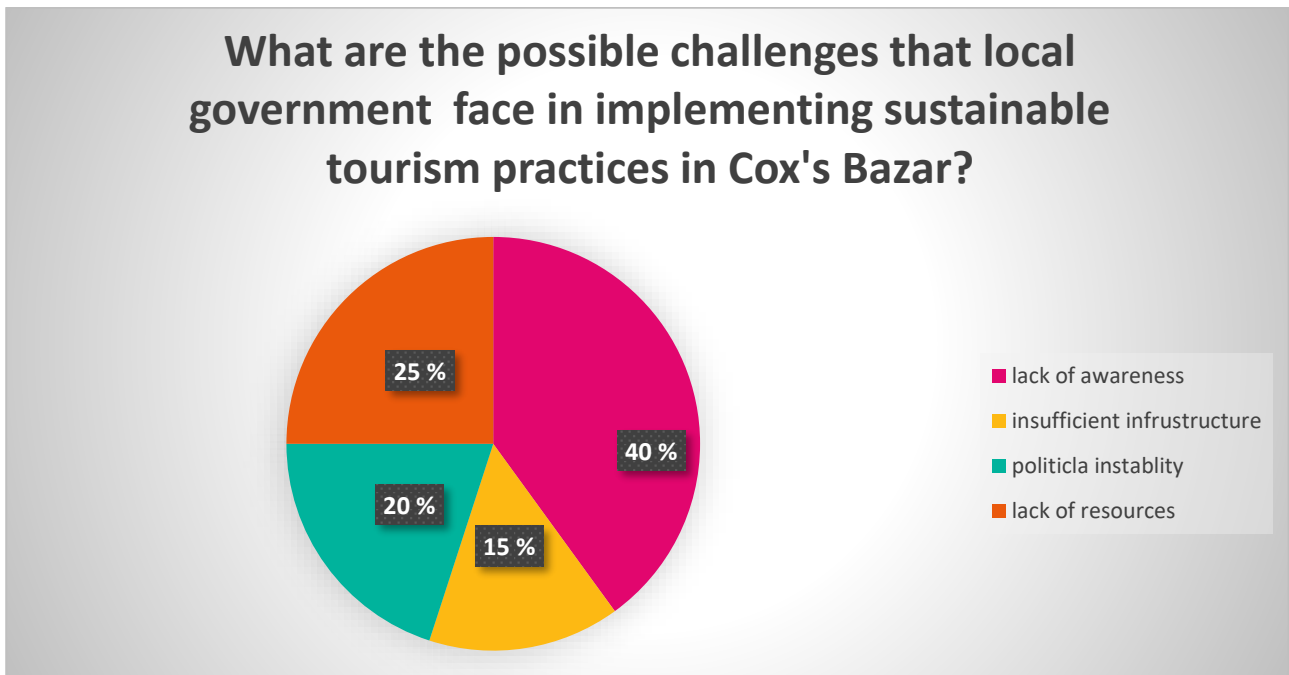


Figure 23. Challenges of the Local Government

In this question, there is a good response noted from the responders. Around 40% of the responders believe that lack of awareness is the main challenge faced by the local government. Around 15% of the responders believe that insufficient infrastructure is the main challenge for the local government. Around 20% of the responders believe that political instability is the main challenge for the government. Around 25% of the responders believe that lack of resources is the main challenge to implementing sustainable practice.

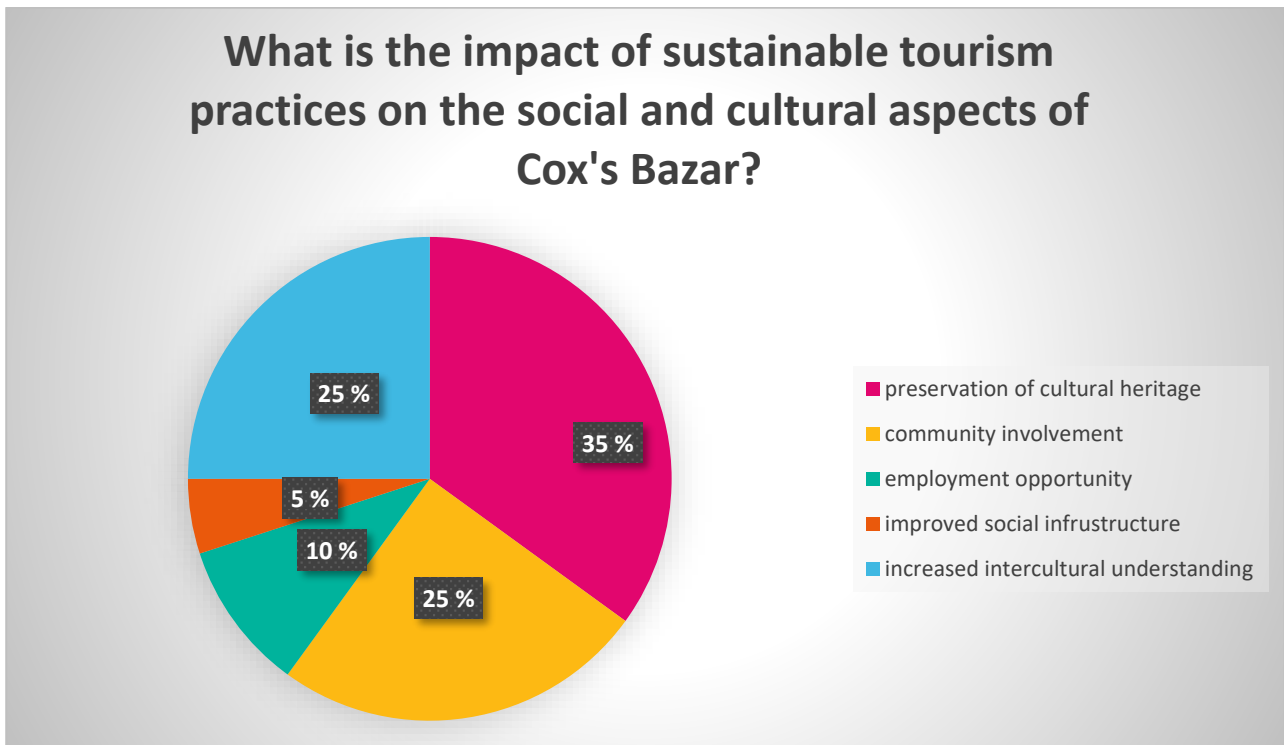


Figure 24. Impact of Sustainable Tourism Practice on the Social and Cultural Aspects

In this question, there are around 35% of responders believe that sustainable tourism will create an impact on the preservation of cultural heritage. Around 25% of the responders believe that it will help to increase community involvement. Around 10% of the responders believe that this sustainable approach will create new employment opportunities. Around 5% of the responders expressed that it will improve social infrastructure. 25% believe that it will increase intercultural understanding.

5 Results & Discussions

From the data analysis part, certain things need to be mentioned and described broadly which would direct the research toward the conclusion and formulate some recommendations. In the survey part, around 100 people participated, and they were from different ages and professions, which helped to prove the unbiased attitude of the responders.

The survey results showed that the local government faces possible challenges in implementing sustainable tourism practices in Cox's Bazar, including lack of awareness, insufficient infrastructure, political instability and limited resources. Furthermore, it was found that sustainable tourism has a highly positive impact on the preservation of cultural heritage, local communities, employment opportunities and social infrastructure. Additionally, various measures such as promoting responsible tourism, implementing proper regulations, protecting natural resources, supporting local communities and promoting ecotourism had been identified as some strategies to enhance sustainable tourism development in Cox's Bazar.

In this survey, there were all types of responders from the ages of 21 to 60 and above. Most of the people were from the mid-range age who were from 21 to 40 came to visit Cox's Bazar. These tourists were mostly local Bangladeshi, who visit this place mostly on their vacation. Another finding was that these people were mostly from the government, civil and self-employed. These people visited this place for recreation purposes. But the highest amount of tourists who visited this place were self-employed. Around 10% of the people who came to visit Cox's Bazar were travel filmmakers. They either have their YouTube channel or Facebook page where they post their travel videos and earn. So, this tourist spot has been nowadays famous for social media influencers and video makers who use the advantage of this place to bring more followers for them.

Around 60% of the people responded that they came here to enjoy the natural beauty of this place. The sea, sand, and people are the most attractive to them. Around 20% of people think that this place is a huge opportunity for business and trade. People come here from a far distance to find opportunities in business and trade. There are good opportunities, like the growing local business, the marketization of domestic food, and the popularity of seafood, which brings huge popularity to this place. According to the Bangladesh Tourism Board, this sandy beach and the soil of Cox's Bazar provide a great opportunity for agricultural business. Crops like coconuts and betel nuts have a nice

opportunity in this region (Bangladesh Tourism Board, 2022). Besides, handicrafts are also getting popular over the years, which also creates a new business opportunity for the people.

In the survey response, the tourists replied that around 30% of the tourists are not satisfied with the current practice of sustainable tourism practice. They have many complaints regarding the infrastructure, hotel management, natural resource, laws, etc. According to the report of Bangladesh Parjatan Corporation, the lack of awareness, insufficient infrastructure, and the lack of proper laws and their implementation are the main causes of this dissatisfaction.

The responsibility of the sustainable tourism practice is not only the government's job, tourists also need to be conscious of it. They need to know about the sustainable tourism practice. In the survey, around 70% of the people showed their knowledge lack regarding sustainable practices. They don't know about this too much. So, the responsibility required from the tourist view is the lack here. When a tourist is conscious of sustainable practice, they will not throw waste here and there. They would be more conscious enough to contribute to the green environment.

Sustainable tourism practices will create a positive impact on the local business in Cox's Bazar. Around 30% of the responders believe so. They think the opportunity this sustainable practice will create and the augment of the tourists will create enormous opportunities for the local business. They believe that this sustainable practice will make this place a new business hub, which will inspire the domestic producers to produce their products in a full phase and contribute to the local business. So, the current situation shows that this will create a positive impact on local business and trade. Especially, the local people will be encouraged to the agricultural production. Besides, cultural richness will also be a factor. The production of handicrafts will also contribute a lot to the local business.

This sustainable tourism practice will create a positive impact on the environment in Cox's Bazar. Different international tourism organizations do not invest or agree to joint ventures without a sustainable approach in that particular industry. So, sustainable tourism practice is a must for the tourism industry.

Some barriers create a problem in implementing sustainable tourism practices in Cox's Bazar. This sustainable practice requires the intervention of the Government. But the will of the government is not that much strong in this case. The government needs to be leaner in the development of the sustainable tourism industry. Maximum responders responded that local barriers are another cause. There are multiple issues regarding this, and one of the main issues is a local politician. Local politicians don't have a linear opinion, rather they always vary in their opinions, which creates problems in decision-making.

Besides, there are some economic issues also. Due to the COVID-19 pandemic, the world economy is in crisis. Besides, the Russia-Ukraine war has also devastated the world's economic situation. almost all countries are facing this economic recession. Inflation has already grasped maximum country. Due to this economic instability, this country is also facing a severe problem.

Support of the government is very important for tourism development. Because this country is constantly emphasizing the tourism industry. As there are a lot of world heritage sites recognized by UNESCO here. And the recent inauguration of the Padma Bridge has also shown the enormous opportunity for tourism in this country. So, the government needs to increase and consider this tourism industry very crucially. The government believes that this tourism sector can be an asset for attaining middle-income country status. But the current investment and allocation are not sufficient. The government needs to finance more and more and incorporate more ideas to make this sector more successful and tourist attractive.

This sustainable tourism will create a positive impact on the local community. The responders of the survey opined to it. This new practice will be effective enough to create new jobs for the country. So, this approach will contribute to the employment sector of the local community. So, this practice will bring positive changes in the lifestyle of the local community. Besides, it will also inspire the local communities to bring their cultural heritage to the market and increase the value of their domestic activities.

There are a lot of things to do to ensure a sustainable tourism practice. If the proper measures can be taken, then the sustainable tourism practice will be able to be ensured. Firstly, responsible tourism must be ensured. This is the concept that emphasizes the better place to live and the better

place to visit. Tourists always like to visit the best places, and they always try to have the best experiences. This sort of thinking always makes tourism sustainable. The regulatory body is not well established and well organized. This regulatory body should also be productive and organized. This department works on tourist safety and laws. In terms of any kind of mismanagement and criminal activities, this department is always ready to support. The natural resource is another term that must be protected to ensure sustainable tourism practices. Due to the rising business trend, nature is the worst victim. So, sustainable tourism promotes the protection of natural order. The government has already taken a different approach to proposing marine laws. Under this law, any kind of criminal activity with the sea will be under trial. Besides, the beach should be clean for tourists. And also there are some waste management projects run by the government to make this place waste free.

The engagement of the local community is another measure to be taken to ensure sustainable tourism development. Currently, the local community is not incorporated into the planning. The engagement of the new stakeholders will bring new opportunities for sustainable tourism development. Local businessmen are adopting a different approach to ensure sustainable tourism practices. Many businessmen have already adopted green energy sources to reduce carbon emissions. They are using different LED lights, and solar energy to protect the environment. Some local businessmen are promoting ecotourism. They are very much conscious of waste management and also avoid plastic waste. They use reusable water bottles, plates, etc. to protect the environment from waste. Besides, this growing business and the sustainable tourism practice will attract more customers, and they will come to visit this place. This consumer demand is working as a motivation. This shows that the sustainable approach and good tourist environment will bring more tourists to this place.

The local workforce can play a vital role in sustainable tourism practices. They directly communicate with the tourists. So, if they can communicate with the tourist and provide them with information, that can be a great help. This also creates a business opportunity for the local workers. For example, they can build up a travel agency locally, which will help the tourist with information, communication, travel, etc. Local workers can advocate sustainability as they can participate in different training sessions or work in different groups, which will help to ensure sustainable tourism practices.

The local government can also play a vital part here. They can bring changes and adopt new policies for sustainable tourism development. Infrastructure development is another important issue in this case. The local government can focus on the infrastructure issues and bring necessary funding for infrastructure development.

There are a few challenges to sustainable practices which include a lack of awareness, insufficient structure, political instability, and a lack of resources. Firstly, the lack of awareness is very prominent. They hardly care about sustainable practices. Political instability is also a vital reason for this. The local politicians do not support each other. As a result, an eternal crisis is always running among them, which creates problems in implementing such practices. Besides, the lack of resources is another important reason why the local government can not be fruitful in this case. The finance they have, technology, and human resource they have are not sufficient. They need digital equipment and a skilled workforce, which requires the intervention of the government.

This sustainable practice will be helpful for the preservation of cultural heritage and community engagement. Besides. This sustainable tourism practice will improve intercultural practice. Tourists from home and abroad will come to visit this place and share their culture.

6 Recommendations & Conclusion

6.1 Recommendations

The people who usually come to this place come here for exploring the natural beauty. So, the environment of this place must be clean and hygienic for the tourist so that they feel attached to this place and feel more comfortable with this. Besides, the current infrastructure of this place is not well planned. The government should cast more focus on this and bring new ideas for the development of this place. The surrounding place the beach, especially the hotels and Cox's Bazar city, must be put under digitalization, and the government should make this a smart city full of technical and digital facilities. So that, the tourists feel more comfortable and easy to live here. This will bring more tourists around the world and this will help to contribute to the economy.

Currently, this sustainable practice opens a new opportunity for the expansion of local business and trade. So, the government should have more funding for the successful growth of this local business. And also, the government can organize different training programs for sustainable practice and make the local people more friendly with this new strategy. Due to the arrival of tourists, the surrounding areas are getting populated every day. There is a huge amount of plastic and non-degradable waste is thrown into the soil, which contaminates the soil as well as creates hazards for the ecology. So, the government should put a conscious eye on this and make necessary arrangements for waste management. The main focus should be to present a wasteless society for the tourist.

Bangladesh's government should amend the existing laws and bring new laws for the tourist and the locals. This will create better conditions for the tourist and the locals. Besides, the locals should be taught about tourist behavior. They can be taught language so that, they can communicate with them better. Sustainable practice needs more concern from the government. Bangladesh's government is still working on SDG, which also promotes a sustainable environment for all. So, the Bangladesh government can ensure this sustainable tourism practice stays under SDG planning. This will create a good opportunity for this country.

Another important hazard to sustainable tourism is political instability. Due to the rising political upheaval, this country is struggling to establish sustainable tourism. So, this country can focus on

more political stability, which will be pretty helpful to establish a stable situation for both the economy and society. The government should focus on social sustainability. Especially, social involvement is mandatory. If all the people are connected to this sustainable practice and all are possibly incorporated into the development planning, this will be a great step. Besides, the domestic product should be inspired to take into the market, which will help to enhance the local business. The government should also focus on the environment that will attract foreign investors.

6.2 Conclusion

Sustainable tourism development is a comparatively new concept that will bring new opportunities for Cox's Bazar, and it will help be helpful for the government to open new opportunities for business and trade. As the government is constantly taking on different development projects like the Padma Bridge, and Metro Rail, and these new projects create new opportunities for the tourism industry. Currently, this country is not dependent on tourism, but it has good historical and world heritage sites. These places create a good opportunity for the country to focus on tourism. But sustainable tourism practices can be a great opportunity for this. Though currently there are a lot of issues regarding this sustainable practice. There are multiple problems like local problems, infrastructure problems, political crises, and overall a worldwide economic crisis that has created some obstacles for the country. So, the country needs to bring some changes in its policy to materialize the opportunity and establish sustainable tourism practices. If the local people are used properly and all the parameters are touched successfully, this country will be able to succeed in establishing sustainable tourism practices. The government should budget more on this, especially finance more for creating a new business opportunities. New infrastructure can be set up to attract tourists and businesses. Besides, the marketization of the domestic product can be another great step for economic sustainability. So, this can be produced to meet the local demands and also this can be exported. Besides, the government can create a new economic zone regarding this place. As this place will bring many people, so the local people can be used properly to gain the best.

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Appendices

Appendix 1 Questionnaire

Sustainable Tourism Development in Bangladesh: A case study on Cox's Bazar

Thank you for taking the time to participate in our survey on sustainable tourism development in Bangladesh, with a focus on Cox's Bazar. The purpose of this survey is to gather information on your travel behavior, preferences, and perceptions towards sustainable tourism practices in the area. Your responses will help us understand how we can promote sustainable tourism in Cox's Bazar and contribute to the local economy and environment. The survey should take approximately 10-15 minutes to complete. Thank you for your participation.

How old are you? *

- 21 to 30
- 31 to 40
- 41 to 50
- 51 to 60
- More than 60

What do you do?

- Govt Job
- Pvt. Job
- Travel Video Maker
- Foreign Tourist
- Unemployed

How often do you come here?

- Weekend
- Vacation
- Study Tour
- Once a Year
- Business Purpose

Which things do you like about this place?

- Sandy Beach
- Sea
- Natural Beauty
- Economic Opportunity
- Well Planned Infrastructure

How much the tourist is satisfied regarding the availability of sustainable tourism practices in Cox's Bazar?

- Very Satisfied
- Satisfied
- Not Satisfied
- Very Unsatisfied
- Neutral

How much do you know about the sustainable practice of Cox's Bazar before visiting this place?

- Well Known
- Little Known
- Not Known at all
- Neutral

How aware the tourists are regarding the sustainable practice in Cox's Bazar?

- Well Known
- Little Known
- Not Known at all
- Doesn't know about it
- Neutral

How does sustainable tourism practice create an impact on the local business in Cox's Bazar?

- Positive Impact
- New Opportunity
- An emerging business hub
- Influence domestic product
- Neutral

How does sustainable tourism practice create an impact on the environment in Cox's Bazar?

- Maintains ecological balance
- Reduce carbon emission
- Offer a green environment
- Make a wasteless society
- Neutral

What are the primary barriers to adopting sustainable practices in Cox's Bazar?

- Will of government
- Local Barriers
- Economic Issues
- Local Politics
- Goodwill

How much government support for sustainable tourism practices in Cox's Bazar?

- Very active
- Active
- Not Active
- Indifferent
- Neutral

How does resident consider this tourism and what is their perception of the effect on the local community?

- Very effective
- Create new job
- Contribute to the economy
- Reduce unemployment
- Nothing

What measures can be taken to ensure sustainable tourism practices in Cox's Bazar?

- Encouraging responsible tourism
- Proper regulations
- Protecting natural resources
- Supporting local community
- Promoting eco-system

How satisfied the tourist are regarding the sustainability practices of their accommodation in Cox's Bazar?

- Very Satisfied
- Satisfied
- Not Satisfied
- Want Improvement
- Neutral

How conscious are the local businessmen regarding sustainability practices in Cox's Bazar, and what motivates them to adopt these practices?

- Reducing carbon emission
- Reducing plastic waste
- Consumer demand
- Cost savings
- Environmental concern

How much ability does the local workforce have regarding sustainable tourism practices among the workforce in the tourism industry in Cox's Bazar?

- Providing information to tourist
- Executing sustaining practice
- Advocating for sustainable practice
- Little ability

What is the level of commitment and support from the local government towards sustainable tourism practices in Cox's Bazar?

- Development of tourism policies
- Infrastructure development
- Ecotourism initiatives
- Counselling

What are the possible challenges that the local government face in implementing sustainable tourism practices in Cox's Bazar?

- Lack of awareness
- Insufficient infrastructure
- Political instability
- Lack of resources

What is the impact of sustainable tourism practices on the social and cultural aspects of Cox's Bazar?

- Preservation of cultural heritage
- Community involvement
- Employment Opportunity
- Improved social infrastructure
- Increase intercultural understanding