

Chapter 23

The Principles and Practices of Sustainable Tourism Investments and Development in Bangladesh



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Abstract The tourism industry of Bangladesh is growing very rapidly in recent years though international tourist arrival is very limited compared to the neighboring countries. However, domestic tourist flow has been increasing excessively. This book chapter reveals the status of sustainable tourism indicators of Bangladesh guided by the World Tourism Organization (UNWTO) and Department of International Development (DFID). It has been found that the local people of the topmost revenue-generating destination of Bangladesh are slightly dissatisfied with mass tourism development, yet, it varies for different factors. In terms of social and environmental concerns, local people are dissatisfied with conventional tourism practices. However, they are very satisfied with the increase of diversified livelihood and economic multiplication. On the other hand, livelihood capital is used limited to sustainability in the four major sectors of the tourism industry for the country. The main reason for it could be depicted lack of theoretical understanding of research. However, the tourism industry of the country is still in the booming stage. Therefore, the application of effective knowledge with proper investments and development practices could improve the industries involved in the tourism business in a sustainable manner. Thus, this industry could rise and bring about decent employment offerings in a sustainable manner to everyone (i.e. from the community to investors or the government). Moreover, these practices will improve the capacity of the destination's inhabitants to protect the environment and ensure community empowerment.

Keywords Sustainable tourism · Principles · Practices · Bangladesh

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Introduction

Tourism is a complex industry having an economic multiplication impact on a country's economy. It is known as one of the topmost revenue-generating industries in the world and is regarded as a complex industry because of the economic multiplication and product along with its services produced from this industry makes it unique. In 2019, the tourism industry contributed worth of 10.3% of the world's total Gross domestic product (GDP) from direct, indirect and induced economic activity; one in every ten jobs was created from this industry (World Travel & Tourism Council, 2020). Moreover, 4.3% of investments are contributed from total investments. However, until the 1980s most people had been thinking and practicing conventional mass tourism only where exploitation of nature and resources at adapting platform of stages of sustainable tourism development. Ironically, several studies have identified that conventional tourism models fail to benefit the local poor people and minimize the gaps between the social classes of poor and rich (Zeng, 2018).

However, the concept of sustainable development emerged in 1987 and continued to expand further. Researchers and experts identified the negative impact of mass tourism on society and the environment, and the economy in the long run. It has been found that tourism industries contribute hugely to global climate change (Bramwell & Lane, 2008). A report of the World Tourism Organization (UNWTO) (2019) identifies that only the transportation sector of the tourism industry accounts for 5% of global carbon emissions (World Tourism Organization, 2019). Furthermore, it is obvious that other tourism business sectors are responsible for contributing more to carbon emission and global climate change. This climate change triggers any kind of environmental damage by destroying ecological cycles and biodiversity loss in the earth system. Yet, various alternative types of tourism, which are viewed as sustainable tourism, have been created after the extremely high competition of sun-lust tourism (Yfantidou et al., 2018). There are some confusions to define sustainable tourism for the wide range of its practices and scopes. Still, more research is needed to be done on the developing economies where the tourism industry is burgeoning. In the case of Bangladesh, research and development of the concept of sustainable tourism are at the initial stage with very minimal understanding and practice.

The tourism industry in the country is also not well developed compared with its neighboring countries. In addition, along with doomed tourism development and persisted degradation of the destination through various natural disasters and poverty-driven populations, it threw local communities in a vulnerable position and created a poor image to the international tourists (Islam & Carlsen, 2013). Not only natural calamities, increasing trend of population growth and unemployment in the urban areas of the country also fosters an unattractive environment to the tourists. Various sectors involved in the tourism industry are yet to define sustainability goals in the tourism industry. Moreover, the theoretical framework for defining sustainable tourism principles in the context of Bangladesh needs to be identified.

Therefore, some guiding principles and practice mechanisms for sustainable tourism development are illustrated in this chapter.

Methods and Materials

A mixed method had been used to collect and analyze the data for writing this book chapter. To understand the concept of sustainable tourism development, a thorough literature review was conducted by considering the four keywords (i.e. sustainable tourism, Bangladesh, Practice and Principles) to search peer-reviewed journal articles, books, or other reliable sources. Most related literature had been considered for review. It guided a way for the primary survey to the major tourism industry stakeholders such as public, private, communities, and tourists. A total of 60 questionnaires had been surveyed, and samples were collected using a convenient sampling method. The questionnaires were targeted to get answers of livelihood assets utilized in four major sectors in the tourism industry as (1) Accommodation, (2) Recreation or entertainment, (3) Food services, and (4) Transportation. For conducting the survey using scale ranging 0 to 4 meant “poor practices of capital”, and 4 meant “best practices of capital”, respectively. Five capitals of asset utilized in the tourism industry as 1. human (i.e. skill, education, expertise, good health, etc.), 2. physical (i.e. infrastructure, accessibility, production input, etc.), 3. natural (i.e. air, water, soil, energy, etc.), 4. financial (i.e. investment, incentive, levies, etc.), 5. social (i.e. social network, authority, agreement, association, etc.) capitals of the specific destination and the country as a whole. These data were further analyzed using the sustainable livelihood capital assessment technique of the United Nations Development Program (UNDP) (2017). This model was inherited from the Department of International Development (DFID) (1999).

Furthermore, a questionnaire survey was conducted to the local residents of Bangladesh Cox’s Bazar Sadar Upazila (closer to the beach area), with a convenient sampling method. A total of 200 questionnaires had been surveyed after finalizing the meeting with them. Demographic characteristics included age (measured as a continuous variable), gender, education, race/ethnicity, and income; all measured as categorical variables. Finally, community attachment was measured by two variables: whether the respondent lived in the area for a longer time or respondents are living in the area because of tourism. Hence, locals living for tourism business and for the shorter period were exempt from the questionnaire survey. Again, impacts have been measured using five-point agreement scales and also with a series of close-ended questions of neutral statements asking for their own perceptions of directionality (Maddox, 1985). For example, they are asked to indicate whether environmental and traffic conditions are worsened or improved as a result of tourism. Responses were solicited on five-point scales where one equaled to tourism greatly decreases, and five greatly increases the level of satisfaction with a central neutral point, thereby allowing directionality to be established by respondents. The

questionnaire also included measures designed as potential predictor variables of attitudes.

After collecting the data and information, it had been evaluated using statistical methods. Finally, results from the two types of the survey gave a view to the sustainable tourism principles and practices of Bangladesh. It also revealed the gaps and potentials sectors to be developed.

Development of Sustainable Tourism Concept

Tourism is one of the overarching sectors of development worldwide as it embraces multispectral industries within it. Unlike other industries, tourism has in situ nature, which makes it unique, and risky as well. Tourism is growing so fast globally beyond any other sector. Among the four stages of tourism development, the recent era is the fastest growing era because of globalization, ease of access to information, quicker and safer medium to travel, and economic affluence. Tourism contributes 3.2% of world GDP, with an increasing trend of tourist flow worldwide. As a whole, domestic tourists contribute to this sector ten times more than international tourists. Besides, Weaver (2006) identifies the recent trend of more international tourists traveling from developed to developing countries. Theorists of modernization propound tourism by stating that, in the developing countries, tourism creates more jobs, improves infrastructure, and above all, improves the quality of life (Khan, 1997). In contrast, development theorists criticize mass tourism because it mainly benefits the capitalist economy rather than host countries' society, environment, or livelihoods (Urry, 2004). Moreover, income from tourism industries arrives in industrialized countries from the developing nations (Liburd, 2011; Place, 1995).

To give solutions to the environmental and social problems generated from tourism industries, environmentalists, along with the international development organizations, came up with the concept of "Sustainable Tourism". To achieve sustainability in tourism industries and build adaptation capacity with negative impacts of climate change, there have been a number of interpretations of sustainable tourism. However, debate on Climate Change accelerates focus on the impact of tourism on the environment and research on sustainable tourism (Ruhanen et al., 2015). After its emergence, research on sustainable tourism is huge and stable, and sometimes synonymous with ecotourism or nature-based tourism.

Ironically, the concept of sustainable tourism developed depending on several time spans. Jafari (1989) divided these time spans into four broad groups, and those are: 1) Advocacy (1950–60), 2) Cautionary (1970–1980), 3) Adaptancy (1980–1990), 4) Knowledge-based platform (1990 and after). Mass tourism had been popular until the emergence of the concept "Alternative Tourism" in the 1980s, where negative impacts of mass tourism were evident on local livelihoods and natural resources. Mosedale (2011) critically remarks that, although diverse economic practices are very important in the capitalist economy, there has been very little research done on diverse economic practices, which raised the question of precarious local

livelihoods (Gibson, 2009; Mosedale, 2011). Alternative tourism embraces alternative capital-centric or noncapital tourism (i.e. gift-giving, voluntourism, etc.). In this format, other forms of capital (i.e. social, natural, human, and physical capital) are considered very important along with financial capital. Homestays, voluntourism, and cooperative tourism approaches are various types of alternative tourism that diversifies economies by generating multiple economic activities. Alternative tourism also promotes nature in a non-consumptive approach, which constructs win-win development strategies for developing or underdeveloped rural areas.

Even though several criticisms exist, sustainable tourism gained importance in the tourism industry for some of its recent success stories in several countries, whether implemented by international agencies, government, or private corporations. Furthermore, different sustainable tourism approaches (such as community-based tourism, rural tourism, agri-tourism, ecotourism, etc.) are found to bring positive outcomes. Among these different types of tourism, ecotourism is the most prominent and widely used term in sustainable tourism development because of its nature and multi-dimensionality (Blamey, 2001). Managing national parks as recreation centers, Protected Areas (PAs) or Marine Protected Areas (MPAs) can ensure sustainable development of ecosystem services by visitors use management (Miller et al., 2019). It also identifies carrying capacity limits to acceptable change.

Sustainability in the tourism system is required to incorporate resistance with the vulnerability to the anthropogenic or natural disaster even in a mature and well-planned tourism destination for the resilience of their products and services (Weaver, 2006). When the whole world is going through a major depression in the tourism industry created by COVID-19, tourism could be sustainable by limiting it within carrying capacity and cope with the shock.

Because of public pressure for conventional tourism, massive voluntary development of sustainability is improbable, though climate change and other environmental pressure (Buckley, 2012). However, forecasting negative impact upon the earth and the future of the tourism system, the United Nation's Sustainable Development Goals (SDGs) targeted to adopt specific goals to fulfill and ensure sustainable tourism development. Among those goals Goal 8, 12, 16 are directly linked with sustainable tourism. Besides this, sustainable tourism could bring about economic growth and employment; sustainable consumption and production; peace, justice, and strong institutions for the inclusive and pro-poor community of a country that are major targets of SDGs. Nonetheless, environmental development by utilizing more responsible behavior from producers and consumers and social development by the betterment of the community is marked in the objectives by 2030 (United Nations Development Program, 2020).

The minimal model for sustainable tourism interrelationship among time, capital and environment could be found where profitability, compatibility, and sustainability remain within a dynamic system (World Travel & Tourism Council, 2020). Though the model has weakness of not inclusive to labor intensiveness, it shows correlation with capital maximization with environmental degradation in the tourism industry with time. On the other hand, among several sustainable tourism frameworks, one important is proposed by Csete and Szecsi (Njorge, 2014) as:

“Regional Tourism Sustainable Adaptation Framework (RTSAF)” that provides four aspects (i.e. environmental, social, economic, and institutional) of climate change adaptation strategies, and five steps of adaptation processes of tourism. The RTSAF framework can be used as a very important tourism adaptation tool in climate-sensitive destinations (Njorge, 2014). However, this framework cannot be considered as an explicit solution to the regional climate change vulnerability because it did not address sustainable livelihood goals. Sustainable livelihood generation is one of the main targets for local development within the SDG’s 17 goals. It can create poverty reduction, maintain equity, foster opportunities for a decent job, and finally, economic growth for the locals.

Tourism in Bangladesh

It is found that sustainable tourism development is poorly defined in academia or policy papers in many developing countries, with very limited development practices (Carter et al., 2015). Moreover, in developing economies, theoretical practices are also minimal. Bangladesh being a developing country has 24.3% population (150 million) living under the poverty line (where per capita GDP is 2048 US\$) and 55% labor force (Bangladesh Bureau of Statistics, 2018). In the country, the unemployed population is more than 68 million; additionally, revenue sources are sought-after (World Bank, 2017). The country is one of the most vulnerable countries to climate risks, both from existing and future and very frequent natural disasters. The relative severity of disasters decreased substantially since the 1970s. However, due to improved macro-economic management, the poor’s increased resilience significantly progressed by disaster management. In the long list of potential impacts from climate change, the agriculture sector’s risks stand out as the most important one (Winston et al., 2010). These bring disasters at a different time, which repulses tourists from abroad.

Ironically, Bangladesh is facing rapid urbanization where the population migrates from rural to urban areas for more employment opportunities, though there are limited jobs in the cities. At the present population of Dhaka city is 12 million, and its density is 23,234 per sq. km. with a growth rate of 3.60% (Bangladesh Bureau of Statistics, 2020). Pollution, less accessibility, insecurity, less information, and poor waste management are the major constraints to making Dhaka a tourist destination. Cultural degradation is another phenomenon due to modernization in the era of industrialization of the country. Thus tourism industry of Bangladesh is still lagging behind to attract international tourists. Along with international tourists, emerging domestic tourists directly contributes 2.2% of the total GDP, generating only 0.4% of GDP from visitor’s export. Creating 1.8% tourism-related jobs is considered an underdeveloped industry (World Travel & Tourism Council, 2017). The tourist’s destination of the country experiences the most unplanned conventional tourism type because, in the peak season, tourists exceed far beyond carrying capacity limits. This creates an unemployment problem during the off-season. It also creates

social stress and fosters cultural degradation by commercializing culture, cultural assimilation, or overarching ethical degradation due to more profitability.

The country is comprised of major natural destinations, for example, world's longest continuous sea beach Cox's Bazar, one of the largest mangrove forests names the Sundarbans, numerous wetlands, hilly regions, evergreen floodplain, and so on. Among these destinations, Cox's Bazar is the most popular and top-rated destination known for conventional tourism, where around 35,000-40,000 tourists visit every day. However, in the peak season, these tourist number increases from 100,000 to 150,000. Every day on an average 10,000 tourists visits the mangrove's outer skirts on 200 boats. In the deep forest, 2000–5000 tourists visit depending on the intensity of depth. These data were collected from an in-depth interview of the president and secretary of Tour Operators Association in Bangladesh.

In contrast, the economic value of the Sundarbans' cultural services as measured by tourism shows that the number of tourists and annual revenue has been increasing. A growing number of tourists has visited the Sundarbans for recreation in recent years. Around 1,19,260 tourists visited in the Sundarbans from 2009 to 2010, comprising only 2160 international tourists (Uddin et al., 2013). Tourism friendly infrastructures are also necessary to enhance tourism in the Sundarbans. Other than tourism, "worship" and "educational research on the Sundarbans" might be highly valued cultural services of Sundarbans, which is not determined due to inadequate data. With time traveling for recreation, purposes are increasing very sharply along with tourist's expenditures throughout the country.

Principles of Sustainable Tourism Development in Bangladesh

In Bangladesh tourism industry is expanding where domestic tourists are the main market of attraction. In the last 20 years (i.e. from 1998 to 2018), tourist's spending has increased from 50 million to 4 billion US\$ (Fig. 23.1). The change is rapid, and tourists' flow is very prompt where inbound tourists hold the major share of the market.

Bangladesh's major tourism industries are travel agents, tour operators, transportation, merchandiser, entertainment, or food products lacking specific sustainability indicators or standards. However, only tourists have a specific code of conduct to follow determined by UNWTO and implemented by Bangladesh Tourism Board (BTB). Similarly, there is some code of ethics for the chain hotels or large invested resort owners in the case of accommodation sectors. In most cases, there is a weak plan for abiding by sustainability initiatives (e.g. reliable and sustainable energy, responsible production and consumption etc.). Though Pacific Asia Travel Association (PATA) Bangladesh Chapter has an environmental code for sustainable tourism, no practice in the real world can be seen. In 2017, UNWTO announced the year of "sustainable tourism for development" when Bangladesh tourism corporation (BPC) translated the international code of ethics in tourism into Bengali and circulated it to the stakeholders of this industry. However, due to negligence of

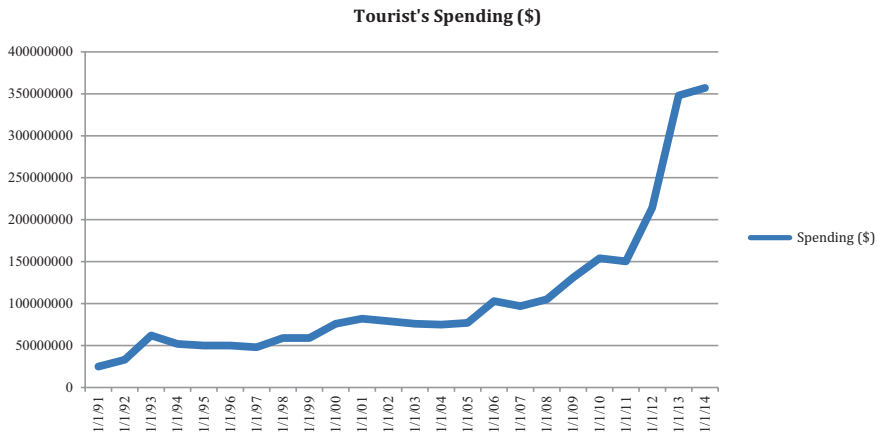


Fig. 23.1 Tourist's spending in Bangladesh (in US\$). (Source: Macrotrends, 2020)

proper evaluation method of implementing code of ethics in the tourism industry, the success of ethical awareness development is unknown. There is also the absence of eco-lodges, eco-labeling, or eco-certification schemes in the country's different tourism industries.

Practices of Sustainable Tourism in Bangladesh

According to the IUCN index, Bangladesh has 51 protected areas and one marine protected area in the Bay of Bengal with three international destinations (Protected Planet, 2020). These international destinations entertain very few international tourists. Among three protected areas, two are situated in the Cox's Bazar district (i.e. Cox's Bazar Peninsula and Sonadia Island). Among the major destinations of Cox's Bazar Sadar Upazila number of tourists visit per day is five to six times more than carrying capacity (Nowreen and Mohiuddin, 2018).

Core Indicators of Sustainable Tourism determined from UNWTO (2004) shows that when any destination reaches tourists beyond its carrying capacity it brings stress to the destination by physical, ecological, social, or other stresses to the inhabitants (Bramwell, 2006). Therefore, due to mismanagement and overexploitation of the country's resources, coastal tourism experiences stress in every aspect. Moreover, the use of natural resources to produce tourism products and services is so intense. Though there are limited international tourists, an abundance of inbound tourists in one destination makes the environment intolerable to the locals. Table 23.1 shows several attributes for measuring local people's satisfaction level in the Cox's Bazar Sadar Upazila as a topmost tourist destination.

The perception about the satisfaction level of the local residents of Cox's Bazar Sadar Upazila is mixed in tourists visiting their region. A total of 37 questions had

Table 23.1 Resident's perception of Cox's Bazar as the topmost tourist destination in Bangladesh

Attributes	Perception
1. Visual attraction and appealing natural attractions	3
2. Used natural/ local resources as equipment and facilities	1.7
3. Emphasized that tourists recycle and reuse products	0.8
4. Development was integrated with the local environment/ culture	1.8
5. Nature-based recreation activities (Sunbathing, beachside walking, watersports, kayaking, bird watching etc.)	2.4
6. Regional planning	2.7
7. Accessibility	3.3
8. A feeling of belonging in the community	3.1
9. Preservation of ones way of life	3.2
10. Participation in local culture	3.5
11. Understanding of different culture	3.2
12. Community pride	4.1
13. Frequently arranged community meeting	2.6
14. Participating in community traditional crafts, skills, customs	3.2
15. Waste management	0.9
16. Traffic system	1.2
17. Crowding and congestion	1.4
18. Drug and alcohol abuse	2.1
19. Crime and vandalism	2.4
20. Urban sprawl and population growth	1.8
21. Conflicts over zoning/land use	2.1
22. Preservation of biodiversity and habitats	2.1
23. Preservation of natural areas	2.3
24. Preservation of cultural/historical sites	2.1
25. Clean air and water	1.9
26. Beautification of community	2.4
27. Nature-based recreation opportunity	2.5
28. Peace and tranquility	2.2
29. Enough decent jobs for the residents	2.7
30. Stores and restaurants owned by local residents	2.6
31. Availability of retail shops and restaurants	3.7
32. Increased value of house/or land	3.8
33. Diversified livelihood	3.7
34. Contingency planning mitigation and response	0.1
35. Quarantine precautions for air travelers (number and nature of quarantine measures; checking temperature)	0.3
36. Effectiveness of surveillance and reporting of cases	1.5
37. Public health education campaigns	2.1
Overall mean value	2.34
Variance	0.888
SD	1

Source: Questionnaire survey (2019)

been asked to them using a 5-point Likert scale ranging from 1 to 5 (i.e. 1 meant worst and 5 to best level of satisfaction). The overall value on perception is 2.34, which stands for slightly below neutral, which means local people were not satisfied with conventional tourism practices. However, standard deviation is one that directs in the cases of some attributes satisfying to the locals.

Besides, perception of financial contribution was higher as more decent job opportunities with diversified livelihoods were created because of tourism, with an increase in business, accessibility, and increasing land price. On the other hand, the overall environment has gone under degradation due to poor waste management, escalation of crowd and congestion, fewer nature-based recreation activities, poor contingency mitigation planning, or pollution control. Moreover, social degradation is burgeoned due to increased rate of crime, drug and alcohol abuse, poor traffic system, less peaceful environment, etc. Another important issue is that, like other destinations of the country, it does not have any proper and effective waste management system, neither they have waste treatment plants. In contrast, local people perceive that there is potential to utilize nature-based recreation in a wise manner; tourism has increased their community pride. Moreover, local peoples' participation in tourism has increased because of understanding others' cultures. It gives a general idea of how residents of the country's top destination feel about tourism in their region and the gaps to make it sustainable.

Sustainability of Livelihood Capital in the Top Destination of Bangladesh

Exempt from urban areas, 80% of people of Bangladesh live in the rural areas where rural people in developing countries struggle to meet their basic needs. Also, lack of participation in the community's decision-making process hinders them from being empowered. However, Sustainable Livelihood (SL) is a strategy that could be utilized for poverty alleviation for the rural poor (United Nations Office of Drug and Crimes, HIV/AIDS and Crime, 2011). SL addresses environmental and social sustainability by identifying resistance capabilities with various vulnerabilities, shocks, and assets (McKeller and Smardon, 2012). In developing countries, rural poor are dependent on a subsistence economy, which can drive rural poor to areas where they cannot fulfill their basic needs (Shen et al., 2008). In developing countries, this strategy mainly supports the subsistence economy. It is clear from the figure that SL for tourism integrates rural development, sustainable environment, and tourism development. Therefore, Sustainable Livelihood Approach (SLA) could be a solution for sustainable rural development as well as sustainable tourism. To understand the relationship between SL and tourism, it is necessary to examine the tourism industry's specifics (Shen et al., 2008). Hence, poor livelihoods, even if they lack financial assets, can utilize their cultural and natural capital to involve in the tourism

business (Ashley et al., 2001). Furthermore, tourism can complement other types of nature-based livelihood activities.

From the survey of tourism industry stakeholders, the following Fig. 23.2 is formed to assess the condition of the asset of four important tourism industries of Bangladesh.

Average capitals from the above four sectors identify present assets are somewhat sustainable (with an average value of 8.5 where sustainable: $8 \leq \text{capital} < 12$). However, if the expansion of mass tourism happens in this way, the asset might fall short and become limited sustainability to unsustainable ($4.0 \leq \text{capital} < 8$ or $0 < \text{capital} < 4.0$ respectively). First of all, the sustainability of livelihood capital in the accommodation sector is weighted 7.3, implying limited to sustainability. According to the tourism industry stakeholders, human capital lacks for the accommodation sector, as there is less training or human resources at the professional level. On the other hand, social capital is very less due to non-coordination among different associations or communities. Moreover, some stereotype approaches are working in the accommodation sector; and females are not encouraged to work there. This sector

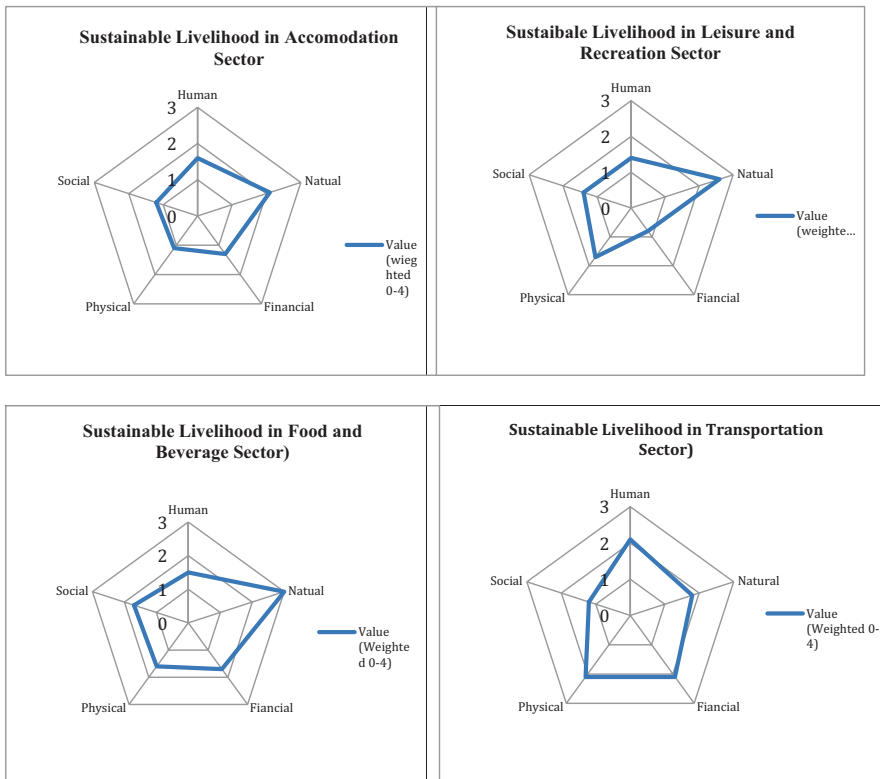


Fig. 23.2 Sustainable Livelihood Asset Model for the four major sectors of the tourism industry in Bangladesh (authors' generated) Model used from UNDP (2017). (Source: Questionnaire survey, 2019)

lacks in waste management practices and high potentials of money leakage because of investments from abroad or non-residents to the destinations.

Again for recreation and entertainment industries, livelihood capital is limited to sustainability (i.e. weighted value 7.9). Firstly, human capital is less skilled or trained for practicing diversified recreation spectrum. Research and training are also limited based on this industry. Traditional recreation practices are being faded day by day. The high seasonal influence of tourism makes it less attractive to skilled personnel to develop their careers in the recreation sector. However, natural capital is abundant with plenty of opportunities. Ironically, social capital is somewhat degrading with time by globalization and cultural assimilation, in terms of physical and financial capital is less in the tourism industry fitting to the demand. There is the least investment in the recreation and entertainment industries as well.

Similarly, natural capital is more sustainable (weighted 9.3) among any other capitals as the availability of resources about the country's food and beverage industries. More local products are used in the culinary industries. For food industries, self-sufficiency in the agricultural, livestock, and fisheries makes natural capital available. Therefore, according to the survey, the livelihood capital is sustainable until now. However, less budget and training on international food financial and human capital are less involved in these industries. More research and a positive image of culinary industries are also needed for further development of the industry. Finally, in the transportation sector, the sustainability of livelihood capital weighted 9.3. Social capital is less implied due to poor public perception of transportation industries of the tourism industry. Proper planning is required for the well-being of mankind in the transportation sector. Among five capitals, human and physical capital is used more for livelihood though it is still sustainable. But negligence of skill development or further investments for infrastructure or superstructure formulation could minimize sustainability for livelihood generation. Furthermore, social capital is invested least due to the negligence of coordination among social structures and coordination. However, natural capital utilization for creating decent employment or sustainable energy consumption is not satisfactory. Thus, sustainable livelihood capital identifies gaps in Bangladesh's tourism industry and foresees future initiatives to be taken for sustainable asset maximization in specific investment or planning process.

Direction to Sustainable Tourism Development in Bangladesh

Tourism in Bangladesh is not well developed compared to the neighboring countries. Moreover, there is a lack of sustainable tourism development principles determined by the concerned authority or well-established practices. Bangladesh's tourism policy is yet to implement sustainable policy instruments such as eco-certification, eco-lodges, waste management, environmental conservation, local empowerment, investment of micro to medium tourism industries, and so on. On the other hand, international tourists' arrival in the country is minimal, while tourism

expenditure increases sharply because of domestic tourist flow. Ironically, it has been estimated that in developing countries, the emerging market is growing 3.1% times faster than their developed peers (Global Green Growth Institute, 2015). It is very crucial to make the right investment in the right place to grow. Most of the investments are happening in the urban or periphery of city areas for industrialization. Besides, the capitals and cities provide all categories of employment where the majority of the job is a low category with marginal waged labor. This makes the overall situation devastating, as people in this category live in slums or open-air with tragic sanitation or public service facilities. The unemployment rate of the workforce is 4.8% (Bangladesh Bureau of Statistics, 2020).

Furthermore, urban areas' tourism industries create seasonal employment opportunities with an increasing trend of floating people. On the other hand, there is a shortage of human resources and skilled labor force in rural areas. Besides, public services are absent in rural areas, and rural communities will suffer more, as the number of older people will increase if the economy is not properly planned. To find sustainable tourism practices in Bangladesh local people's satisfaction defines gaps of local capital invested in the tourism industry. For investment practices of coastal tourism development, natural resources should be consumed in a responsible way. Furthermore, the waste management system must be modern and effective in each and every destination. Safety and securities should also be given priority in terms of monetary instruments with effective law and order enforced. Contingency planning or responses should be embraced in the tourism development planning process as a risk management tool for disaster or vulnerability mitigation strategies. It is found that the local communities are satisfied in terms of their economic growth; however, some discrepancies still remain, as economic development needs to be more inclusive. Therefore, female and marginal groups must be incorporated in tourism industries from micro to small or medium industries of locally owned. This type of direction could be equally applied to other destinations from coastal, hilly, flood-plain or watersheds of the country.

In contrast, Bangladesh's tourism industry's livelihood assets are weighted 7.8 in a range of 20, which means that it is an unsustainable practice of asset utilization. However, exurban areas can fill these gaps by sustainable asset utilization, and by providing employment opportunities to everyone, especially low to middle-income people. For example, trained human capital from all over the country could diversify their economy with their own credentials for heritage, and ecotourism could utilize human capital and participate in entrepreneurial tourism activities. Thus, the economy could be diversified and persistent. Furthermore, in a pandemic period during COVID-19 outbreak, there are very few job opportunities in urban areas, and mass people move towards rural areas that are private jobholders or daily laborer. In rural areas, due to dispersed settlement, there are huge opportunities for alternative types of economic practices.

For more sustainable financial capital development, green financing on tourism industries, disbarment of eco-friendly funds, green certification projects, increasing production and services of locally-owned tourism industries, the proliferation of value chain for agricultural, livestock or fisheries production should be given

emphasized. Besides, sustainable physical capital utilization; local infrastructure, investment in green energy, and establishing forestry or environmental enterprises must be embraced in the investment or development policy and planning. Again, human capital could be sustainable in Bangladesh's destinations by stakeholder training, environmental awareness training on fishing, agriculture, strengthening local association, training public-private sector employee. Though Bangladesh has sustainable natural capital, it is not finite.

Therefore, to ensure natural capital, responsible production and consumption from micro-small to medium enterprises, eco-friendly production, coastal buffer zone creation, restoring natural coastal defense, biodiversity conservation zones, land zoning, and smart technology use should be other spectrums to consider. This can also help ensure sustainable tourism development. Finally, for sustainable social capital, females should be encouraged to participate in the tourism industry, participation in land zoning and wood management with local government, and inter-ministerial plans. Shocks, trends, and seasonality influence the availability of livelihood assets in certain destinations. These initiatives of proper investment and strategic planning for development will strengthen the country for coping with natural disasters. Hence, effective policy and organizational structures in a country could minimize the access to these assets for ensuring sustainable livelihood.

Conclusion

The tourism industry of Bangladesh is expanding very rapidly. Some of the destinations in peak season are experiencing tourists beyond the expectation. Tourism in the country contributes directly, indirectly, or induced way by providing opportunities for diversified livelihood. However, there is a lack of planning for ensuring the sustainability of the tourism industry. For example, there is huge employment in the peak season, but people become jobless in the off-season. Again after any disaster, destinations become devastated by not offering any livelihood to many people. There is a lack of practice of proper waste management systems and responsible production and consumption. Moreover, there is less safety and security for the tourists. Most of the country's destinations are disaster-prone, which makes the country less attractive to international tourists. Climate change is another global concern making the country vulnerable to the natural calamity. After finding the gaps of livelihood and capitals of the destinations, more investment and development is needed in human capital development by providing training, workshops, conducting research, setting up interpretation centers, and ensuring education. The tourism industry's financial capital should be made sustainable by ensuring more investment in locally-owned tourism businesses, green investment, setting up tools for risk management, or conserving the destination's natural resources. Natural capital also needs to be sustainable by ensuring a proper waste management system, practicing eco-certification schemes. Physical capital can be sustainable through the development of local infrastructure, eco-lodges, and environment-friendly

enterprises. Finally, social capital can be more sustainable by inclusive business to gender or marginal group, land zoning, or plantation. Therefore, developing sustainable livelihood by investing in all types of assets and implementing proper strategic planning will benchmark Bangladesh's sustainable tourism principles. Implementing strategic planning and effective investments to the locals will create sustainable tourism practices. Thus, conglomerations of principles and practices of sustainable livelihood and the local community's involvement will make Bangladesh's tourism industry healthy and sustainable. This will create a good image of the country internationally and decent socio-economic and environmental development.

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