

## Scope & Prospect Of Community Tourism –A Case Of Horinghata, Patharghata, Barguna, Bangladesh

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### ABSTRACT

Community based tourism interlinked with colossal factors addressing community livelihoods and sustainability. The study was to optimize the scope and prospect of community based ecotourism by investigating critically lying with the common interest and perception on environmental conservation and sustainability of the business in the study area. Key informant's interview was the instrument in conducting the study. Total 60 respondents were interviewed using structured questionnaire to elicit scope, prospects and drawbacks beyond the prospects of such enterprise. Few factors were considered including biological diversity, the opportunities, importance of local production, women participation in tourism, employment handicrafts & artisans, role of host community and problems related to tourism. Cultural program (Rashmela) may contribute lots in ecotourism. Restricted hunting may play significant role to the biological diversity. Wild animals especially deer and other birds were weighted the value of ecotourism. Incidence of forest fires may cause serious threats to the new intervention. Several issues were denoted towards the opportunity including government initiatives, new occupation, income generation for the host community and quality of life will be improved for such intervention. The contribution of local foods including organic production and wild foods (sea and wetlands) enhance the degree of scope related to community based tourism. Women showed their eagerness to work in the prospective enterprise by adding new dimension of handicrafts business using local inputs and forest based available raw materials. The host communities were paid more attention in sustainable tourism in the study area.

**Keywords:** Ecotourism; sustainability; host community; organic production; wild foods; artisans

### INTRODUCTION

Tourism is a prospective, and constantly develops, changes and reconfigures with all the internal and external stakeholders' relationship with places, destinations and the range of private and public organizations including processes and value chains in the tourism hospitality, attractions, transport involved in the delivery of the tourism product. Information and Communication Technology (ICT) ensures the efficiency and effectiveness of the tourism industry [1]. The sustainability of tourism and development could not be achieved without community participation. Understanding community development is one component for ecotourism development but it is also important to appreciate how community affects local tourism development. The role of community to the tourism can favors a contact with the host community and the experimentation of different sensations. The process of community development is important for ecotourism development because many local communities have turned to tourism development to provide economic, social, cultural and overall development of the community. Tourism is the sum of the phenomena and links arising from the interaction of tourists, governments, and local communities in the process of attracting and hosting these tourists and other visitors. Community-based tourism development describes the aspects concerning tourism and developing local communities, its opportunities, barriers, necessary steps to be taken to develop tourism including training are analyzed, and in a further study by the same author in 2004 [2]. Several studies provided the strong evidence that the destination community or local community should be included in the tourism planning and management decision-making process. The main concepts are these: the community members should be part of tourist product, local communities should adapt to the external environmental changes easily and these help to open their minds. There are several other research papers analyzing the relationship between tourism and local communities [3]. This concept covers the way for new lines of investigation and new concepts and for the possibility of tourism development in the community together with other alternatives which makes positive intends to the tourism development such as Pro-Poor Tourism (PPT); Community Benefit Tourist Initiatives (CBTIs) [4]; or Community-Based Enterprises (CBEs) [5] etc. All these initiatives agree that the destination community should be included in the tourism planning and management decision-making process because community must be the place of tourist destination and the participation of host community members must be ensured for tourism development. Several projects based on CBT which helps to identify the best strategy to

implement community based tourism can be found in scientific literature: in Africa reference [6], [5] Asia [7], [8] Oceania [9], and in different countries of Latin America such as Brazil [10] Ecuador [11] and Peru [12]. It is necessary to conduct study how the community as a whole participates in the development of the area as a tourist destination, mainly due to the following reasons [13]: perception of tourism is based on the evaluation of the local community's attitude (including the environment, infrastructure and events); the participation model of people in the local community exerts a powerful influence on the tourist's experience; and tourism planning affects the community as a whole. This is why the creation of community events which may favor this type of tourism, while at the same time helping to create a relationship between the local community and visitors, as well as developing the close relationship between both the internal and external stakeholders. The importance of the study can't be ignored because if local people are not involved in tourism, it is likely over time, the natural resources on which tourism depends will be destroyed and the investment will be lost. It is important to note that the objectives of Community-based Tourism also linkages with economic development, Cultural conservation, women empowerment, poverty alleviation and income generation.

The view of this study was to measure the role of host community to the sustainable tourism development in the Southern part of Bangladesh. The specific objectives were to i) find out how the Community contributes to tourism for improving conservation of natural and/or cultural resources; ii) know the importance of tourism opportunities in the study area; iii) investigate the types of employment generation; iv) find out the influence of income from local production to the sustainable tourism; v) know the role of women participation in community based tourism; vi) links the role of potential handicrafts and artisans to the tourism; vii) find out the problems community based tourism; and viii) Recommend solutions to build environmental and cultural awareness and respect of local community members' for sustainable tourism development.

## METHODOLOGY

This research was investigated scope and prospect of community tourism in the study area. The study was concentrated in "Horinghata under Patharghata Upazila in Barguna district. The place is notably important for a unique combination of Reserved Forest and Bay of Bengal. Data were collected through interview with the Community members of Horinghata. Both primary and secondary data sources were used to conduct the study. Total 60 respondents were selected through simple random sampling method. Semi-structured questionnaire were used through Likert scale method. 33 respondents were male and 27 respondents were female. Among them 16 were in the age range in between 18-25, 19 were 25-30 and 25 were 30+ years. Respondents answered through a set of statements which is 61 in numbers. They indicated the extent to which they agreed or disagreed with the statement using a '5 point of scale', where "1" indicates their strong disagreement and "5" indicates their strong agreement with each statement. After the field testing the instrument was used SPSS v16.0 for testing the question's reliability and validity. The numbers of variables were reduced from 61 to 51. Cronbach's alpha simply provides us with an overall reliability coefficient for a set of variables, (e.g. questions). Frequency distributions were obtained to check for data entry errors and to obtain descriptive statistics. Factor analytical method using principal components analysis with varimax rotation was applied on the data after removal of the errors. Factor analysis is a data reduction technique that allows grouping of variables under a common theme or dimension. Based on seven hypothesized a rotated structure of seven factors were expected. The eight factors are Contribution towards Biological Diversity, Finding out the Opportunities, Importance of Local Production, Women Participation in Tourism, Employment Status, Handicrafts & Artisans, Role of Host Community, and Problems related to tourism. The initial factor structure varied from our selected dimensions. One factor, the Employment Status did not load as expected: the items were distributed over more than one factor. Systematic removal of these distributed items led to the final rotated matrix with 23 items. Reliability of each factor was assessed using Cronbach's  $\alpha$ . The reliability coefficients ( $\alpha=0.713$ ) of these seven factors, with the measures of, exceeded the value of 0.65 or 0.7 suggested by Nunnally (1978).

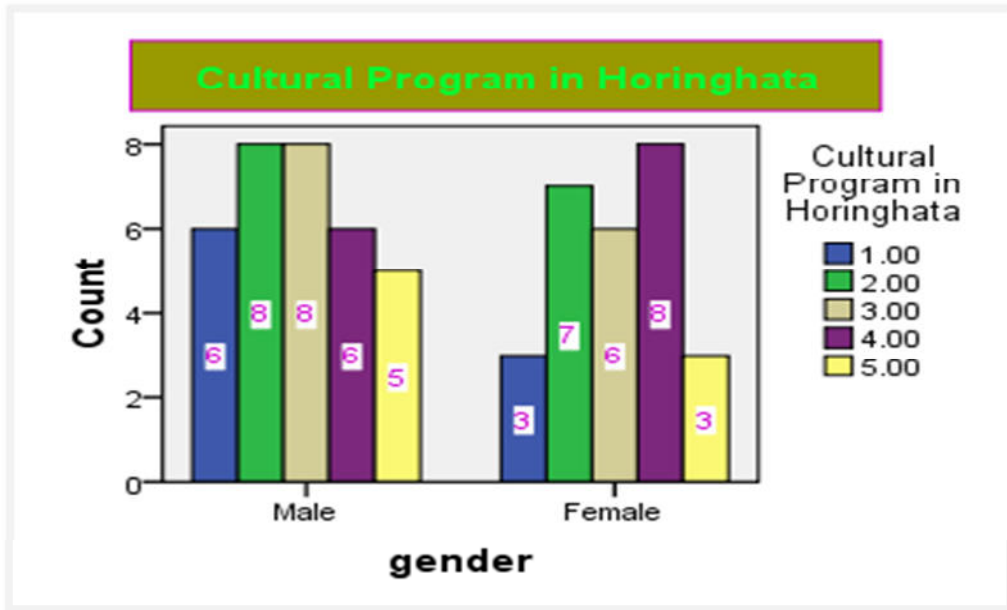
## 4. RESULTS

### *4.1 Contribution towards Biological Diversity (Significance level 1 percent)*

#### **4.1.1 Cultural Program in Horinghata**

Cultural programs may increase the integration among the local community members. Several cultural programs were held in Horinghata, However, the "Rashmela" is most important. This study showed that among 33 male respondents 11 were agreed and 14 were disagreed with that "Rashmela" is the most important cultural program in Horinghata (fig 1). However, among 27 female respondents 11 were agreed and 10 were disagreed with the statement.

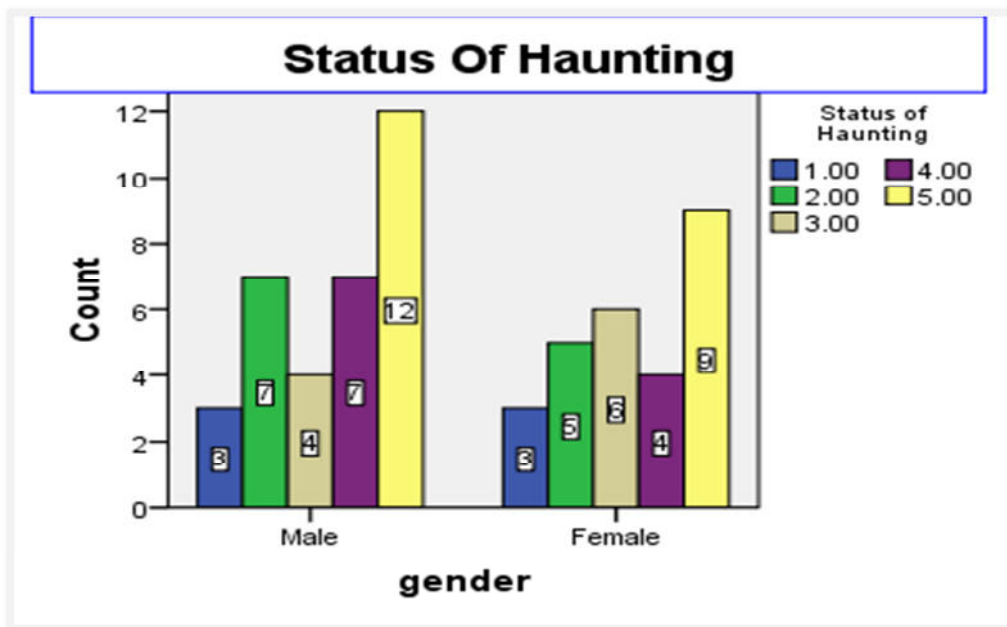
**Figure: 1**



**4.1.2 Status of Haunting**

Haunting of wild animals and birds are the main threats of community based tourism development. Especially the deer and migratory birds are the most attractive animals in this forest. Result showed that among 33 male respondents 19 were agreed and 10 were disagreed with haunting of wild animals in the forest. Among 27 female respondents 13 were agreed and 8 were disagreed with above statement (Fig 2).

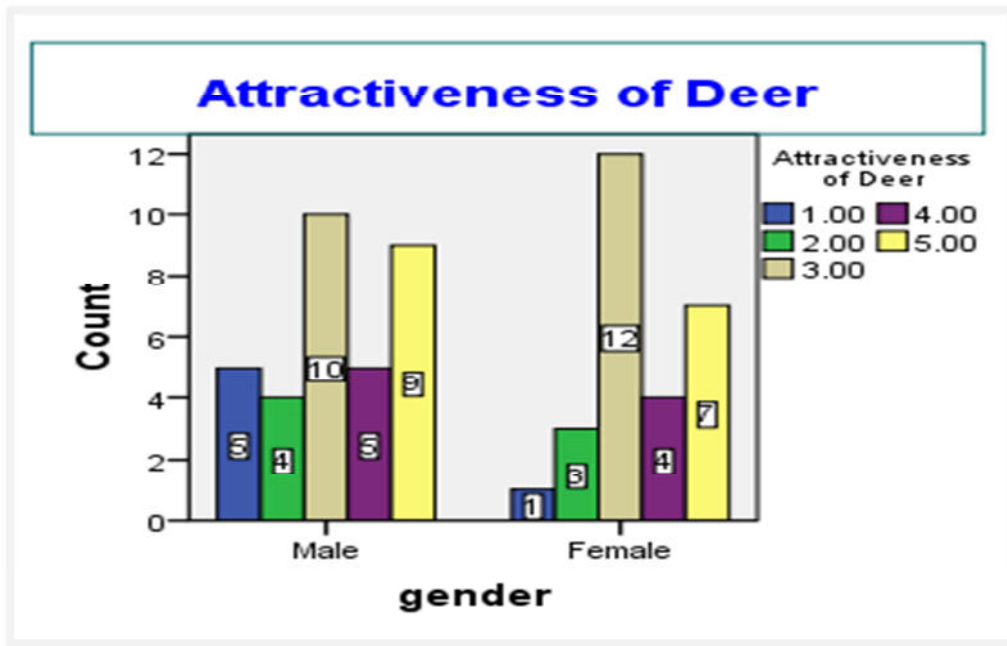
**Figure: 2**



**4.1.3 Attractiveness of Deer**

Thousands of deer live in this forest and it attracts the visitor most. This wild deer is available in the locality which adds value to the tourism in Horinghata. Among 33 male respondents 14 were agreed and 9 were disagreed with the attraction of deer among in Horinghata. On the other hand among the 27 female respondents 11 were agreed and 4 were disagreed with such statement (Fig 3)

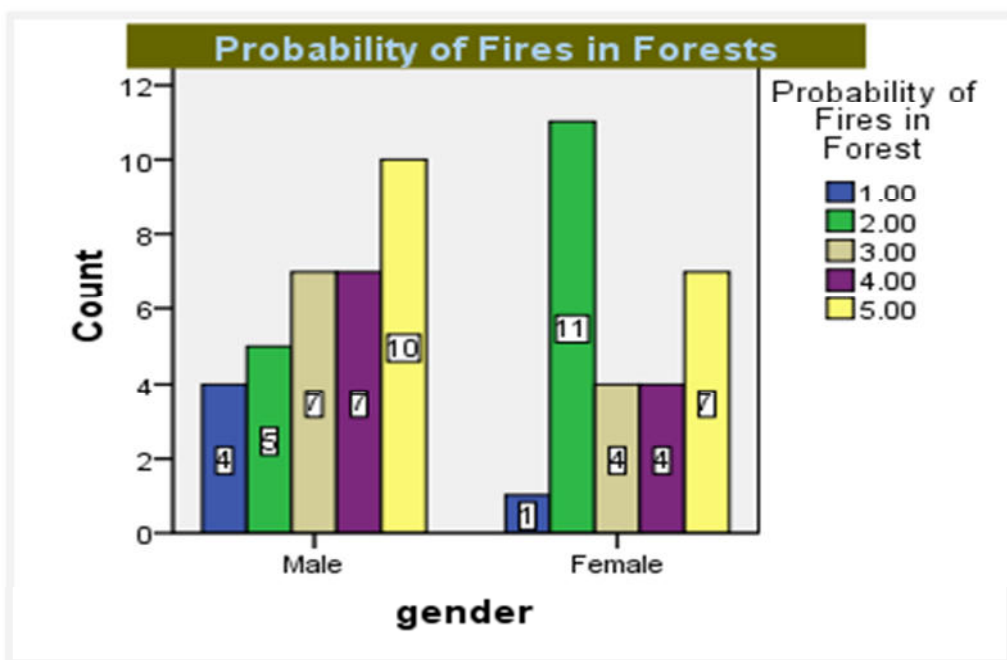
**Figure: 3**



**4.1.4 Probability of Fires in Forest**

A Forest fire is the incidental occurrences. Fires may cause in any times but it is more common during the period of winter to early summer in Bangladesh. Mostly man-made reasons are beyond on this in Bangladesh and it impacted to the biological losses of diversity to the forests. Therefore, the local community people can reduce the probability of fires in the forests. Result showed that among 33 male respondents 17 were agreed and 9 were disagreed with the incidence of forest fires in the forest every year. Among 27 female respondents 11 were agreed and 12 were disagreed with the same statement (Fig 4).

**Figure: 4**

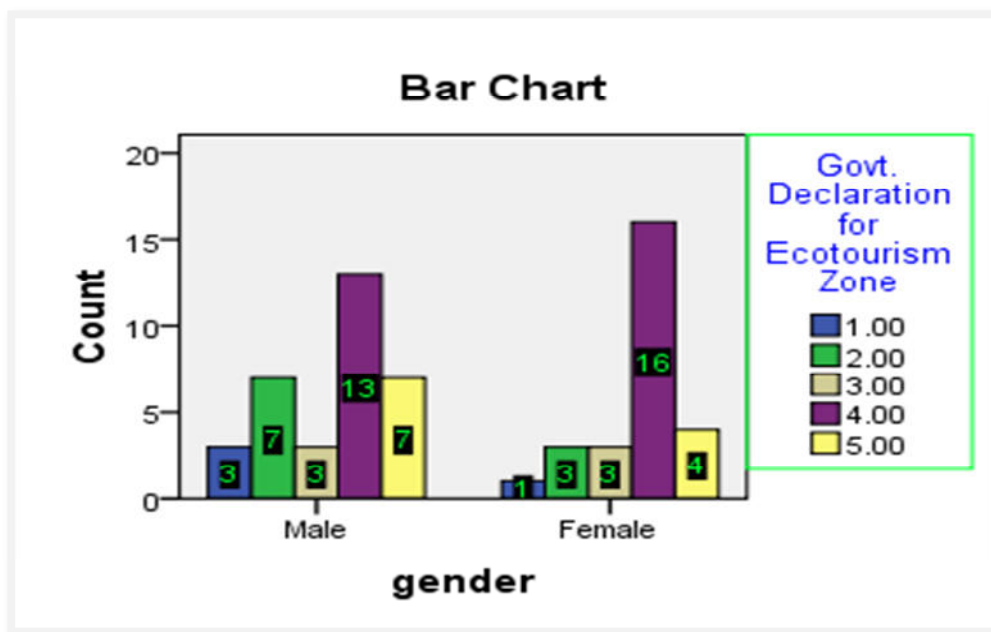


**4.2 Opportunities of Community Based Tourism (Significance level 1 percent)**

**4.2.1 Government initiatives**

Government already has declared the place as tourism zone. This has been created ample opportunities for the local community members to find out new occupation and increase the standard of living. Among 33 male, 20 respondents were agreed and 10 were disagreed with government initiatives. However, among 27 female respondents 20 were agreed and 4 were disagreed with government initiatives (Fig 5).

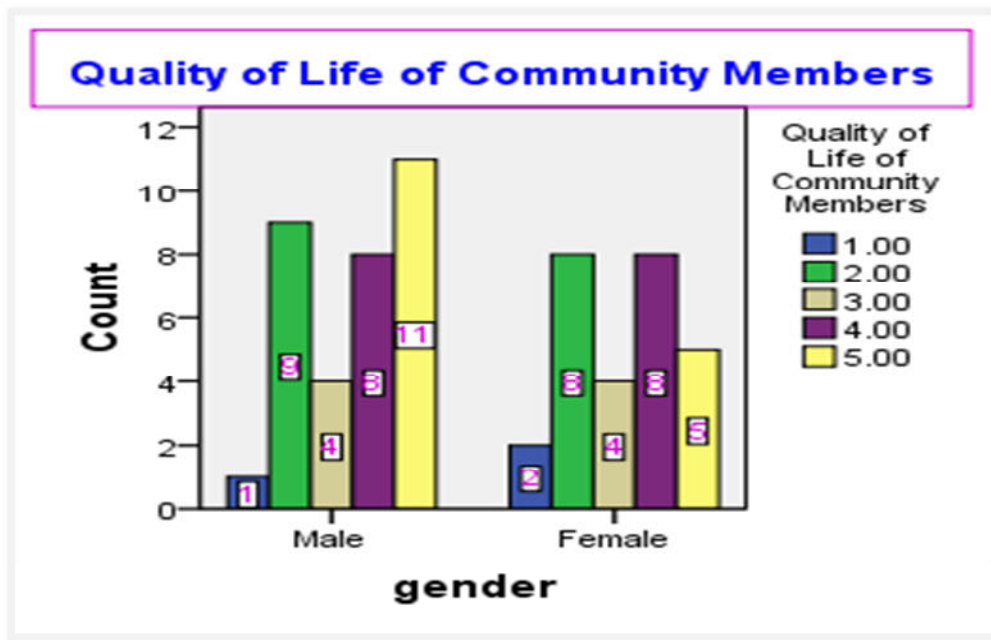
**Figure: 5**



#### 4.2.2 Quality of life

It is obvious that tourism will increase the quality of life especially for destination communities and neighboring communities. Visitors will spend money to the Horinghata tourist area and thus the community members will get extra income and able to rise their income regularly. This will help them to improve their quality of lives. Results showed that among 33 male respondents 19 were agreed and 10 were disagreed with the contributions of community based tourism to the high quality of lives. However, among 27 female respondents 13 were agreed and 10 were disagreed with the statement (Fig 6).

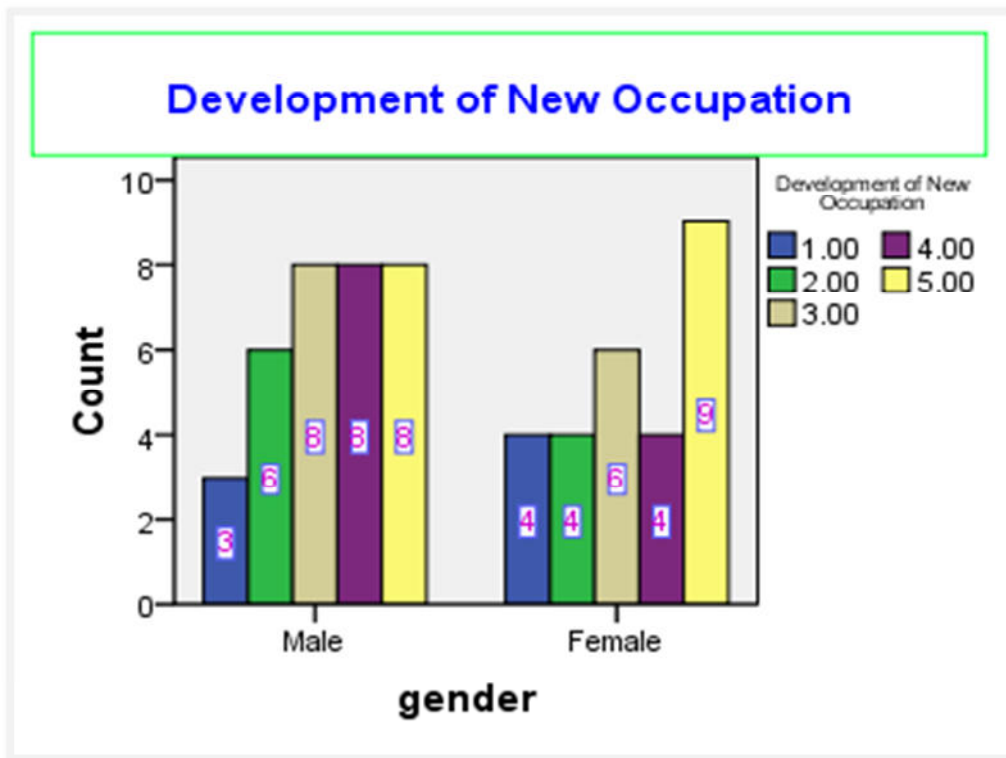
**Figure: 6**



**4.2.3 Creation of new occupation**

Tourism developments in the new site will create new employment for the local community. It also increases the quality of life of the community members. Young entrepreneurs may be introduced in the tourism related business from the local community. Among 33 male respondents 16 were agreed and 9 were disagreed with creation of new occupation. However, among 27 female respondents 13 were agreed and 8 were disagreed with the statement (Fig 7).

**Figure: 7**

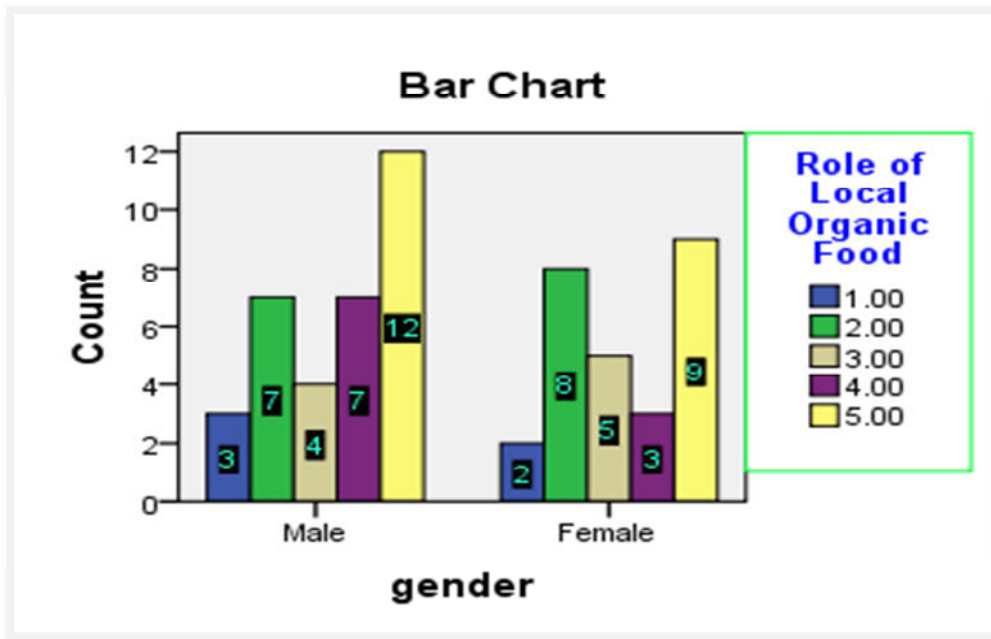


**4.3 Prospect of local production: (Significance level 1 percent)**

#### 4.3.1 Role of local organic food

The farmers in the study area are usually growing crops (rice, vegetables, fruits etc) organically. As they produce fresh vegetables, fruits, betel nuts, balam rice can sell to visitors as quality organics. These are the unique features in the coastal area of Bangladesh which will generate distinctive capabilities over the competitors. Results depicted that among 33 male respondents 19 were agreed and 10 were disagreed with organic production and demand of tourist. However, among 27 female respondents 12 were agreed and 10 were disagreed with the statement (Fig 8).

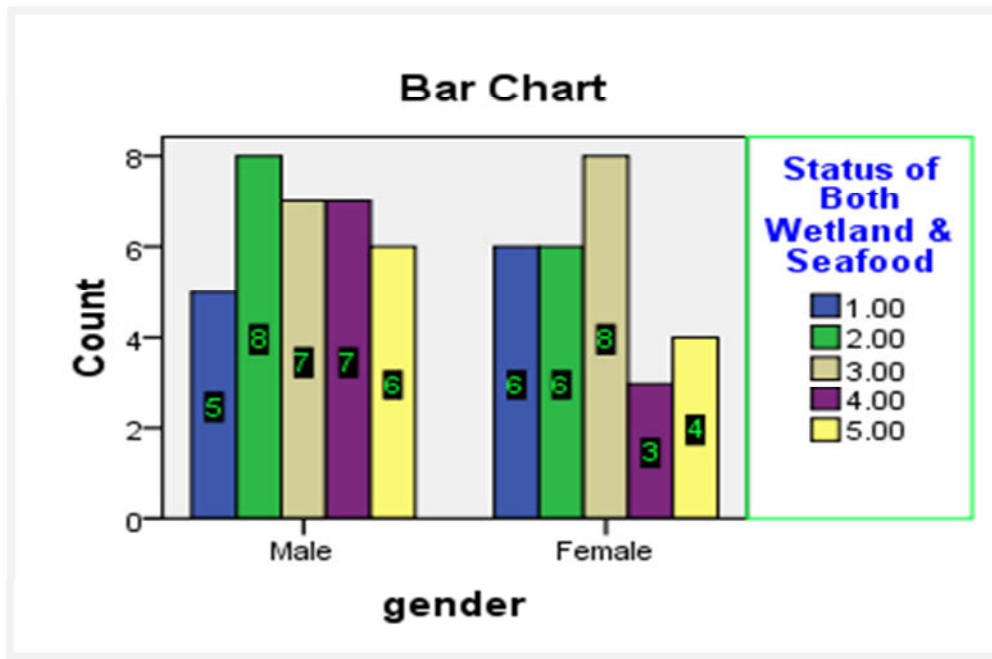
**Figure: 8**



#### 4.3.2 Status of Wetland and Sea Food

Horinghata is famous for both wetland and sea food. Sea foods are available due to locations and geographical settings. Wetland foods also can contribute lots to the tourism in Horinghata. The figure represented that among 33 male respondents 13 were agreed and 13 were disagreed with availability of sea foods and wetland foods. On the other hand, among 27 female respondents 7 were agreed and 12 were disagreed with the statement (Fig 9).

**Figure: 9**



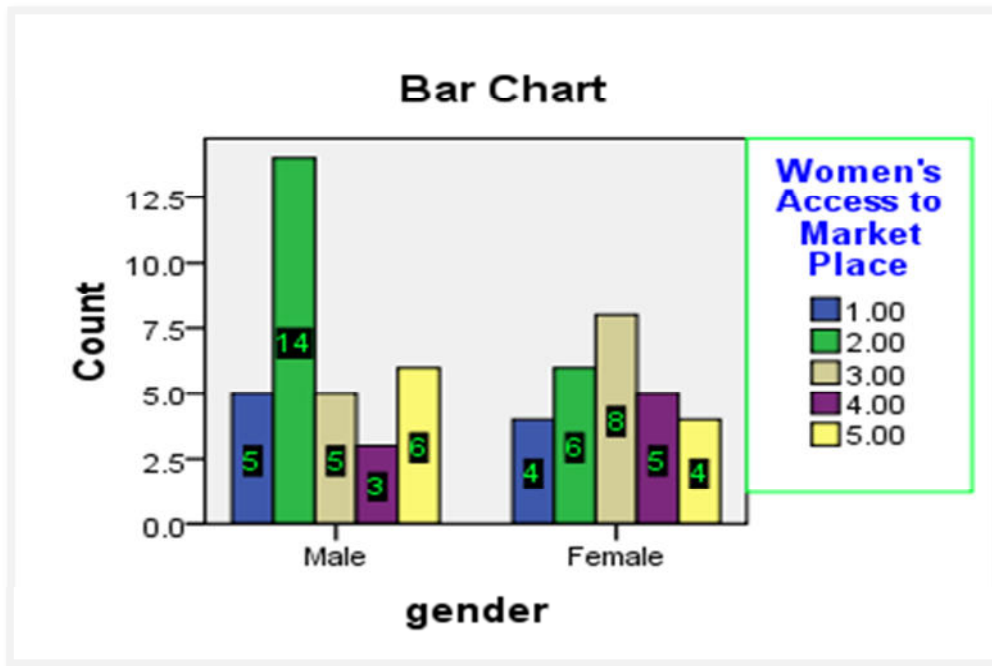
**4.4 Women Participation in Tourism:** (Significance level 1 percent)

**4.4.1 Women's access to market**

Women are accessible to the market place in the study area. There is no conservatism in relation women access in the market. Women usually buy their household needs from the market. Therefore, it is the positive sign of the local culture. Women will welcome the change easily for the development of tourism in Horinghata. According to findings figure showed 11 respondents were agreed and 19 were disagreed among male respondents with women's acceptance. However, among 27 female respondents 9 were agreed and 10 were disagreed with the statement (Fig 10).



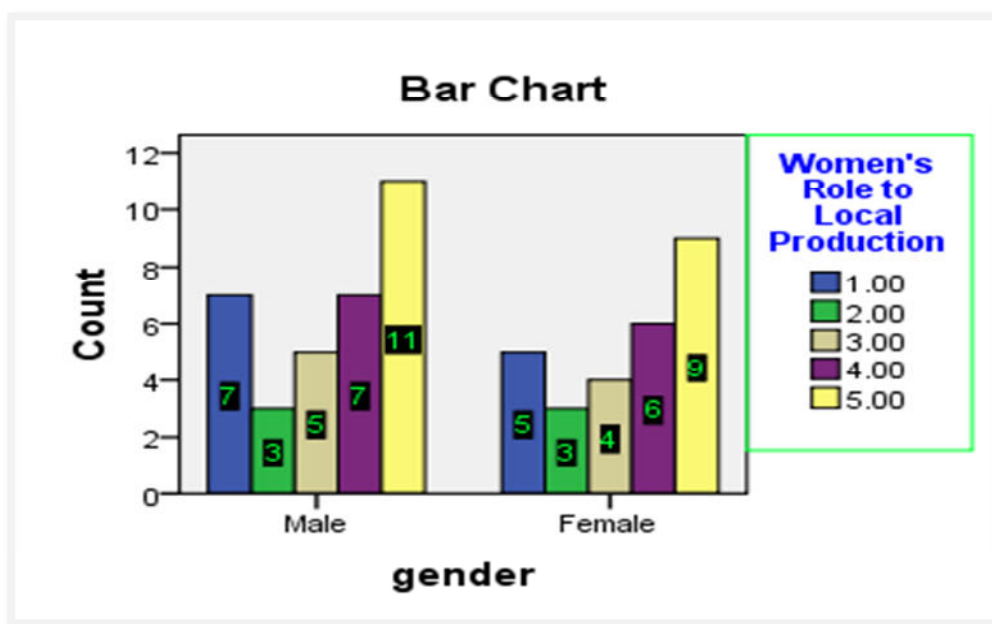
**Figure: 10**



**4.4.2 Women's Role to the local production**

There is no restriction in working together both male and female in the study area. Women are working in the field with the male members. Most of the men are occupying by fishing occupation. This is the main reason the female have to work in field. Women are playing important role to the local production. As per findings figure showed that 18 respondents were agreed and 10 were disagreed from male respondents in relation to role of women in local production. However, among 27 female respondents 15 were agreed and 8 were disagreed with the statement (Fig 11).

**Figure: 11**

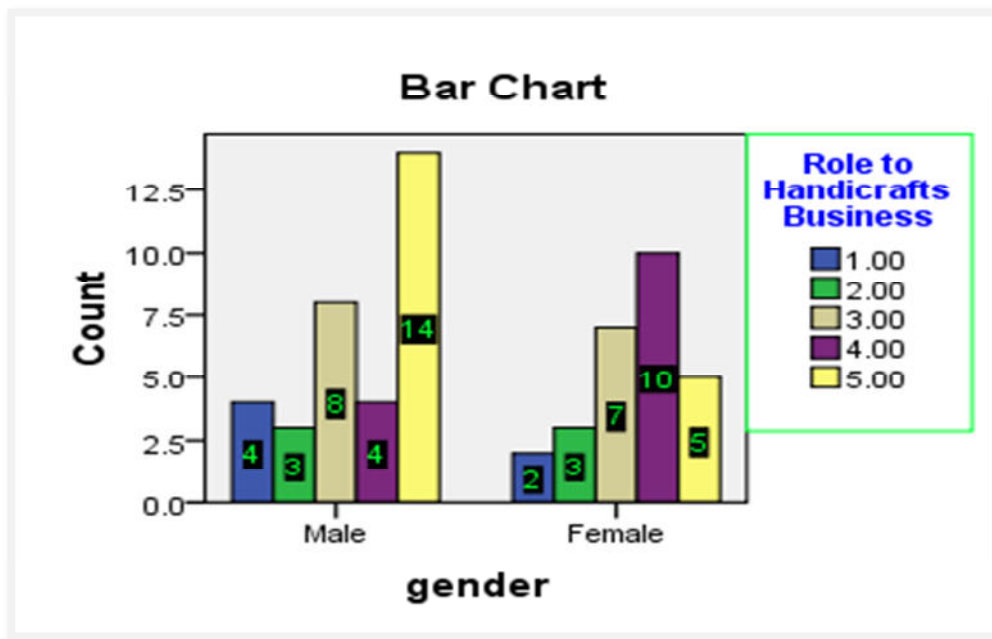


**4.5 Handicrafts & Artisans: (Significance level 1 percent)**

#### 4.5.1 Role of handicrafts business

Handicrafts business can store the culture of one's community and overlie for generation to generations. The community and forests are very much resourceful and viable for handicrafts business. Proper utilization of raw materials can influence the income of the host community and that will also add value for the tourists. Among 33 male respondents 18 were agreed and 7 were disagreed with role of community & handicrafts business to the tourism. However, among 27 female respondents 15 were agreed and 5 were disagreed with the statement (Fig 12).

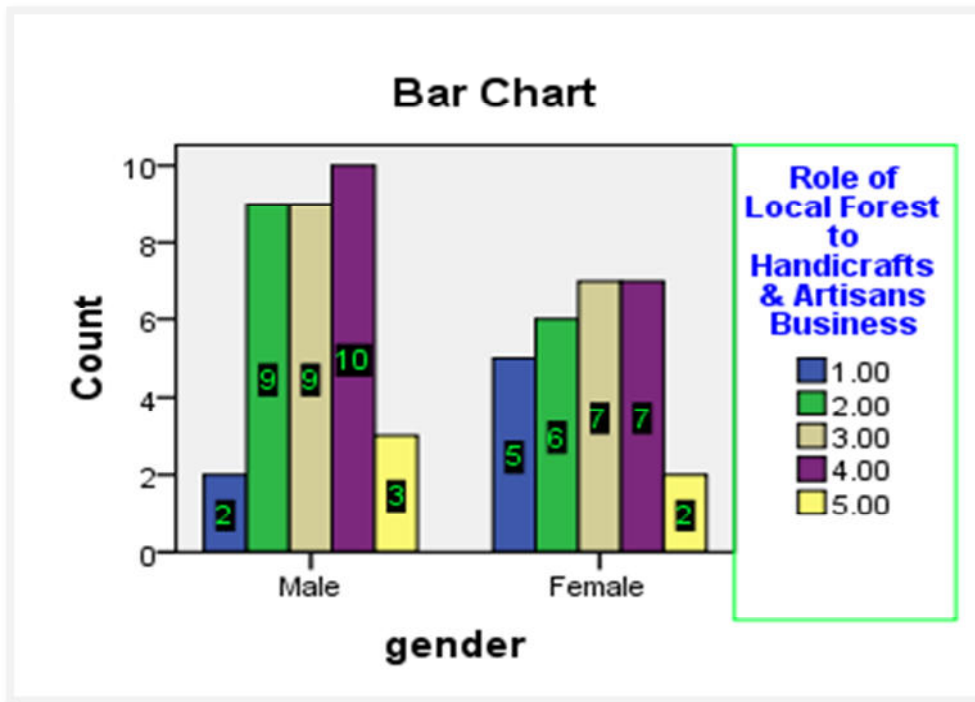
**Figure: 12**



#### 4.5.2 Role of local forest in Handicraft Business

The local forest can supply all the raw materials for handicrafts business, such as, the bamboos, fibers, skins, bones, leather timbers etc. The aquatic resources also may be important for handicrafts business. The local forest can save money for the entrepreneurs by supplying available raw materials for handicrafts business. Corresponding figure 13 results showed that among 33 male respondents 13 were agreed and 11 were disagreed with role of local forest in handicrafts & artisan business. However, among 27 female respondents 9 were agreed and 11 were disagreed with the statement.

**Figure: 13**

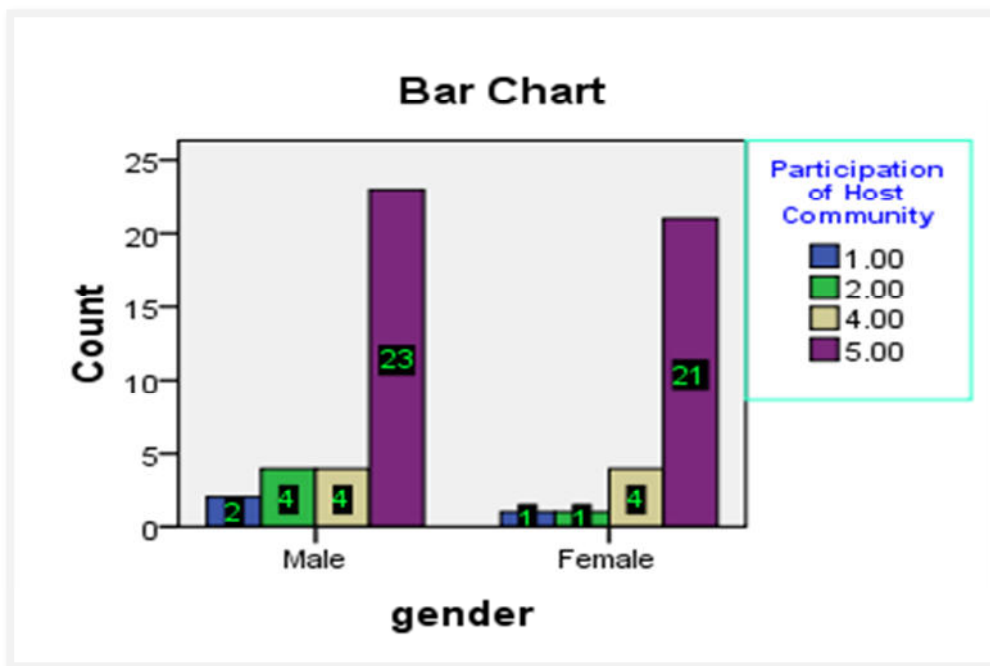


**4.6 Role of Host Community: (Significance level 1 percent)**

**4.6.1 Participation of host community**

Host community is the important actor in community based ecotourism. Community members should need to participate in developing tourism. It will increase the value of hospitality and the tourists may find excellent place as the destination of hospitality. The tourist will visit the community to get the better services from the host community. The study showed that among 33 male respondents 27 were agreed and 6 were disagreed with the role of host community to the ecotourism development. However, among 27 female respondents 25 were agreed and 2 were disagreed with the statement (Fig 14).

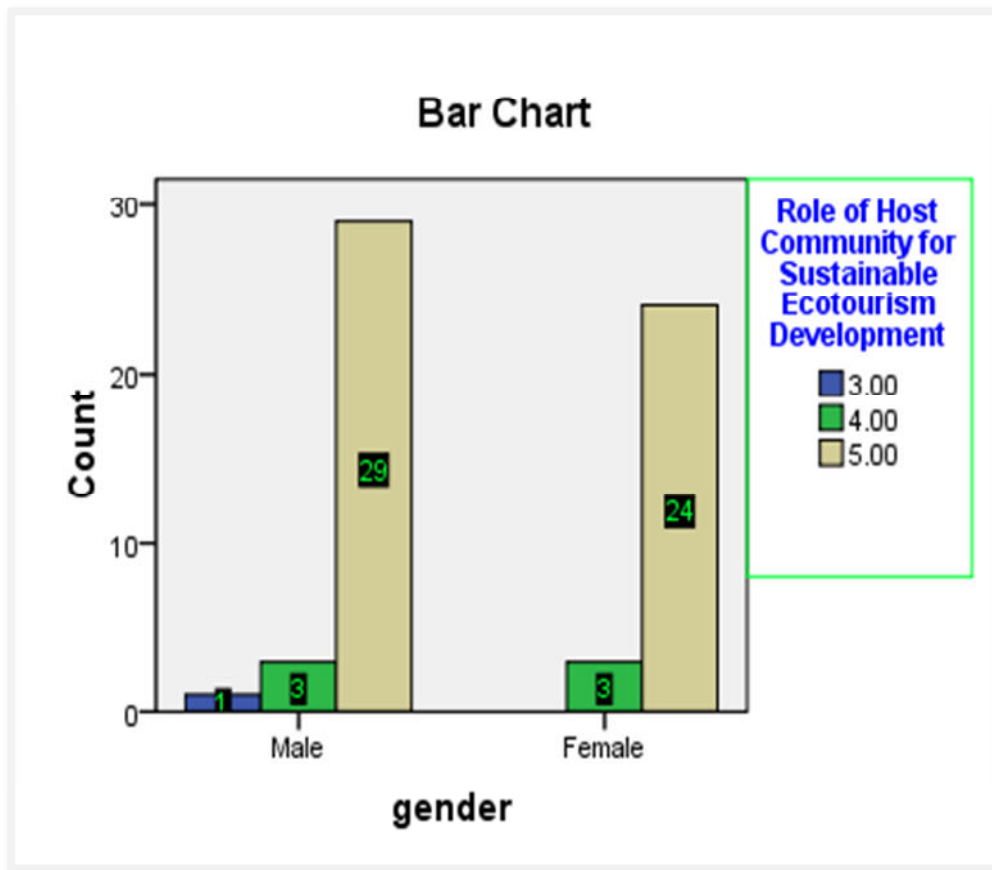
**Figure: 14**



**4.6.2 Role of host community for sustainable tourism development**

Among stakeholders, host community plays the most important role to the sustainable tourism development. The host community can accept the changes and provide support for such changes. The figure depicted that Among 33 male respondent 32 have agreed with the role of host community in sustainable ecotourism development in Bangladesh. However, 27 female respondents were agreed with the statement (Fig 15).

**Figure: 15**

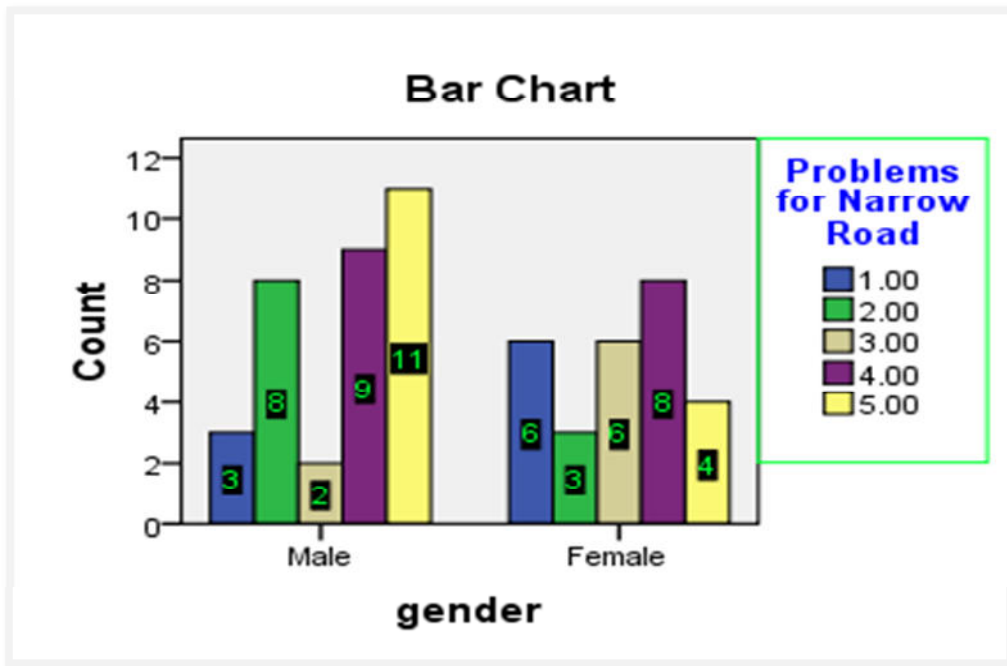


**4.7 Problems related to Ecotourism:** (Significance level 5 percent, type I error)

**4.7.1 Problems**

Few problems were identified by the respondents including road communication, transport facility, damage to natural regeneration, wildlife disturbance and natural disasters. Lack of transportation facility is the main problem in Horinghata. The roads are too narrow to run vehicles perfectly and that will create accident and other problems for the tourist. Tourism development significantly depends on communication. Results showed that among 33 male respondents 20 were agreed and 11 were disagreed with narrow roads communication systems. However, among 27 female respondents 12 were agreed and 9 were disagreed with the statement (Fig 16).

**Figure: 16**



### 5. Discussion

The results of this study were similar to various studies on community based tourism. According to [7], the main barriers for local communities have to face when implementing tourism projects are the following: lack of financial resources, infrastructure or know-how; limitations of a cultural kind or cultural diversity; and potential conflicts between the different public administrations. At the same time, the following factors are described as being highly important for CBT implementation likely the inclusion of stakeholders, the evaluation of individual and collective benefits, the setting of objectives and goals, and analysis of decisions to be implemented. The main advantages of community based tourism are the direct economic impact on families, socioeconomic improvements, and sustainable diversification of pattern of life [5]. By raising local incomes and developing skills, this expansion can contribute to sustainable local development and community based conservation. This paper also suggests that if the host community increases their local production through organic farming and establishing women’s rights then the community based tourism development will be implemented. At the same time, this study also suggests that the involvement of local people in the industry improves the tourism product and enhances popular support for the industry because local community may adapt the changes easily. Moreover, this research paper also provides the evidence that the role of community capital such as, social and human capital is important for maintaining the sustainability of ecotourism in Horinghata. The internal stakeholder of a community such as, its’ members’ play more effective role than the external stakeholders’ of community to develop an ecotourism zone. The goal of the CBNRM (Community Based Natural Resource Management) program is: The protection of bio-diversity and maintenance of ecosystems and life support processes through sustainable use of natural resources for the benefit of rural communities. This paper also found that role of biodiversity and renewable energy management is needed for developing the quality of life of the Horinghata community member. Very close findings were obtained from the study which is similar to the study of Sarhad J. Agric.[14]. Both the studies showed the evidence that host communities have a positive and key role in the development of ecotourism. Moreover both the studies were recommended that a participative approach should be adopted where the local community should be taken in confidence at every step in developing eco-tourism.

### 6. Conclusion & Recommendation

It is evident from several studies that the host community plays a vital role in the promotion of tourism in the northern areas of Pakistan. The attitude of the host community in the study area is also positive towards it. This study was took a closer look at community based tourism and their associated communities. The study as a whole concludes that for the promotions of tourism the local community and their attitude plays an important

role and the establishment of tourism. Therefore, the role of local community cannot be neglected in the promotion of tourism in Horinghata. This study could be motivation for futures investigation on local community based tourism & development.

On the basis of findings the following recommendations were suggested for the promotion of community based eco-tourism in the study area:

- Community should be involved in both fields and the experimentation or the process of learning organic farming. Community members must be aware about the harmful impacts of fires in the Horinghata forest and haunting of animals must be stopped through raising awareness.
- Government should design tour programs, train interpretive guides, develop a marketing plan, launch a pilot tour program, monitor and evaluate the process and ensure good transport system, accommodation, product development, tourism zoning, marketing and promotion, institutional framework, statistics and research, legislation and regulation, and quality standards of tourism services.
- Govt. and NGOs should encourage and train the host community members on Homestead Space Planning, Organic Farming, Sustainable energy management, Disaster Risk Reduction, management of wildlife habitats, participatory resources mapping and other sustainable development related activities.
- Women's access to the market, women's right, gender equality, women's contribution to local production and handicrafts etc should be ensured.
- Government should ensure the community as a safe place for both the residential and migratory species of birds and other animals.
- A tourism development cell should be established to coordinate and monitor ecotourism related activities in Horinghata areas. Moreover, a participatory approach should be adopted where the local community should be taken consideration at every step in development of eco-tourism.
- Ecotourism depends on local guides which have to be trained, educated and having language skill and also having knowledge about the local environment.
- The community members' need to be aware about the important of demonstrating a good and friendly manner towards tourists.

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## APPENDICES

### Appendix-1 Results from Regression Model

This study indicated that several variables have major implication on the contribution of host community to ecotourism development in Bangladesh. The final regression model had an overall 31.371 *F* value with a *R*<sup>2</sup> of 0.334 and adjusted *R*<sup>2</sup> of 0.364. Considering that no prior scales and measures were available for this particular research, the results explaining 36.4 percent of the total variation in the dependent variable. All the seven factors – Contribution towards Biological Diversity, Finding out the Opportunities, Importance of Local Production, Women Participation in Tourism, Handicrafts & Artisans, Role of Host Community, and Problems related to Ecotourism, were found to be significant with the probability of making a type I error 5 percent of the significance level.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.367 <sup>a</sup>	.334	.364	.38197

a. Predictors: (Constant), Problems related to Ecotourism, Women Participation in Tourism, Contribution Towards Biological Diversity, Finding out the Opportunities, Handicrafts & Artisans, Importance of Local Production

**R Square (Model Summary) was the measure of the success of the model. It was the amount of the independent variable. It was the percentage of total variation in the dependent variable is 36.4% can be explained by the independent variable. It showed how much variance of the dependent variable was captured. Here, .364 was not bad in comparison to the amounts of respondents. But, the higher, the better.**

### Appendix-2 SPSS Output for Cronbach's Alpha

SPSS Output for Cronbach's Alpha is given below:

SPSS produces many different tables. The first important table was the **Reliability Statistics** table that provided the actual value for **Cronbach's alpha**, as shown below:

Scale	Number of Items	Cronbach's Alpha
Contribution towards Biological Diversity	21	.701
Finding out the Opportunities	8	.741
Importance of Local Production	6	.685
Women Participation in Tourism	4	.694
Employment Status	2	.658
Handicrafts & Artisans	5	.691
Role of Host Community	2	.713
Problems related to Ecotourism	3	.714

Here, the reduced number of variables is 51 from 61. Cronbach's alpha simply provides us with an overall reliability coefficient for a set of variables, e.g. questions.



**Appendix-3 Results of Reliability Analysis**

Scale	Number of Items	Variable Name:
<i>Contribution towards Biological Diversity</i>	6	Cultural program in Horinghata, Status of Haunting, Having Biogas Plant, Attractiveness of Deer, Use of Water for Non-Drinking Purpose, Probability of Fires in Forests.
<i>Finding out the Opportunities</i>	5	Govt. Declaration for Ecotourism Zone, Status of Community Identity, Quality of Life of Community Members, Status of Respect of Local Community, Development of New Occupation.
<i>Importance of Local Production</i>	3	Role of Local Organic Food, Status of Local Spending, Status of Both Wetland & Seafood.
<i>Women Participation in Tourism</i>	3	Sense of Gender Equality & Women's Right, Women's Access to Market Place, Women's Role to Local Production.
<i>Handicrafts &amp; Artisans</i>	2	Role of Handicrafts Business, Role of Local Forest to Handicrafts & Artisans Business.
<i>Role of Host Community</i>	2	Participation of Host Community, Role of Host Community for Sustainable Ecotourism Development.
<i>Problems related to Ecotourism</i>	2	Damage of Farming Land, Problems of Narrow Road.

Here, consider reduced number of variables in 23 from 51. From the table of rotated component matrix we were found these questions which are contributing these factors highly. The removal of other questions was done because it was contributing more than one factor. The reduced factor which was 'Employment Status'.

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