

# Study on Factors Influencing Tourism: Way Forward for Sustainable Tourism in Bangladesh

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## Abstract

This paper was discussed about the factors affecting and or influencing tourism in Bangladesh highlighting interaction between biotic and abiotic factors that should be taken into consideration. Construction works including infrastructure development, visitors trespass, damages of natural regeneration, disturbance of wildlife breeding, waste disposal, visitor's behavior and attitude towards the nature and wildlife. On the other hand travel transports including water transport are causing serious problems to the tourism environment. Oil spill of the water transports in the sea and river also causing severe problems to the marine and aquatic ecosystem. Unwanted sounds, noise pollution created by the visitors are also severe threat for tourism. There is an urgent need to develop community through motivation, training and building their capacity to participate in the sustainable tourism activities. Every tour operator need to be organized pre tour training for common understanding on sustainable tourism and how to behave with the nature, wildlife, plants, disposal of wastes in the right places, limit the sound, take care about the natural regeneration avoiding damages. This may create awareness among the mass people and will helpful for sustainable tourism. Sustainable tourism possesses intrinsic values of economic development, environmental considerations and social flow towards the sustainability.

**Keywords:** Ecotourism; wildlife habitats; sustainable tourism; green approaches; sustainable development

## 1. INTRODUCTION

Sustainable tourism is commonly known as ecotourism. Only ecotourism can take care about the environment through sustainable development. So called tourism is causing serious threats to the earth space and to the environment. Sustainable tourism is tourism attempting to make as low impact on the environment and local culture as possible, while helping to generate future employment for local people. The aim of sustainable tourism is to ensure that development brings a positive experience for local people, tourism companies and the tourists themselves. "Sustainable tourism is an adopted practice in successful ecotourism. Achieving sustainable tourism necessitates impetus, determination and an orderly approach for future actions.

Tourism is one of the most incredible socio-economic phenomena of the twentieth century. It singly started from an action "enjoyed by only a small group of relatively well-off people" during the first half of the last century, it gradually became a mass popular during the post- World War II, particularly from the 1970s and onwards! It now reaches wider scale and larger numbers of people throughout the world, and is a source of employment for a significant segment of the labor force. According to the latest figures compiled by the World Tourism Organization (WTO,2000), foreign exchange earnings from international tourism reached a peak of US\$ 476 billion in 2000, which was larger than the export value of petroleum products, motor vehicles, telecommunications equipment or any other single category of product or service. Tourism, as a sector that comprises an extensive range of economic activities, can be considered the largest industry in the world.<sup>12</sup> International tourism is also one of the fastest growing and most ramified sectors of the global economy, covering a broad range of enterprises, sectors and stakeholders. During the 1990s, when the globalization of tourism reached unprecedented proportions, international tourism receipts had a much higher average annual growth rate (7.3 per cent) than that of gross world product.<sup>13</sup> By 1999, international tourism receipts accounted for more than 8 per cent of the worldwide export value of goods and services, overtaking the export value of other leading world industries such as automotive products, chemicals, and computer and office equipment.

Tourism researchers drawn their attention to economic, social and environmental issues roughly four decades ago (Allen, Long, Perdue, & Kieselbach, 1988; Brougham & Butler, 1981; Cater, 1987; Cohen,1978; Farrell & McLellan, 1987; Liu & Var, 1986; Smith, 1977; Turner & Ash, 1975; Young, 1973). The frequent uses of the specific term sustainable tourism, however, commenced nearly two decades ago (May, 1991; Nash & Butler, 1990). The first decade yielded compilations (Coccosis & Nijkamp, 1995; Hall & Lew, 1998; McCool & Moisey,2001; Stabler, 1997; Swarbrooke, 1999), and basic frameworks from backgrounds in tourism (Butler, 1999; Clarke, 1997; Hall & Butler,1995; Hughes, 1995; Hunter, 1997), economics (Driml & Common, 1996; Garrod & Fyall, 1998) and environmental management (Buckley,1996). Tourism may contribute to peace through improved cross-cultural understanding (International Institute for Peace through Tourism [IIPT], 2011). Tourism generates direct local impacts on air, water, soil and biota; and indirect impacts from manufacture and transport of material items. Impacts derive from atmospheric emissions, solid and liquid wastes, and

consumption of water, energy and materials (Aall, 2011; Buckley & Araujo, 1997; Chan & Lam, 2003; Charara, Cashman, Bonnell, & Gehr, 2011; Cummings, 1997; Go`ssling, 2000, 2002; Smerecnik & Andersen, 2011). In parks and natural areas there are additional impacts from vegetation damage and wildlife disturbance (Buckley, 2004; Buckley, 2011a; Liddle, 1997; Nimon, Schroter, & Stonehouse, 1995). This is one of the most active fields in sustainable tourism research (Acevedo- Gutie´rrez, Acevedo, & Boren, 2011). The responsibility of private sector is to counting of sustainability such as self-regulation, corporate social responsibility, eco-certification, and destination marketing and demarketing have been promoted widely, but proved largely ineffective (Ayuso, 2007; Black & Crabtree, 2007; Blanco, Lozano, & Ray-Maqueira, 2009; Buckley, 2002). Few tourists select sustainable products specifically (Budeanu, 2007); they suppose good environmental management routinely (Mair & Jago 2010). Industry activists promote self-regulation to avoid government regulation (Nunez, 2007). Property developers lobby for development rights in public protected areas, but with few exceptions (Buckley, 2010), this has proved adverse to conservation. Environmental policies, management measures and technologies can reduce many tourism impacts (Buckley, 2009b). Regulatory utensils offer the foundation of sustainability in tourism as in other industry sectors. Success is often inadequate by poor implementation, in both developed and developing nation’s worldwide (Berry & Ladkin, 1997; Logar, 2010; Martin-Cejas & Sanchez, 2010; Mycoo, 2006; Soteriou & Coccossis, 2010; Tosun, 2001; Wall, 1993; Warnken & Buckley, 1998; Zubair, Bowen, & Elwin, 2010).

## **2. BACKGROUND**

### **2.1 Justification of the study**

Tourism is capable of prop up conservation through local & private funds, communal conservancies, and contributions to public protected areas, but only under some circumstances, and with associated environmental costs (Balmford et al., 2009; Buckley, 2009c, 2010; Buckley, 2011a). In few countries, likely parks funding is now derived from visitor fees, though Bangladesh is lacking from this. Leasing tourism rather than traditional tourism operating rights on communal land tenures may or may not contribute to community wellbeing and biodiversity conservation, depending on the lawful fine points of land and wildlife ownership and the structure, solidity and home governance of community organizations (Akyeampong, 2011; Buckley, 2008b, 2010, 2011a; Jamal & Stronza, 2009; Meguro & Inoue, 2011; Saarinen et al., 2009; Stronza & Durham, 2008). Tourism industry in Bangladesh are facing tremendous problems due to several factors especially its sustainability and negative impacts. The connotation of sustainability signs in tourism is long recognized (Butler, 1991). Few of these address actual impacts (Hughes, 2002), reflecting scarcity of ecological data (Buckley, 2004, 2011a). Indicators based solely on tourist, resident or operator perceptions may be incomplete, since people may not always perceive, understand or care about their impacts (Budeanu, 2007; Dodds, Graci, & Holmes, 2010; Miller, Rathouse, Scarles, Holmes, & Tribe, 2010; Puczko & Ratz, 2000). There seems to be only one attempt to quantify any sustainability indicator for the tourism sector worldwide, focusing on pollution (Go`ssling, 2002). Such limited progress applies in all sectors, not only tourism (Bohringer & Jochem, 2007). Comparing the tourism research literature against the sustainability framework yields a number of broad-scale conclusions. A single quantitative measure of sustainability in tourism remains elusive, because of difficulties in: definition, what to include; accounting, comparing different impacts in commensurate terms (Buckley, 2009b); and analysis, tracking social and political mechanisms (Honey, 1999). Despite these uncertainties, it is clear that mainstream tourism, like other industry sectors and the human economy as a whole, is far from sustainable. Most tourism enterprises adopt only those practices that improve profits or public relations (Lane, 2009; Sheldon & Park, 2011; Weaver, 2009). Improvements are driven principally by regulatory changes, often against political resistance and with poor implementation. Market measures are largely ineffective, with little direct public demand for sustainability in tourism (Budeanu, 2007; Miller et al., 2010; Weaver, 2009). Tourists expect operators to minimise impacts routinely, not as a criterion on which to choose between competing providers (Mair & Jago, 2010). Currently, there are few individual commercial tourism enterprises with positive triple bottom lines, including positive net contributions to local communities and to conservation (Buckley, 2009b, 2010). There is no firmed study on factors underlying tourism in Bangladesh has shown. In pin pointing the factors those are affecting tourism need to be studied immediately. In achieving such goal the study were conducted in the selective areas in Bangladesh. Several factors are influencing tourism in Bangladesh especially economic, environment and societal factors in the broaden arena.

### **2.2 Objective of the study**

The main objective of this study is to know the underlying factors affecting tourism in Bangladesh. In connection of the study the following specific objectives were to:

- List down major threats in tourism;
- Know preferences on sightseeing;
- Draw attention on tourism expenditure;

- Know tourist's perception on transport, quality and time to travel;
- Point out facility available for the tourists:
- Examine negative impacts created by economic, social and environmental drivers
- Make link with the income, employment and seasonality of tourism;
- Find out problems related to sustainable tourism in Bangladesh
- Recommend solutions to overcome problems related to tourism

### 3. METHODOLOGY

The study was concentrated 5 places including the largest beach Coks Bazar, Island saint Martin, Himchari, Lawachhara national parks, and Heron point Sundarbans from Khulna. A survey of the given areas was carried out over a period of three months from January 2012 to March 2012. Only five sites were selected for this study 3 from Coks Bazar (Himchari, Coks Bazar & Saint Martin) One from Sreemangal (Moulvi Bazar) and one from sundarban were selected to conduct the study, based on factors influencing tourism in Bangladesh. The survey was based on following criteria: In order to get qualitative information data were collected through 5FGDs from each of the site with respective respondents (Every FGD from each site, with the community, local elected body and ethnic people) 10 participants were in each FGD of which 5 participants male and 5 participants female to get real picture of the study areas. Total 100 respondents were interviewed through structured KII formats (10 visitors from each site and 5 persons from each category including communities, local government, tourism operators, tourisms organization, parks and environment, indigenus or ethnic people.

#### 3.1 Sampling and data collection

Semi-structured and open structured guided questionnaires were administered randomly to both adult males and females. The participants were selected randomly, and completion of questionnaires was facilitated through 'face-to-face' communication tools. The questionnaire included socio-demographic variables and a set of open-ended questions related to factors influencing tourism (Box 1).

##### **Box 1 Questions presented to respondents to assess their perceptions on factors affecting tourism.**

1. What are the factors affecting tourisms?
2. What are the facilities provided by tourism operators, organizations and tourist places?
3. What are the common problems in tourism and community livelihood issues?
4. What are the major causes of environmental degradation and economic losses and how will it is improved?
5. What can be done to involve community in sustainable tourism?
6. Which type of policy support needed for appropriate sustainable tourism management?

#### 3.2 Data analyses

Data were analyzed using SPSS Version 16.0 (SPSS, Chicago, IL, USA). In this study, perceptions were related to level of occupation.

## 4. RESULTS

### 4.1 Details about study area and sample respondents

To get both qualitative and quantitative data the study sites were selected from different geographical locations from Bangladesh. Lawachara national park, Cox's Bazar, Safari park, St. Martin and Sundarbans were selected for the study. Key Informants interviews were taken with 10 visitors, 5 communities people, 5 tourism operators, 5 parks management staff, 5 indigenus people and 5 from tourism organization through guided structured questionnaire (Table I).

Table I Study area and sample respondents

Places	Visitors N=50	Communities N=5	Tourism operators & business N=5	Local government N=5	Parks & environment management N=5	Indigenous people N=5	Tourism organizations N=5	FGDs
LNP	10	5	1	1	1	1	1	1
CoksBazar	10	5	1	1	1	1	1	1
Safari park	10	5	1	1	1	1	1	1
St. Martin	10	5	1	1	1	1	1	1
Sundarban	10	5	1	1	1	1	1	1
Total	50	25	5	5	5	5	5	5

#### 4.2 Factors influencing tourism

Basically economical, environmental and social drivers are influencing tourism industry. Tourism industry plays vital role in creation of both direct and indirect employment through small scale industry, guide services, community services and infrastructural development. Tourism is creating negative impacts of fishes & aquatic resources in various ways. The activities adopted by the visitors are annoyed both fishes and other aquatic resources as a results reduce fishes and aquatic resources. The ultimate result shows economic losses for the community. Not only has that it also made more vulnerable to the fishing communities. The employment also linked with income and livelihood of the communities. Tourism is creating only few employment opportunities for the few special focused groups rather than devastating huge fishers group. Lot of factors is related with environment. Many fold activities of tourism are creating detrimental effects on environment. 100% respondents were mentioned that economic factors mostly influence tourism in the greater extent followed by environmental and social factors respectively (Table II). It is now widely recognized that not only uncontrolled tourism expansion is likely to lead to environmental degradation, but also that environmental degradation, in turn, poses a serious threat to tourism.

Table II Factors driving tourism

Factors	Respondent type							All N=100
	Visitors N=50	Communities N=5	Tourism operators & business N=5	Local government N=5	Parks & environment management N=5	Indigenous people N=5	Tourism organizations N=5	
Economic	50(100)	5(100)	5(100)	5(100)	5(100)	5(100)	5(100)	100(100)
Environment	30(60)	3(60)	4(80)	4(80)	5(100)	3(60)	3(60)	52(52)
Social	20(40)	5(100)	3(60)	3(60)	3(60)	4(80)	3(60)	41(41)

N=Number, figure in parenthesis indicate percentage value

#### 4.3 Threats to tourism

Pollution, natural disasters, seasonal pressure of visitors, lack of infrastructural development, depletion of natural resources are major threats to tourism. Infrastructural improvements not only generate benefits to tourists but can also contribute to improving the living conditions of local populations. This increase in social overhead capital can also help attract other industries to a disadvantaged area and thus be crucial to regional economic development. Corresponding figure Impacts of natural resources and seasonal pressure are the major threats for tourism followed by natural disasters and warning on air & water quality (Table III). The negative impacts of intensive tourism activities on the environmental quality of beaches, mountains, rivers, forests and other ecosystems also compromise the viability of the tourism industry in these places.

Table III Tourism threats

Threats	Respondent type							All N=100
	Visitors N=50	Communities N=5	Tourism operators & business N=5	Local government N=5	Parks & environment management N=5	Indigenous people N=5	Tourism organizations N=5	
Warning on air & water quality	30(60)	4(80)	3(60)	3(60)	4(80)	4(80)	3(60)	51(51)
Impacts of natural resources	35(70)	5(100)	4(80)	4(80)	5(100)	5(100)	3(60)	61(61)
Seasonal pressure of visitors	40(80)	4(80)	5(100)	3(60)	3(60)	3(60)	3(60)	61(61)
Natural disasters	35(70)	2(40)	4(80)	3(60)	3(60)	3(60)	4(80)	54(54)

N=Number, figure in parenthesis indicate percentage value

#### 4.4 Preferences by the tourists

A list of preferences were made by the respondent including place, archaeological site, aesthetic, economics of the society, abundance of natural resources, species diversity, recreation opportunities, utility and facilities, social security, comfortable accommodation, access to the places and natural environment. 76% respondents were mentioned sound natural environment followed by aesthetic, social security, access to the places and facilities, present state of natural resources, recreation opportunity, comfortable accommodations diversity of species respectively are preferred by the visitors (Table IV).

Table IV Tourist preferences

Preferences	Respondent's group							All N=100
	Visitors N=50	Communities N=5	Tourism operators & business N=5	Local government N=5	Parks & environment management N=5	Indigenous people N=5	Tourism organizations N=5	
Aesthetic	50(100)	3(60)	5(100)	4(80)	5(100)	2(40)	5(100)	74(74)
Economics of the society	20(40)	1(20)	3(60)	3(60)	3(60)	3(60)	4(80)	37(37)
State of natural resources	38(76)	3(60)	5(100)	3(60)	5(100)	5(100)	5(100)	64(64)
Diversity of species	20(40)	3(60)	3(60)	2(40)	5(100)	3(60)	3(60)	39(39)
Recreation opportunity	40(80)	2(40)	5(100)	3(60)	4(80)	2(40)	5(100)	61(61)
Facilities	45(90)	3(60)	5(100)	3(60)	5(100)	2(40)	5(100)	68(68)
Security	50(100)	2(40)	5(100)	3(60)	4(80)	1(20)	5(100)	70(70)
Comfortable accommodation	42(84)	2(40)	3(60)	2(40)	3(60)	2(20)	3(60)	57(57)
Access to the places	43(86)	5(100)	4(80)	5(100)	4(80)	2(40)	5(100)	68(68)
Natural environment	50(100)	5(100)	4(80)	3(60)	5(100)	5(100)	4(80)	76(76)

N=Number, figure in parenthesis indicate percentage value

#### 4.5 Perception on tourism expenditure

Tourism expenditure is directly linked with the family income. Like Bangladesh is developing country is facing tremendous problem related to income. Common perception on tourism expenditure in our home country is comparatively low as compared to other developed countries (Table V). Corresponding figure 64% respondents were agreed that tourism expenditure is low compared to other countries followed by reasonable, fair, very expensive and expensive respectively.

Table V Expenditure and tourism

Statement on expenditure	Respondent's group							All N=100
	Visitors N=50	Communities N=5	Tourism operators & business N=5	Local government N=5	Parks & environment management N=5	Indigenous people N=5	Tourism organizations N=5	
Very expensive	20(40)	2(40)	1(20)	3(60)	1(20)	3(60)	2(40)	32(32)
Expensive	20(40)	2(40)	1(20)	2(40)	1(20)	2(40)	1(20)	29(29)
Reasonable	30(60)	2(40)	4(80)	2(40)	4(80)	2(40)	5(100)	51(51)
Fair	22(44)	1(20)	3(60)	1(20)	3(60)	1(20)	4(80)	35(35)
Low compare to other countries	46(92)	0(0)	5(100)	3(60)	5(100)	0(0)	5(100)	64(64)

N=Number, figure in parenthesis indicate percentage value

#### 4.6 Travel transports affect tourism

Travel and transports are affecting tourism in greater extent. The numbers of visitors are highly depending on transport efficacy including time management, travel time and comfort ability. 70% respondents were reported that travel is affected by long time journey followed by lack of available transport, risky transport, lack of water transport and hazardous to the environment respectively (Table VI).

Table VI Travel, transport & tourism

Reasons	Respondent's category							All N=100
	Visitors N=50	Communities N=5	Tourism operators & business N=5	Local government N=5	Parks & environment management N=5	Indigenous people N=5	Tourism organizations N=5	
Lack of available transport	40(80)	2(40)	3(60)	2(40)	3(60)	1(20)	3(60)	54(54)
Risky transport	35(70)	3(60)	3(60)	4(80)	3(60)	2(40)	3(60)	53(53)
Lack of water transport	30(60)	3(60)	3(60)	2(40)	2(40)	2(40)	3(60)	45(45)
Time consuming	50(100)	3(60)	3(60)	3(60)	4(80)	2(40)	5(100)	70(70)
Hazardous to environment	20(40)	1(20)	3(60)	2(40)	4(80)	3(60)	3(60)	36(36)

N=Number, figure in parenthesis indicate percentage value

#### 4.7 Tourist accommodation

Tourist usually wants to make the tour comfortable and joyful through tour related concerns including accommodation, food, facilities, services and healthy environment. Regarding accommodation most of respondents were opined that accommodation is not available followed by if avail but not comfortable, expensive and lacking from available services (Table VII).

Table VII Perception on accommodation

Perception on accommodation	Respondents category							All N=100
	Visitors N=50	Communities N=5	Tourism operators & business N=5	Local government N=5	Parks & environment management N=5	Indigenous people N=5	Tourism organizations N=5	
Not available	30(60)	3(60)	2(40)	2(40)	4(80)	1(20)	3(60)	45(45)
Expensive	20(40)	3(60)	2(40)	3(60)	2(40)	2(40)	3(60)	35(35)
Not comfortable	25(50)	2(40)	3(60)	2(40)	3(60)	1(20)	3(60)	39(39)
Lack of services	20(40)	0(0)	4(80)	3(60)	3(60)	0(0)	3(60)	33(33)

N=Number, figure in parenthesis indicate percentage value

#### 4.8 Factors influencing sustainable tourism

Notwithstanding of sustainable tourism alarmed with the environmental, as well as the socio-cultural problems linked with conventional tourism. As a consequence, there is crucial need to uphold sustainable tourism development to imitate its environmental impacts and to ensure more sustainable management of natural resources. To boost up the concept of sustainable tourism process, refers to tourist activities "leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Lack of awareness, tourism policy and government patronizing is abandoning the implication of sustainable tourism in Bangladesh. 70% respondents were reported that lack of awareness is the main hindrance for sustainable tourism followed by lack of sustainable tourism policy, declined natural regeneration, natural disasters and unplanned infrastructural development respectively (Table VIII).



Table VIII Steps toward sustainable tourism

	Respondent's category							All N=100
	Visitors N=50	Communities N=5	Tourism operators & business N=5	Local government N=5	Parks & environment management N=5	Indigenous people N=5	Tourism organizations N=5	
Lack of awareness	50(100)	3(60)	3(60)	3(60)	4(80)	2(40)	5(100)	70(70)
Construction	30(60)	3(60)	3(60)	2(40)	2(40)	2(40)	3(60)	45(45)
Natural disasters	35(70)	3(60)	3(60)	4(80)	3(60)	2(40)	3(60)	53(53)
Disturbance of natural regeneration	38(76)	3(60)	5(100)	3(60)	5(100)	5(100)	5(100)	64(64)
Lack of policy	45(90)	3(60)	5(100)	3(60)	5(100)	2(40)	5(100)	68(68)

N=Number, figure in parenthesis indicate percentage value

#### 4.9 Environmental factors affecting tourism

Few common factors are influencing tourism of which environmental factors are very much associated with sustainable tourism. Environmental factors including air & water pollution, soil erosion, oil spill in the ocean, disposal of wastes, destruction of wild life habitats, disturbance of natural regeneration, extinction of species, loss of biodiversity and loss of mangroves are remarkable. The factors are very much associated with site specific. 72% respondents were mentioned that waste disposal is affecting tourism in the greater extent followed by disturbance species breeding, pollution of air & water respectively (Table IX). Climate change also affecting tourism in many ways including siltation and salinity causes great impact on tourism. Scarcity of fresh water in the coastal tourist zone especially sundarbans, Saint Martin, and Coxs Bazar is the common issues that will lead havoc for future tourism. Freshwater accessibility for contending agricultural, household and other uses is rapidly becoming one of the most critical natural resource issues in many areas. Rapid expansion of the tourism industry, which tends to be extremely water-intensive, can exacerbate this problem by placing considerable pressure on scarce water supply in many destinations. Water scarcity can pose a serious limitation to future tourism development in many low-lying coastal areas and small islands that have limited possibility for surface water use and storage, and whose groundwater may be contaminated by saltwater intrusion. The main environmental impacts of tourism are pressure on natural resources, pollution and waste generation and damage to ecosystems.

Table IX Environment and tourism

	Respondent's category							All N=100
	Visitors N=50	Communities N=5	Tourism operators & business N=5	Local government N=5	Parks & environment management N=5	Indigenous people N=5	Tourism organizations N=5	
Air & water pollution & quality	30(60)	3(60)	3(60)	4(80)	4(80)	3(60)	3(60)	50(50)
Soil erosion	20(40)	2(40)	2(40)	3(60)	4(80)	3(60)	2(40)	36(36)
Oil spill	10(20)	3(60)	2(40)	3(60)	5(100)	2(40)	3(60)	28(28)
Waste disposal	50(100)	4(80)	3(60)	4(80)	5(100)	3(60)	3(60)	72(72)
Disturbance of wildlife breeding	30(60)	3(60)	3(60)	3(60)	5(100)	4(80)	3(60)	51(51)
Natural regeneration affected	20(40)	3(60)	2(40)	2(40)	5(100)	5(100)	3(60)	40(40)
Species extinction	12(24)	3(60)	2(40)	2(40)	4(80)	4(80)	2(40)	29(29)
Losses of biodiversity	15(30)	3(60)	2(40)	3(60)	5(100)	5(100)	3(60)	36(36)
Loss of mangroves	30(60)	3(60)	2(40)	4(80)	4(80)	3(60)	3(60)	49(49)

N=Number, figure in parenthesis indicate percentage value

#### 4.10 Impact of wildlife breeding

Natural regeneration is the very much supportive for wildlife breeding. The rate of habitats destruction also alarming threats for wildlife breeding. The visitors are damaging young (especially plant species) during go through national parks, mangroves and islands. They don't take care about the young in the natural state. Species extinction also indicates the low rate success wildlife breeding. Several factors are responsible for less wild breeding and natural regeneration of plant species including loss of mangroves, encroachment, illicit felling, land degradation, loss of biodiversity and soil erosion. 76% respondents were opined that wildlife breeding is impacted due to damage of natural regeneration of plant species (Table X).

Table X Impact of breeding and natural regeneration

	Respondent category							All N=100
	Visitors N=50	Communities N=5	Tourism operators & business N=5	Local government N=5	Parks & environment management N=5	Indigenous people N=5	Tourism organizations N=5	
Disturbing wildlife	20(40)	3(60)	3(60)	2(40)	5(100)	3(60)	3(60)	39(39)
Destructing habitats	40(80)	2(40)	5(100)	3(60)	4(80)	2(40)	5(100)	61(61)
Clearing natural vegetation	30(60)	3(60)	3(60)	3(60)	5(100)	4(80)	3(60)	51(51)
Damaging natural regeneration of plant species	50(100)	5(100)	4(80)	3(60)	5(100)	5(100)	4(80)	76(76)
Destroying biodiversity	20(40)	3(60)	2(40)	2(40)	5(100)	5(100)	3(60)	40(40)

N=Number, figure in parenthesis indicate percentage value

#### 4.11 Social factors and tourism

Social factors affecting tourism in many ways including lack of security especially for foreign visitors nonetheless domestic visitors also skeptical in this issues. Many of the visitors reported that insecurity, crime and cheat are common form in few cases. Even they have no way to do something in this case. They do not get any support at the time of real facts. They can reach security force after occurrence and losing everything. Social security, community attitude, community involvement and political unrest are affecting tourism in Bangladesh in the greater extent (Table XI).

Table XI Impact of social drivers on tourism

Factors	Respondent type							All N=100
	Visitors N=50	Communities N=5	Tourism operators & business N=5	Local government N=5	Parks & environment management N=5	Indigenous people N=5	Tourism organizations N=5	
Social security	50(100)	5(100)	5(100)	5(100)	5(100)	5(100)	5(100)	100(100)
Community involvement	20(40)	1(20)	3(60)	3(60)	3(60)	3(60)	4(80)	37(37)
Community attitude	20(40)	5(100)	3(60)	3(60)	3(60)	4(80)	3(60)	41(41)

N=Number, figure in parenthesis indicate percentage value



## 5. DISCUSSION

In the study it is clear that mainly economic, environmental and social factors are influencing tourism in Bangladesh. Seasonality, natural disasters and in appropriate planning are leading economic losses in tourism industries in Bangladesh. In environmental driver, loss of species diversity, damage of natural regenerations, hampering of wild life breeding, visitor's attitude and behavior, lack of proper wastes management are affecting tourism a lots. On the other hand, lack of social security, crime, cheating are creating negative impacts on tourisms.

Tourism may contribute as the major service sector in a country as well as in the globe as a whole. In this sector there is ample scope to exchange cultures, views and philosophy with others. Rather than export earnings, international tourism also generates an increasingly significant share of government (national and local) tax revenues throughout the world. In addition, the development of tourism as a whole is usually accompanied by considerable investments in infrastructure, such as airports, roads, water and sewerage facilities, telecommunications and other public utilities. Such improvements not only generate benefits to tourists but can also contribute to a disadvantaged area and thus be crucial to regional economic development.

Tourism industry associations promote growth. Even parks agencies promote tourism, despite impacts. Travel costs, however, are rising with oil prices (Becken & Schiff, 2011). Tourism destinations are affected by climate change, despite adaptation (Buckley, 2008b). Except for a few unusual enterprises (Buckley, 2010), the tourism industry focuses strongly on economic aspects, with attention to social and environmental aspects confined to legal compliance, political manoeuvring, and marketing and public relations (Buckley 2009b; Hall, 2010; Lane, 2009; Weaver, 2009).

Most tourism enterprises adopt only those practices that improve profits or public relations (Lane, 2009; Sheldon & Park, 2011; Weaver, 2009). Market measures are largely ineffective, with little direct public demand for sustainability in tourism (Budeanu, 2007; Miller et al., 2010; Weaver, 2009). Tourists expect operators to minimise impacts routinely, not as a criterion on which to choose between competing providers (Mair & Jago, 2010).

Tourism can support conservation through private reserves, communal conservancies, and contributions to public protected areas, but only under some circumstances, and with associated environmental costs (Balmford et al., 2009; Buckley, 2009c, 2010; Buckley, 2011a).

Additionally, tourism given that the sector provides a substantial amount of jobs for women and unskilled workers, tourism can appreciably contribute to empowering women and lighten poverty. Even so, it is now generally accepted that tourism can make an imperative role to employment, export receipts and national income in most countries and regions. Furthermore, tourism is often identified as the most promising driving force for the economic development of less developed countries and regions endowed with areas of natural beauty – including small island developing States – because it offers them a valuable opportunity for economic diversification.

Pressure on natural resources and the availability and prices of resources consumed by local residents – such as energy, food and basic raw materials – the main natural resources at risk from

tourism development is land, freshwater and marine resources. Intensive tourism development can also threaten natural landscapes, notably through deforestation, loss of wetlands and soil erosion. Tourism development in coastal areas – including hotel, airport and road construction – is a matter for increasing concern worldwide as it can lead to sand mining, beach erosion and land degradation. The tourism industry also generates considerable waste and pollution. Improper disposal of liquid and solid waste generated by the tourism industry has become a particular problem for many developing countries and regions that lack the capacity to treat these waste materials properly.

Uncontrolled tourism activities can lead to the severe disruption of wildlife habitats and increased pressure on endangered species. Tourism can also lead to the indiscriminate clearance of native vegetation for the development of new facilities, increased demand for fuel wood and even forest fires. In many countries, coastlines are becoming overbuilt due to tourism development until the damage caused by environmental degradation – and the eventual loss of revenues arising from a collapse in tourism arrivals – becomes irreversible. As mentioned above, intensive tourism development and recreational activities in coastal areas can not only lead to beach destruction and coastal degradation, but can also threaten coral reefs and other marine ecosystems. Other major problems arising from tourist activities in mountain regions include disruption of animal migration by road and tourist facilities, sewage pollution of rivers, excessive water withdrawals from streams to supply resorts and accumulation of solid waste on trails.

There is an increasing concern that the negative impacts of tourism on the natural environment can ultimately destroy the tourism industry itself. The likely impacts of sea-level rise and coastal flooding on small islands and in some coastal areas would include: (a) increased coastal erosion, (b) loss of land and property, including tourist facilities, (c) dislocation of people, (d) increased risk from storm surges, (d) saltwater intrusion into scarce freshwater resources and (e) high financial costs associated with attempts to respond and adapt to

these changes. Severe negative impacts on coastal ecosystems, such as bleaching of coral reefs and deterioration of mangroves, are also expected to threaten tourism in many destinations around the world. In fact, global warming is expected to severely disrupt tourism activities not only in coastal areas and small islands, but also in mountain regions because snow conditions in ski resorts are likely to become less reliable. Private sector in the tourism industry in most countries, many initiatives have also been taken by this sector.

## 6. CONCLUSION AND RECOMMENDATIONS

The tourism sector is an increasingly important source of revenues through creating of employment opportunity. Because the sector is relatively labor-intensive, investments in tourism tend to generate a larger and more rapid increase in employment than equal investment in other economic activities. Even though tourism is concentrated along the coastal zone and protected areas of Bangladesh, it has had a number of positive benefits in terms of increased incomes, increased employment, added avenues for upward mobility for locals, increased revenue and increased foreign exchange earnings. However, there are also some socio-economic and environmental impacts associated with these benefits that need to be highlighted. Ecotourism is one of the fastest growing segments of the tourism sector and further rapid growth is expected in the future. There is, however, little agreement about its exact meaning because of the wide variety of so-called ecotourism activities provided by many different tour operators and enjoyed by an equally broad range of diverse tourists. Its main features include (a) all forms of nature tourism aimed at the appreciation of both the natural world and the traditional cultures existent in natural areas, (b) deliberate efforts to minimize the harmful human impacts on the natural and socio-cultural environment and (c) support for the protection of natural and cultural assets and the well-being of host communities.

Research networks and links between tourism and population is limited. At global scale, population growth increases tourism and its impacts, but there is little evidence whether tourism influences population. At local scale, tourism can generate economic growth and population change, mainly through migration.

The common problems in tourism are a) Exploited rapid growth of coastal tourism; ii) The seasonal nature of tourism has led to swings in employment and income most markedly in the small sector and to the unskilled worker; iii) There has been no clear nor firm policy relating to tourism; most decisions have been on a purely ad hoc basis; and the policy initiatives that have been introduced are not attentive to local concerns.

### Recommendations

The sustainable tourism can uphold through (a) the promotion of national strategies for decentralization of sustainable tourism, (b) the exercise of both dogmatic approaches; (c) the hold up for deliberate and community inventiveness's; and (d) the promotion of sustainable tourism at the international level. It should be lucid by now that even ecotourism activities can cause adverse ecological impacts, particularly if they are not properly managed or if they involve tourist numbers beyond the local carrying capacity. The steps need to be followed in sustainable tourism from tourism operators, local government, tourism organizations, community groups, parks managers, indigenous community or enterprise, regional development organizations, interpretations officers and everyone.

Sustainable tourism initiatives that facilitate direct and protect key natural and cultural heritage assets. This will be used to develop new and existing tourism opportunities in an environmentally, economically and socially sustainable manner.

1. Environmental impact assessment for tourism should be carried out to know the present degradation of environment
2. Impact of tourism to the local community should be carried to assess the vulnerability of the surrounding community
3. Research on present status of species diversity in the tourism areas should be carried out to compare with other places and over time
4. Reasons for mangrove deforestation, land reclamations and siltation. Short-term economic gains from the development of these areas are obviously preferred over the long-term benefits of the conservation of ecology.
5. Water sports, beach driving, beach accommodation are also causing serious problem to the natural environment as well as for tourism and these should be stopped.
6. Beach wastes including plastics and other wastes are causing very serious problems; an urgent action plan is needed immediately to mimic the problems.
7. A systematic study of the environmental impacts of tourism, through perhaps, a life cycle analysis, and the valuation of the environment to enable its integration into decision-making.
8. A monitoring and management system to ensure the effectiveness of coastal and environmental regulations. The development of sustainability markers would be a way to ensure this. Such markers will enable both the industry and government to identify the emerging issues and to facilitate

- mitigation before problems becomes unmanageable. They can also serve as the basis for monitoring changes in the ecosystem, social and economic spheres.
9. The disposal of wastes (solid, semi solid of non-biodegradable) was then a serious problem and that there was need for education to increase environmental awareness, and for the use of re-cycling technology.
  10. The design of resort buildings is controlled so that they are well integrated into the island environment, take advantage of the tropical climate and use local building materials to the extent possible, such as thatch roofs.
  11. To protect and preserve biodiversity a number of measures have been prescribed. Poison and dynamite fishing are strictly prohibited. Net and trap fishing should be controlled and confined to certain areas.
  12. Garbage from tourist resorts should be disposed off in a manner that would not cause any damage to the environment. All garbage disposed into the sea should be done as far away into the sea as necessary in order to ensure that it does not get washed onto any islands with the current.

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