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Sustainable Development of Ecotourism in Bangladesh

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Sustainable Development of Ecotourism in Bangladesh

M.Phil. Dissertation

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**Department of Marketing
University of Rajshahi
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May 2011

Sustainable Development of Ecotourism in Bangladesh



Dissertation submitted to the Department of Marketing, University of Rajshahi for the Degree of Master of *Philosophy*.

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Dedicated
to
My Mother

DECLARATION

I do hereby declare that the thesis entitled "Sustainable Development of Ecotourism in Bangladesh" submitted to the Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh, for the Degree of Master of Philosophy, is my original work. The material obtained from other sources has been duly acknowledged. This thesis has not been submitted in part or full for any other diploma or degree in any University or Institute.

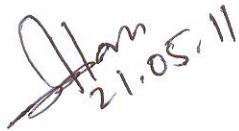

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CERTIFICATE

I have the pleasure to certify that Mr. Feroz Ahmed, M. Phil fellow Department of Marketing, University of Rajshahi, Bangladesh worked on “Sustainable Development of Ecotourism in Bangladesh” for the M. Phil Degree of Rajshahi University under my supervision. The thesis in question is a record of original work. To the best of my knowledge and belief this work was not submitted previously to anywhere in its original form or part thereof or awarded to anybody else.

I do recommend Mr. Feroz Ahmed to submit this thesis for the award of Master of Philosophy Degree of University of Rajshahi, Rajshahi, Bangladesh.


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The study embodied in this thesis carried out by Mr. Feroz Ahmed under my co-supervision is a bona fide research work. The thesis submitted for M. Phil degree in the Department of Marketing, University of Rajshahi, Bangladesh, and has not been submitted elsewhere for any degree.



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Abstract

This study was designed to identify the benefit of local people with the development of ecotourism in Bangladesh. To fulfill the above stated objective this study has been intended to identify the socio-economic status of the local people of various tourism spots, discover the perception of local people regarding ecotourism development, spot out the job opportunity possibilities through ecotourism development, to recognize the relationship between income and consumption pattern of the local people with the ecotourism development and to check whether the locality is being benefited through ecotourism development. In relation to the objectives of the study and supporting literature, five hypotheses were drawn to be tested through this research. The hypotheses were firstly, local people have positive perception toward ecotourism development; secondly, ecotourism development creates various types of job opportunities for the local people; thirdly, ecotourism development enhances the consumption power of the local people; fourthly, ecotourism development is sustainable livelihood option for the local community and finally ecotourism development enhances the overall development in that locality. To test the above stated hypotheses, interview technique was being undertaken for collecting necessary data from the respondents i.e., local people. Besides the demographic and other issues, the perception of the local people and their feelings regarding economic, social and economic aspects were identified through frequency distribution and weighted average methods. Moreover, three linear regression models have been administered in order to assess the factors that influence the income, consumption of the local people and community development perspective through ecotourism development. After analyzing the data it was found that most of the family of the local people ranged in between three to eight persons. 78% of the families had one to three children. The education condition was very dissatisfactory: 63% of the inhabitant found illiterate and only 52% of their children were found school going, rest were either not going to school or had dropped out from the school. The earning condition of the inhabitants found very dissatisfactory. Most of the respondents found not earning enough to fulfill their basic requirements and had income less than TK. 9000 per month. The study also revealed that in a significant portion of the cases expenditure exceeded the income. Tourism related activities found increasingly becoming popular source of job opportunity.

Hence, ecotourism development created job opportunities for them and enhanced their income and livelihood. Vast majority of the local people believed that ecotourism development increased various types of facilities for them. If it is being developed further in organized way, it would be able to contribute more in uplifting their livelihoods in various ways. Educational qualification, number of family member and number of children in the family have significant effect on income of the individual. With the increase of level of education and the number of family members, the income tends to increase, whereas with the increase of the number of children the income tends to decrease. This indicates that in relevance to the year of schooling, more the education the more the earning. As there is shortage of educated manpower, those who are comparatively educated can earn more. Large family may help each other for tourism related business and thus can help in earning more. On the other side, families having more children are being involved with child rearing and thus can spend less time in tourism activities and thus can earn less.

This study also showed that Marginal Propensity to Savings is 0.32, indicates about one third of the income will be saved thus can be inferred that the consumption and saving increased with the increase in income through the ecotourism development. Therefore it can be revealed that with further development of ecotourism in their locality, the consumption and saving will increase further and thus the livelihood of the local people will develop further.

The poor people in the community benefit more from the tourism and local people can live better with tourism than before are significant at one percent level. That means with increase of these factors community benefits would be increased. Side by side there are some factors which are negatively related with the community benefit from the tourism such as the hotel owners do not take into consideration the communities' interest, only the wealthiest benefit from the tourism and few numbers of people are benefited from tourism. These factors are also negatively significant at one percent level. So with the decrease in these factors the community would be more benefited. With the development of community, the local people consume various types of benefits and thus the livelihood of the local people also increase. This study suggests that the ecotourism development needs proper planning and coordination, without which the development ultimately may not provide total benefit for the country as well as for the locality.

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Chapter One: Introduction

1.1 Introduction

Hunziker and Krapf (1941), defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity. Tourism Society of England (1976) defined tourism as the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. International Association of Scientific Experts in Tourism (1981) defined tourism in terms of particular activities selected by choice and undertaken outside the home environment.

For about a decade, tourism has received increasing attention as a low-impact, non-consumptive development option, in particular for developing countries. It is argued that tourism allows for the use of areas which are otherwise of less value (e.g. remote beaches) and perfectly meets the demands of the growing travel industry (World Bank, 1998). Tourism can unfold a large positive potential for developing countries, with benefits including foreign exchange earnings, job generation, enforcement of infrastructure development, diminution of spatial disparities, development of rural areas (Vorlaufer, 1997), conservation of biodiversity, financing of protected areas (Lindberg *et al.*, 1998), revival of traditional trade and craftsmanship, restoration and protection of cultural sites (Gormsen, 1990), and even political control (Drongshar, 1991). Like all other sector, tourism also has some negative effects. Unplanned tourism development, overuse of land or natural settings, over crowd can create harm for the locality and the nature. Integrated planning can avoid most of the negative impacts; tourism has been re-discovered in the foreign aid policies of industrialized countries (SIDA/World Bank, 1997). According to the WTO, tourism is 'one of the environment's best friends' (WTO, 1997). Tourism has been touted as the 'saviour' of many regional and rural areas and in some cases it will be the key to begin rebuilding the area. However, for most regional areas tourism is simply one of many development strategies that must be evaluated both for potential success and also for their potential to contribute to social, cultural and political capital (Macbeth *et al.*, 2004).

1.2 Tourism/Eco-tourism Development in Bangladesh

Bangladesh is a small South Asian country located between 20.034° to 26.038° north latitude and 88.001° to 92.042° east longitude, with an area of 147,570 square km and a population of 160 million. It is bordered on the west, north and east by the vast India and shares a small border on the south-west with Myanmar. The total area of the south is guarded by the Bay of Bengal (www.google.com.bd).

It was evolved as an independent country carrying the name Bangladesh in 1971. Up to present statistics, it is the most densely populated country in the world. Compared to India and China, the two most populated countries in the world, it has a population three times dense than India and seven times than China. As far as religion is concerned, after Indonesia, Pakistan and India, Bangladesh has the largest Muslim population with approximately 85% Muslim(www.google.com.bd).

Bangladesh being a riverine country with wonderful aquatic resources and complemented with natural flora and fauna has an opportunity to establish a potential Ecotourism industry.

Ecotourism is a relatively new concept in Bangladesh. The philosophy of ecotourism is promotion of tourism through preservation of nature and culture. Application of Green productivity concept and technologies in the operation of the services will help in optimum utilization of goods and services minimizing wastage and preventing pollution. It can be done through training and retraining of the relevant sectors employees of the relevant sectors on the GP applicable techniques.

The Government of Bangladesh formulated a National Tourism Policy in February 1992. The main objective of this policy is to attract investment in tourism from the domestic private sector as well as by foreign investors. The Bangladesh Parjatan Corporation (BPC) is the highest authority to manage the tourism industry in Bangladesh and works under the jurisdiction of the Ministry of Civil Aviation and Tourism. The BPC carries out the following activities to promote tourism/ecotourism development in Bangladesh:

- Publication of promotional booklets, brochures, posters, videos and media advertisements.
- Participation in international travel and trade fairs.

- Observing tourism months to make local people more conscious and involved in tourism.
- Motivating foreign tourists to visit Bangladesh.

Various tourism facilities have been developed in many of the potential tourism areas by BPC and other government, semi-government and non-government agencies. The government encourages foreign investment in the sector, either in the form of joint ventures or on a full foreign ownership basis. In order to encourage investments, the government has put in place a number of incentives such as tax exemptions, remittances of up to 50% of the salary of foreign staff, facilities for repatriation of savings and retirement benefits, repatriation of capital and profits, and guarantees against nationalization. There was a time not too far in the past when tourism focused on beach resorts with recreational facilities. However lately, ecotourism has developed as a major trend. Travelling to relatively undisturbed natural areas with the specific object of studying, admiring and enjoying the scenery and wild plants and animals is a new phenomenon in developing countries. Complementary to ecotourism is the emerging concept of green productivity (GP). The term “green productivity” is based on a strategy for enhancing productivity and environmental performance with the goal being overall socio-economic development. GP is the application of appropriate techniques, technologies and management systems to provide environmentally compatible goods and services. The GP concept can be applied in manufacturing, the service sector, and agriculture and in personal consumption; but GP is particularly pertinent to the concept of ecotourism.

Bangladesh has achieved growth both in terms of number of tourist arrival and amount of income from them in 2004 compared to the previous year. According to the statistics released by Bangladesh Parjatan Corporation (BPC, 2005) the national tourist organization the total number of tourist arrival into the country in 2004 was 2 lakh 71 thousand compared to 2 lakh 44 thousand 5 hundred in 2003 a growth of 10.83 per cent. Since 2002, the rising trend in number of arrival is continuing. That year the number of arrival was 2 lakh 7 thousand. In 2004, the country earned Taka 4000 million from tourism, which is 20 per cent more than the income of 2003.

In Bangladesh, ecotourism would be more suitable way of job opportunity for the local people – an opportunity to earn a living from their local surroundings. They would be

more respectful, conserving and dutiful towards their Mother Nature (Stewardship). It would teach people to care and look after their own environment rather than destroying it. The income generated from the natural environment would make them aware of their surroundings and encourage them to take proper care of it. It would bring nature closer to them.

It is gifted enormously with resources and the potential for a lucrative tourism industry. In the south-east the country has a 120 km long beach of soft silvery sand, the world's longest, in a Riviera like setting with crescent-shaped low hills overlooking the Bay of Bengal. The ranges of the hills clad in lush green thickets are treasured locations for eco-tourists and wildlife watchers. At the head of this terrain is Cox's Bazaar which is as romantic as the name implies is to the outside world. The Hill Districts to the north and north-east of Cox's Bazaar nestle the Kaptai and Rangamati lakes, an 840 sq. Km body of crystal clear water lying in sylvan shadows not far from where a dozen hilly-tribes follow their traditional life-styles. The Tea District of Sylhet in the far north-east of the country has plentiful opportunity for tourism. Covered with tea gardens and shade-trees, the tiny hills stand out as marvelous sites. The haors and baors, in addition, give a premium-plus. On the south the Sunderbans, the largest mangrove forest, which is home of the famous Bengal Tiger lies in the center of ecotourism in the country. Furthermore, remains of places of old principalities and archaeological sites of Buddhist monasteries, shrines and holy places, mosques and temples, particularly in the northern part of the country, are among the tourist treasures of Bangladesh. Some of these sites have been included in the list of World Heritage Sites of UNESCO.

Bangladesh is endowed with the largest mangrove ecosystems in the world, the Sundarbans, the longest unspoiled natural sea beach in the world, the largest man-made lake at Kaptai, and the Hilly Districts of Rangamati, Bandarban and Khagrachari, and a vast offshore marine environment. These are complex and dynamic ecosystems where there are long-term ecological changes, such as those caused by the formation of new mudflats through the natural process of accretion, and the ever-changing micro relief of the innumerable streams and rivers due to erosion and sedimentation. Bangladesh is engaged in a continuous effort to integrate her ecotourism resources through planning, management and appropriate use, based on the following principles: (i) optimum

multiple use of the resources; (ii) maximum sustainable use; and (iii) conservation and development of natural resources.

Bangladesh enjoys a unique position, being easily accessible from many popular destinations in South Asia. It is situated in the crossroads of two subcontinents – Southeast Asia and India. It is located conveniently on the east-west air-corridor that makes it a gateway to the Far East. Not being a landlocked country, it is wide open in the entire south for backing up the marine transport and an internal network of numerous rivers adds to this. But it is facing some major problem also. The high rate of forest resource depletion (3.3% per annum) is very alarming in Bangladesh. In order to combat this rate of deforestation and to increase the green coverage in the country social forestry project has been initiated since 1985 under different nomenclature such as “Community Forestry”, “Thana Afforestation Project” and at present it is named as ‘Forestry Sector Project’. Asian Development Bank (ADB) finances all of these projects. Forestry sector project covers 52 districts (total 64 districts in Bangladesh) including the coastal areas. These projects are making ambitious efforts for the last two decades with bulk of investment in the forestry sector. The main thrust of the project is to increase green coverage. A similar effort is made to protect cycle prone coastal environment of Bangladesh through coastal Green belt Plantation Project. The theme of this workshop on Green Productivity is vital to the long-term sustainability of ecotourism and conservation of the environment. Ecotourism development thus can be a suitable way to reduce the deforestation rate, conserve the resource along with collect sufficient fund through ecotourism to support these activities.

Among the various tourism spot, this study was being confined within southern part of Bangladesh within which the most prominent two places are the Sundarbans and Kuakata.

1.2.1 The Sunderbans

The Sunderbans is named after the principle tree Sundri (*Heritiera fomes*) that is very available there. Another opinion is that, it is derived from the words “Amunder Ban” meaning sea forest. It might also have been derived from the word “Sundar” means beautiful, because of the forest is beautiful to look at (Choudhury, 1968).

The mangrove-dominated Ganges Delta – the Sunderbans is a complex ecosystem comprising one of the three largest single tracts of mangrove forests of the world. Shared between two neighboring countries, Bangladesh and India, the larger part (62%) is situated in the southwest corner of Bangladesh. To the south of the forest meets the Bay of Bengal; to the east it is bordered by the Baleswar River and to the north there is a sharp interface with intensively cultivated land. The natural drainage in the upstream areas, other than the main river channels, is everywhere impeded by extensive embankments and polders. The Sunderbans was originally measured to be about 16700 km². Now it has dwindled to about 1/3 of the original size. The total land area today is 4,143 km² (including exposed sandbars: 42 km²) and the remaining water area of 1874 km² encompasses rivers, small streams and canals. Rivers in the Sunderbans are meeting places of salt water and freshwater. Thus, it is a region of transition between the freshwater of the rivers originating from the Ganges and the saline water of the Bay of Bengal.

The Sunderbans along the Bay of Bengal has evolved over the millennia through natural deposition of upstream sediments accompanied by intertidal segregation. The physiographic is dominated by deltaic formations that include innumerable drainage lines associated with surface level, tidal sandbars and islands with their network of tidal channels, subaqueous distal bars and proto-delta clays and silt sediments. The Sunderbans' floor varies from 0.9 m to 2.11 m above sea level. Biotic factors here play a significant role in physical coastal evolution and for wildlife a variety of habitats have developed including beaches, estuaries, permanent and semi-permanent swamps, tidal flats, tidal creeks, coastal dunes, back dunes and levees. The mangrove vegetation itself assists in the formation of new landmass and the intertidal vegetation plays an important role in swamp morphology.

The Sunderbans comprises 45 percent of the total productive forest of the country, contributing about one-half of the forest related revenue. About 50 to 60 thousand people depend on the Sunderbans' based earnings. About 2.5 million people live in the villages surrounding the Sunderbans, while the number of people within 20 km of the forest boundary is 3.14 million.

In the space of 15 years tourism has developed into a major economic, cultural and social phenomenon throughout the world in the end of this century. The scale of the

phenomenon is shown by the steady growth (more than 4% per annum for the past years) in the number of international visitors, the total of which already exceed 570 million in 1995 according to WTO (1996). However, the scenario is not the same for Sunderbans. The total number of visitors to the Sunderbans Reserve Forest is close to 100,000 visitors per year according to Forest Department records. Foreign visitors make up less than 2% of this total. The figures below reflect some variability in visitor numbers over the last 5 years, with the highest numbers in 2008/2009.

Table 1.1: No. of visitors in the Sunderbans Reserve Forest

	2008/2009	2007/2008	2006/2007	2005/2006
Native	97,721	85,473	95102	91039
Foreign	1,745	1,540	1,257	1,581
Total	99,466	87,013	96,359	92,620

Source: IPAC, 2009

Given that a global recession is transpiring, it is important to recognize that the tourism economy of Bangladesh is not contracting in a year when the global tourism economy has receded by approximately 2% according to the UN World Tourism Organization. Total numbers in the SRF (Sunderban Reserve Forest) increased by 14% between 2007/8 and 2008/9 reflecting a vibrant tourism economy that is growing primarily due to domestic travelers. Given that Bangladesh is ranked as 127th out of 130 countries in the Tourism Competitiveness Report by the World Economic Forum, just 3 from the bottom- with only Burundi, Lesotho and Chad ranked lower -there is every indication that more could be done to enhance the economic benefits of tourism to the country and certainly to the Sunderbans Reserve Forest. (IPAC, 2009)

The visitation numbers show a very, high and burgeoning number of domestic tourists to the Sunderbans Reserve Forest. However little is being done to manage these visitors who have distinct needs, there are no economic benefits flowing to the reserve as a result of this growth in domestic interest, and social/ community benefits are very small indeed. If this were not problematic enough, environmental damage is increasing rapidly. These statistics therefore should be considered a warning signal, given that the tourism industry is presently causing increasing negative impacts to the SRF. (IPAC, 2009)

Tourism is a good choice of using natural resources in a prolific way. Presently, this tourism has the immense potentiality for earning currency without any further facilities. Unlike resource extraction, tourism is going without any management may not be significant in the short term but can have impact in the long run. In the other case, such as the impact in geological exposure, water resources, vegetation, wildlife, landscape and cultural environment has been recognized (Siddiqui, 2001; Islam, 2003; SBCP, 2003). For its extraordinarily diverse wildlife the World Heritage Committee of UNESCO inscribed the Sundarbans of Bangladesh as the World Heritage Site in its 21st session in 1997. Accordingly the Government of the People's Republic of Bangladesh declared the Sundarbans as World Heritage Site in 1997 (Chowdhury et al., 2006). The economy of the southern region of Bangladesh is highly dependent on Sundarbans. Ecotourism being a conservation process by itself has a great potential to contribute to the economy which further could safeguard the Sundarbans.

1.2.2 Kuakata

The name Kuakata have originated from Kua (Well) dug on the sea shore by the early Rakhine settlers in quest of collecting drinking water, who landed on Kuakata coast after expelled from Arakan by Moughals. Afterwards, it has become a tradition of digging Kua (Well) in the neighborhood of Rakhaine homestead for collecting water for drinking purpose and general use. When the Rakhines settled in the area in 1784, Kuakata was part of the larger Sundarbans forest. However, the Sundarbans is now at a distance of one-hour by speed boat.

Kuakata, locally known as Sagar Kannya (daughter of the sea) is located in the southwest of Bangladesh. Next to Cox's Bazar it is the second most famous sea beach of this country. And Kuakata is one of the rarest sea beaches of the world, which has a rare scenic beauty offering the full view of the rising and setting of crimson sun in the water of the Bay of Bengal. This 30 km long and 03 km wide beach has a typical natural setting and sandy as gently sloping into the Bay of Bengal.

Kuakata is 70 km away from Patuakhali district headquarters and 320 km from the capital Dhaka. The sight is characterized by an excellent combination of eye-catching natural beauty, sandy beach, blue sky, huge expanse of water of the Bay and evergreen forest. The unique customs of the 'Rakhine' tribal families and Buddhist temple of

about hundred years old indicate the ancient tradition and cultural heritage in the area. Here on the Bay, nature left to nature is the up and coming tourist hamlet of Kuakata with cool and kind holidaying kiss.

On the eastern end of the beach is Gangamati Reserved Forest, an evergreen mangrove forest and snippet of the original Kuakata. As a mangrove forest, Gongamati, like the Sundarbans, offers some protection against tidal surges, however it too is being threatened by logging and deforestation. The best way to reach the forest is by foot or bike along the beach, where a flock of flag flying fishing boats can be seen trawling the coast. Choosing to visit Gangamati in the late afternoon is a perfect time to watch the sun cast shadows on the abstract exposed mangrove roots.

Kuakata is the place of pilgrimage for both Hindu and Buddhist communities. Innumerable devotees arrive here at the festival of 'Rush Purnima' and 'Maghi Purnima' (Purnima in Bangla means full moon). On these two occasions the pilgrims take holy bath at the bay and participate in the traditional fairs. Many Buddhists may be interested to visit a statue of Buddha. There is a gigantic statue of Gaoutam Buddha which is believed to be 100 years-old. It is too far to walk if one is not used to walking.

The facilities here are not like Cox's Bazar, but now more hotels, resorts and restaurants are being established for the tourists. It is not less expensive than other tourist site. Since it is 520 km from the capital city Dhaka, it does not get crowded like other tourist destinations, so one can enjoy the nature and its beauty more profoundly in the serenity of nature.

The government and local business owners have made significant developments over the years to attract tourist to its shores. Nowadays, local people are more supportive to the tourists and communications have improved significantly. A new Police station was built in 2007. Accordingly, the law and order situation in the open beach, even at night, has improved significantly.

Kuakata is a unique example of co-occurrence of different ecosystems. There are remnants of mangroves in this beach. The line of coconut trees has increased the scenic beauty of this seashore. The nearby Fatra and Gangamati mangrove forests (part of Sundarbans) have enriched the biodiversity of this territory. The tamarisk (Jhou) forests have added more attraction to this beach. There are uneven and mixed patches of trees

dominated by Keora and Gewa. The pioneer species Shundari trees are occasionally distributed in these forests. Gola (firewood) and Hantol are the indicator plant species of these ecosystems. Kakra and Pashur have become rare species though they were abundant few decades back. Sporadic patches of Hogla (a robust herb) and Golpata exist throughout the area. The plant species composition differs greatly within the forests and the canopy closure is a mosaic. The forests are characterized by several small patches of mature trees, shrub-lands, isolated old trees and denuded sands. These forests are habitats of rhesus monkey, wild boar, spotted deer, snakes, forest owl, fox, wild fowl and lizards. Mangroves as well as the beach are the home to turtles, molluscs, crabs, sea weeds and sea birds, and provide excellent nurseries for marine fishes like Hilsha, Hamilton (Baila), Asian Sea Bass (Koral), Black Sea Bass (Bhol Koral), Silver Pomfret (Rupchanda), dolphins and shrimps.

Kuakata is a virgin abode of migratory winter birds. It is the home of Cotton Pygmy-goose, White-winged duck, Sarus (crane), Eurasian Thick-knee, Indian Cormorant, White-bellied heron, Pacific Reef Egret, Malayan Night heron, Glossy Ibis, Woolly-necked stork, Asian Openbill, Indian Pond heron, Black-bellied Tern, Gull-billed Tern, Spot-billed duck, Lesser Whistling-duck, Watercock, etc. Migratory birds like Common Shelduck, Ruddy Turnstone, Sanderling, Great Knot, Long-billed Ringed Plover, Crab Plover, Caspian Tern, Spot-billed Pelican, White Stork, etc. come in winter from the temperate regions.

1.3 Rationale of the Study

‘Ecotourism’ is a growth industry, and notably so in less developed countries where it is often promoted in association with the management of protected areas, and where it is seen as a positive force for conservation and sustainable development. Ecotourism is a special form of nature-based tourism— special in at least two ways. First, it endeavors not only to provide an enjoyable experience for the visitors, but also to do so in a way those are both ecologically and culturally responsible. Second, ecotourism is committed to returning benefits, particularly economic and employment benefits, to local communities. Sometimes tourism is harmful for the natural environment (Mathieson & Wall, 1982; Valentine, 1992). Damaged vegetation, disruption to wildlife, soil compaction, water quality problems, and air and noise pollution are some of the negative environmental effects often associated with tourism (Mathieson & Wall,

1982). On the other hand ecotourism has emerged as a means of ameliorating some of the environmental and social problems associated with mass tourism (Valentine, 1992), while capturing tourism dollars much needed for rural development (Booth, 1994; Boyd & Butler, 1996). The 'eco' in ecotourism suggests that this tourism sector is characterized by being ecologically responsible (Cater, 1997) and it is ecologically and socio economically the most suitable approach (Gössling, 1999). In addition, ecotourism promotes local area natural resource conservation by increasing people's awareness of nature and through the direct conservation efforts of ecotourism businesses (Jacobson & Robles, 1992; Williams, 1992). Ecotourism also creates an economic interest in the quality of the natural resources of an area and therefore provides incentives for conserving those resources (Silva and McDill, 2004).

It is being argued as a more appropriate and sustainable way to achieve long-term sustainability, with an emphasis on the two significant elements in the process of development, namely, local participation and empowerment (Overton et al., 1999). Such a perspective encourages full use of local resources, labor, capital and knowledge, which can promote local people's independence, confidence and enthusiasm. Participation, in the context of development, signifies in addition to consultation, the control over and ownership of natural resources, land and development practice by the local people (Overton et al., 1999). It is widely acknowledged that local participation in tourism is critical and is hardly implemented in reality, although often advocated in principle. Local people should be involved in the process of consultation, decision-making and program implementation process. If the local people are given the opportunity to participate in resource management and tourism development, they can help in monitoring and controlling the negative impacts of tourism. Furthermore, active involvement and control of eco-tourism products and services by local people will benefit the local peoples themselves. It is understandable that when local residents receive sufficient benefits from ecotourism, they are more willing to welcome and support such an industry. Consequently, the substantial economic revenues combined with local people's active participation are more able to contribute to local sustainable development (Weaver, 2001). The significance of ecotourism also lies in its potential to increase environmental consciousness and foster healthy attitudes and behaviors among both local residents and tourism (Weaver, 2001). Ecotourism can also help to encourage donations and assist in mobilizing ecotourists as volunteers (Weaver, 2006).

Previous researchers argued that the active participation of local people, conservation of local heritage, and conservation of environmental issues are must for sustainable development of ecotourism in a specific area. Therefore, this study is designed to explore the issues related to ecotourism development in specific area of Bangladesh.

1.4 Statement of the Problems

Bangladesh, being a densely populated developing country, is in a sheer urgency to earn a lot of foreign currency and create adequate job opportunities for its huge population, as the Per capita income, USD 750 (The daily Star 2010, BOI-GOB 2010), shows that it is in the rock bottom of earning statistics. Agriculture sector, the most traditional and once leading sector in terms of providing job facilities, is shrinking day by day as the cultivable land is reducing with the increasing population. During 1960-'96, average farm size reduced from 1.43 hector to 0.68 hector (Hossain and Rahman, 2003). Garment sector, though has reached a promising position, due to lack of backward linkage and faced by immense open market world competition, the future of this sector is in severe threat. Since its independence, the Government has tried to boost up the industrial development through various undertakings; but industrialization requires a wide array with technical know-how along with huge capital to be invested. Bangladesh being a so called developing country does not have its own technical resources (both concrete and abstract) nor have adequate capital to be invested by its own. Creation of job opportunities through industrialization consumes precious lands and in most cases casts a long-term negative impact on the environment. Keeping in concern, all the problems and dualities mentioned above, comes as an optimum solution – the ecotourism. Ecotourism is a sector which can be very much viable with a country for creating job opportunities for its inhabitants, earning foreign currencies along with helping conserving its environment and fronting socio-cultural dynamics to a positive direction.

Neighbors of Bangladesh, India, Pakistan, Sri Lanka and Maldives, are attracting much more tourists than Bangladesh up to present statistics (Table1.1) and thus are earning huge amount of foreign currency every year. Having similar types of attractive places, Bangladesh hardly could attract good number of tourists.

Table 1.2 Tourist Arrivals in Major SAARC Countries (from 2005 to 2010)

(All figures are in thousands)

Country	2005	2008	2009	2010 YTD
Bangladesh	208	467
Bhutan	14	28	23	11.1
India	3919	5283	5109	9.8
Maldives	395	683	656	21.2
Nepal	375	500	510	19
Pakistan	798	823	855	...
Sri Lanka	549	438	448	48.7

Source: UNWTO, August 2010.

In terms of number of tourist arrival and revenue receipt Bangladesh stands 6th position in South Asia. About 2.2 million tourists come in India, 0.33 million in Maldives whereas only 0.2 million in Bangladesh per year. In 1972, about one thousand tourists visited Maldives but now-a-days 3,30,000 tourists visit the country every year. That's why tourism industry is the largest industry in Maldives with respect to the tourist's arrival and revenue earning. In case of Bangladesh the previous situation has not improved. In 2004 about 2,71,270 foreign tourists visited Bangladesh and the country earned about TK. 3967.56 million TK (US\$ 66.82 million) from this sector (BPC, 2005).

1.5 Objectives of the Study

The main objective of this research is to identify the benefit of local people with the development of ecotourism in Bangladesh. To fulfill the above stated objective this research has been intended to address the following specific issues:

- ✓ To identify the socio-economic status of the local people of various tourism spots
- ✓ To identify the perception of local people regarding ecotourism development.
- ✓ To identify the job opportunity possibilities through ecotourism development.
- ✓ To identify the relationship between income and consumption pattern of the local people with the ecotourism development.
- ✓ To identify how much the locality is being benefited through ecotourism development.

1.6 Research Questions

Question 1: What perception local people have about ecotourism in their area?

Question 2: What are the various sectors where job opportunities are being created through ecotourism for the local people?

Question 3: Does increase in income have any impact on consumption pattern of the local people?

Question 4: Does increase in income enhance the livelihood of the local people?

Question 5: Does ecotourism development enhance the standard of the particular locality?

1.7 Contribution of the study

Ecotourism though not new in international arena, but not yet has got proper importance in Bangladesh. But sustainable ecotourism development can be useful in Bangladesh for maintaining both ecological and cultural balance along with boosting the economy by creating tourism related job opportunities and earning huge amount of foreign currency. This study is likely to contribute in the following manner:

- a. Create awareness regarding eco-friendly tourism development in Bangladesh;
- b. Provide a guideline for the policy maker for ecotourism development in Bangladesh;
- c. Help the future researchers;
- d. Guide the people involved in tourism sector of Bangladesh;
- e. Enrich literatures.

1.8 Organization of the Report

In chapter one of incorporated introduction, tourism development in Bangladesh, rationale of the study, objectives, research questions and contribution of this study.

In chapter two, literatures from various aspects relevant to this study have been discussed.

In chapter three, the methodological aspects of this study have been mentioned.

In chapter four, socio-economic status of the local people based on collected data through interview schedule has been discussed.

In chapter five, perceptions of the local people towards ecotourism development in their locality has been analyzed.

In chapter six, factors affect the income of the inhabitant have been analyzed.

In chapter seven, the influence of income on the consumption pattern of local people has been conceptualized.

In chapter eight, influence of ecotourism on community development has been varified.

In chapter nine, the findings, conclusion and recommendations, limitations of the study and guideline for future research have been discussed.

Chapter Two: Literature Review

2.1 Introduction

Keyser (2002) cited in his book, "Tourism Development" that travel and tourism has long been a target of economic studies. In today's environment, where more and more areas are viewing tourism as an important development strategy, economic impact studies are becoming more widely used by agencies interested in maximizing the economic benefits of recreational visits and activities. Economic impact studies provide information on the amount and nature of spending generated by an agency/organization, facility, program, or event and are completed for a variety of purposes. Conservation, tourism and development are interdependent to one another and they are all related or connected to man or communities living at or adjacent to the tourist's destination. The environment is the core of the tourism product. Ecotourism cannot exist without the environment, yet the relationship between ecotourism and the environment is often one of destruction of the very foundation on which it is built (Keyser, 2002).

2.2 Evolution of Tourism

Prahl and Steinecke in 1981 outlined four stages of tourism development of to its present state:

1. The travel of Medieval Aristocrats and literary scholars, especially from Great Britain to the health centers of Central Europe;
2. Lake and seaside recreation (19th century);
3. The challenge and winter sports activities provided by the Alps; and
4. Domestic and overseas mass tourism of the (late) 20th century (Wolf & Jurczek, 1986: 22).

Throughout its evolution, tourism has been characterized by various changes contributing to its new forms and perceptions, these being:

1. Industrial organization;
2. Advanced technology;
3. Changes in tourist attitudes;
4. Changes in the tourist attractions;
5. Increased awareness of impacts of tourism on the destinations; and

6. Increased involvement of governments in control of tourism developments.

(Johnston et al., 1994)

The 1960s saw increased spending power and elevated life-styles for the working classes of the industrialized nations, and parallel advancements in air technology, which allowed for comfortable and affordable mass transportation of passengers. For the first time, far-off destinations became accessible to a large number of eager Europeans and Americans enticed by romanticized destinations from literature and film. At the same time, there was an increasing awareness of international and regional politics, especially regarding the Less Developed Nations (LDCs) in Africa, Asia and South America, which resulted in tourists demanding more information regarding their holiday destinations (BMWZE 1993: 48). This combination of increased travel to developing countries and the tourists' increased awareness of the economic gap between the industrialized "First World" and poverty stricken "Third World" resulted in a revolutionizing of the tourism industry during the 1970s, with participation from various development aid institutions, churches, educational bodies and private individuals. In 1977 in Basel, Switzerland, for example, the "Arbeitskreis Tourismus und Entwicklung" was founded, with the aims of educating and informing tourists to LDCs about the economic, social and cultural reality of these countries and preparing them for the "culture shock" awaiting them there. At the same time, attempts were made to reduce ignorance, prejudices and clichés about these destinations. This period saw the rise in questions regarding the effects of tourism on the host countries: whereas tourism had formerly been regarded as a development tool purely along beneficial terms (creation of jobs, injection of foreign currency, economic diversification, cultural exchange etc.), there arose the tendency to see beyond this. Negative impacts of tourism, such as low wages, job insecurity, environmental degradation and pollution, erosion of traditional values, prostitution, invasion of a foreign "mass culture" etc., were brought to light and discussed. In an attempt to reduce these negative effects and lower the impact of a largely western culture enforced on the hosting countries, a world-wide "Code of Ethics for Tourists" was made and distributed. But these efforts were powerless against the rapid increase in the tourism industry, and the lucrative economic gains which continued to be placed above the negative influences.

In 1984, the beginnings of a global shift towards an “alternative tourism” were made, in which this form was defined as, “Alternative Tourism is a process which promotes a just form of travel between different communities. It seeks to achieve mutual understanding, solidarity and equality among participants” (BMWZE 1993).

On a practical level however, a pilot project in Casamance, Senegal had already seen the construction of simple tourist accommodations in village guesthouses (until this point tourist accommodation took the shape of large hotels and resorts), built to model the local architectural style and reflect the simple use of local materials, furniture and foods (Kadt 1979: 55). This new idea, introduced in the late 1970s, had the aim of reducing the “standard-of-living gap” which was observed to exist and which separated tourists from the local hosting population. Many opportunities were created to encourage a more authentic interaction between tourists and locals, with tourists participating in village activities and gaining an insight into the true life-style of their hosts. As can be expected, the Senegalese government authorities were initially not ready to accept this method. They believed that tourists were being exposed to the country’s poverty and a primitive way of life, which the elite classes had rejected or detached themselves from. However, after observing the benefits and empowerment of the villages involved, this hurdle was overcome. Similar activities have taken place in Zanzibar, in villages such as Jambiani, Pete and Menai Bay, in which a community-based tourism approach is being applied in an attempt at reaping the benefits of tourism at the grass roots level. At the same time, control of the invasion of tourists into community life while practicing conservation methods is also important. Honey M. (1999) mentioned in his book “Ecotourism and Sustainable Development – Who Owns Paradise?” alongside Mowforth & Munt (1998) mentioning in their article, “Tourism and Sustainability – New Tourism in the Third World” that, today’s ideology of “Ecotourism” has found world-wide acceptance, with some of the most successful examples found in Costa Rica, Ecuador and Belize. However, they also argued beside Ashley (1995), mentioning in his article “Tourism, Communities, and the Potential Impacts on Local Incomes”, that Africa too has some examples of small-scale tourism development projects, such as can be found in South Africa (Honey, 1999), Namibia (Ashley, 1995) and northern Tanzania (Mowforth & Munt, 1998), maintaining a close link between man, nature and culture, most of the hurdles faced by these projects are no longer due to reluctance of participants, but rather are attributed to national and international politics. Zanzibar is no exception.

It should be noted that progress in tourism has evolved parallel to changes in development theory and ideologies. As the latter shifted from large-scale, energy intensive projects towards more sustainable developments with focus on small-scale projects supported by local participation, so too did tourism begin to adopt low-impact attitudes towards environment, people and culture.

2.3 Tourism in Developing Countries

Table 2.1: Developing Countries Ranked According to the Contribution that the Tourism Economy Makes to the GDP in 1999 (all figures are %)

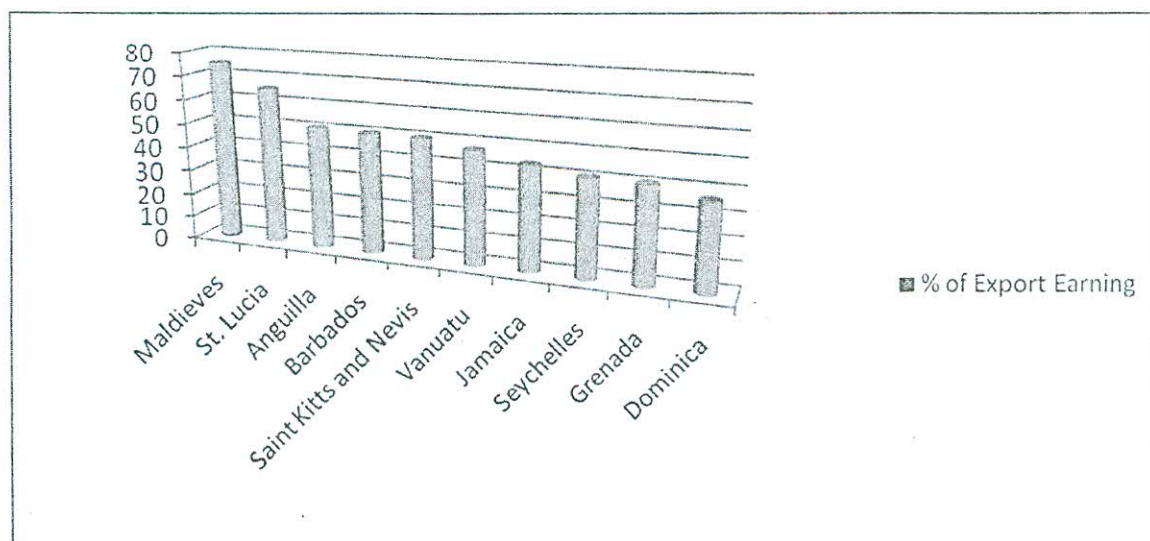
SL	Countries	Contribution of tourism to GDP 1990	Contribution of tourism to GDP 1999	Growth in GDP 1990-1999	% of Export Earning in 1999
01	Maldives	72.8	87.7	20.5	74.3
02	Saint Lucia	52.0	59.2	13.7	65.6
03	Anguilla	82.0	71.1	-13.3	50.9
04	Barbados	41.0	41.2	0.4	50.4
05	Saint Kitts and Nevis	48.8	30.9	-36.8	50.2
06	Vanuatu	32.3	41.2	27.5	47.5
07	Jamaica	28.3	31.5	11.1	43.7
08	Seychelles	54.0	49.2	-8.9	41.2
09	Grenada	27.0	26.4	-2.4	40.8
10	Dominica	17.5	24.2	38.3	36.8

Source: WITC, 2003

Tourism is gradually becoming popular all over the world. With this increased popularity, countries involved with tourism are enjoying the benefits of large market. Developing countries are also having a share of the benefit along with developed countries. International tourist arrivals in developing countries have increased by about 8% per year in the period 1992–96 to a total of 182.6 million. This represents a share of 30.7% of all international arrivals in that year. In terms of receipts, tourism earned US\$ 129.7 billion for developing countries in 1996 (excluding fares), which is 29.9% of the global total (WTO, 1998).

A wide range of developing countries have become dependent on tourism for part if not all of their foreign exchange income earnings (Table 2.1). Tropical developing countries still are rapidly expanding their tourist activities to meet increasing workforce

Figure 2.1: Percentage of Export Earning from Tourism in Different Countries



Source: WTTC, 2003.

pressure and to generate further income (WTO, 1998). The Maldives, on an average, received US\$ 840 per resident from tourism in 1995, in comparison to a per capita GNP of US\$ 990 in the same year. Langholz (1996) mentioned in his book “Conservation Biology” that, in terms of the balance of trade, money brought in by tourism was about six times that brought in by exports. In many developing countries, the financing of protected areas has also become dependent on income derived from tourism (Langholz, 1996). Gössling, (1999) mentioned in his book, “Ecological Economics” that, for these countries, tourism is an important incentive for conservation.

Gould (2004) discerns in his article, “Ecclectica: Ecotourism and sustainable community development” that variations in the needs and goals of ‘sustainable development’ between the developed and developing countries, on account of their distinctive economic, social, cultural and physical contexts. Specifically, developing countries focus more on issues of empowerment, poverty, health care, and reducing of the gap of inequality in designing sustainable development Gould (2004). Weaker discourse of sustainable development adopts an anthropocentric perspective on considering the relationship between humans and nature (Kallio, Nordberg & Ahonen, 2007); Williams & Millington, (2004). Such an interpretation sees natural and manufactured capital as interchangeable, and is optimistic towards future technology as providing answers to environmental problems, which in turn, justifies continuing

economic development and resource exploitation (Getzner, 1999; Williams & Millington, 2004).

Weinberg et. al., (2002) cited in their article, “Sustaining ecotourism: Insights and implications from two successful case studies” that, taking Costa Rica as an example, where ecotourism has successfully led to increase job opportunities, improve the standard of life and better service infrastructure.

2.4 From Tourism to Ecotourism

In 1980, the Third World Tourism Conference held in Manila, Philippines, deliberately addressed the negative effects of tourism. It became increasingly clear that this industry was exploiting the natural and human resources of the hosting nations, with few real gains (economic or otherwise) for the majority of the local population. In many cases, tourism was contributing to negative developments within the host countries. About the same time, the World Tourism Organization (WTO) announced the “Manila Declaration on World Tourism” which declared tourism as “a living force towards world peace”, with capacity to offer a moral and intellectual basis for international understanding (BMWZE 1993: 52). It became necessary to create new structures for and attitudes towards tourism so as to give the industry a chance to contribute positively towards development and well-being for all people.

Burton (1998) argued in his article, “Can ecotourism objectives be achieved?” that, Ecotourism is a special form of nature-based tourism – special in at least two ways. First, it endeavors not only to provide an enjoyable experience for the visitor, but also to do so in a way that is both ecologically and culturally responsible. Second, ecotourism is committed to returning benefits, particularly economic and employment benefits, to local communities. Training local people to be interpretive guides, then, helps achieve not only ecological sustainability but also economic sustainability. In particular, ecotour, heritage and nature guides who take visitors to protected areas shoulder the responsibility for providing high-quality interpretation of natural and heritage resources. Visitors to ecotourism attractions may be classed as ecotourists where the site represents a broad range of demographic characteristics (Burton 1998). Since the publication of her excellent book “Ecotourism and Sustainable Development” Martha Honey’s definition is quickly becoming the standard. Most serious studies of

ecotourism including several University programs now use this as the working definition. The 7 defining points of the definition are:

- a) Involves travel to natural destinations
- b) Minimizes Impact
- c) Builds environmental awareness
- d) Provides direct financial benefits for conservation
- e) Provides financial benefits and empowerment for local people
- f) Respects local culture
- g) Supports human rights and democratic movements.

A subsequent definition presented by Weaver (2001) was also considered to apply in Bangladesh context.

Ecotourism is a form of tourism that is increasingly understood to be (1) based primarily on nature based attractions, (2) learning-centered and (3) conducted in a way that makes every reasonable attempt to be environmentally, socio-culturally and economically sustainable.

Québec declaration on Ecotourism (World Ecotourism Summit 2002) suggested the followings regarding Ecotourism status:

- Contributes actively to the conservation of natural and cultural heritage,
- Includes local and indigenous communities in its planning, development and operation, and contributing to their well-being,
- Interprets the natural and cultural heritage of the destination to visitors
- Lends itself better to independent travelers, as well as to organized tours for small size groups.

Megan Elper Wood – The International Ecotourism Society - United Nations Environment Programme – Divisions of Technology, Industry and Economics –UNEP - United Nations Publication – 2002 has provided the following five points:

1. Specialized marketing to attract travelers who are primarily interested in visiting natural areas.
2. Management skills those are particular in handling visitors in natural protected areas.
3. Guiding and interpretation services, preferably managed by local inhabitants, that are focused on natural history and sustainable development issues.

4. Government policies that earmark fees from tourism to generate funds for both conservation of wild lands and sustainable developments of local communities and indigenous people.
5. Focused attention on local people who must be given the right of prior informed consent, full participation and, if they so decide, given the means and training to take advantage of this sustainable development option.

2.5 Why Ecotourism

Due to the degraded physical environment, tourism destinations are in danger of losing their original attractions, increasing the levels of cheaper mass tourism and forcing more nature-based tourists to move on to new destinations, which are likely to be more inaccessible and fragile. Diamantis (2004) mentioned in his book, 'Ecotourism: Management and Assessment' mentioned that tourism has the power to enhance the environment to provide funds for conservation, to preserve culture and history, to set sustainable use limits, and to protect natural attractions.

According to Maluti Drakensburg Transfrontier Project [MDTP] (2005), Lesotho tourism has a wide natural resource base which comprises of protected and unprotected areas from national to community level with diverse and dramatic scenery with small areas remaining untouched by developers. However, few protected areas were managed as separate islands of biodiversity of which they did not benefit local communities.

Weaver (2007) mentioned in his article, "Mass and urban ecotourism: New manifestation of an old concept" that, the significance of ecotourism also lies in its potential to increase environmental consciousness and foster healthy attitudes and behaviors among both local residents and tourism (Weaver, 2001). Ecotourism can also help to encourage donations and assist in mobilizing ecotourists as volunteers (Weaver, 2006).

Caroline et. al., (2003) argued in the article "How 'eco' is ecotourism? A comparative case study of ecotourism in Costa Rica", that, on the contrary, from an economic perspective, ecotourism has been noticed as failing to deliver its promises in generating benefits to local people, as well as enhancing their livelihoods.

Cater (2006) cited in his article, "Ecotourism as a Western construct" that, the absence of relevant skills in communicating with visitors and managing the ecotourism industry, as well as the lack of capital to develop ecotourism, are other factors that inhibit local residents from obtaining more economic benefits (Wall, 1997). As a result, local residents are only involved in low-skilled, low-paid and often seasonal jobs such as selling crafts.

Wang (2006) mentioned in his book, "Qian tan wo guo xiangcun lvyou kaifa zhengce" (Shallowly discuss our country's rural ecotourism's development policies) that, the economic profit gained from ecotourism is always closely related to socio-cultural benefits. It is believed that the development of ecotourism can bring new ideas, economic opportunities, cultures, science and technology to relatively backward rural areas. As a result, rural areas will be armed with a more civilized and advanced direction in developing their economy.

Buchsbaum (2004) in his article, "Ecotourism and sustainable development in Costa Rica", promoted community-based model ecotourism as a suitable management strategy towards achieving local sustainable development. Such approach focuses on a livelihoods perspective and address the significant important importance of local people's active participation in the process of planning, managing, and monitoring tourism development.

Cater (2002) in his book, *Ecotourism, International Encyclopedia of the Social & Behavioral Science* and Sharpley (2000) in the article, "Tourism and sustainable development: Exploring the theoretical divide", mentioned that, it can be justified by the fact that only when local communities' own needs and interests are satisfied, will sustainable development become more meaningful and achievable.

Zeng (2007) in her analysis and forecasting of China's inbound tourism between 2006 and 2007 cited that, China received 124 million international tourist arrivals, which led to it being ranked fourth in the world in terms of international tourist arrivals.

2.6 Need for Sustainable Development of Ecotourism

Oppermann & Chon (1997) as cited in their book, "Tourism in Developing Countries", that the last three decades of the 20th century have witnessed the crucial importance

given to tourism by many developing countries. However, there is a danger that the short-term imperative for economic development impedes the sustainable development of tourism. There is an increasing consensus of the need for 'triple bottom line sustainable development' where economic, environmental and community issues are recognized. (Kirkby *et al.*, 1995) in his article, "The Earth scan Reader in Sustainable Development"; alongside Helmy & Cooper (2002) in their article, "An Assessment of Sustainable Tourism Planning for the Archaeological Heritage: The Case of Egypt" argued that, emergence of the sustainable development concept has focused attention on the need to safeguard tourist attractions from the negative impacts of tourism. Arguably, to achieve sustainable tourism development, tourism should be approached as part of the development framework of each state and must be related to other economic and social activities whilst also benefiting local citizens, safeguarding the natural and cultural environment and satisfying political objectives. This goal requires highly sophisticated planning approaches as a key factor in implementing sustainability. This is especially the case in developing countries where weaknesses in the planning framework exist and the imperative for short-term economic gains place fundamental pressures and constraints on the process of sustainable development (Helmy & Cooper, 2002).

Overton, Scheyvens & Purdie (1999) in their book "Strategies for sustainable development: Experience for the Pacific" mentioned that, it can be argued as a more appropriate and sustainable way to achieve long-term sustainability, with an emphasis on the two significant elements in the process of development, namely, local participation and empowerment. Such a perspective encourages full use of local resources, labor, capital and knowledge, which can promote local people's independence, confidence and enthusiasm. Participation, in the context of development, signifies in addition to consultation, the control over and ownership of natural resources, land and development practice by the local people.

Thagale (2004) cited in his article, "Environmental education as a strategy towards sustainable living for rural communities" that education can facilitate fostering responsible attitudes towards the environment among local people, as well as enhancing people's consciousness towards the interdependent relationships between economic, social, political and ecological systems.

2.7 Development through Ecotourism

According to Lesotho Tourism Development Corporation [LTDC] and Lim, C. & McAleer, M. in their literature, Ecological Sustainable Tourism Management, development benefits of ecotourism ventures can vary considerably and may be dependent upon ownership and control of such projects. Lesotho Tourism Development Corporation [LTDC] also cited that, in cases where ecotourism ventures are controlled by outsider's rather local communities, the main beneficiaries have been governments or international tourism companies and local entrepreneurs. Lumpkin, T. in his publication, Community-Based Ecotourism in the Panama Canal Watershed, argues that the projects in many countries illustrate that when communities become involved in grassroots level tourism, they can preserve their local environments and earn additional income, thus reducing their reliance on unsustainable environmental practices.

Many scholars have shown interest in the studying how to achieve sustainability in ecotourism. They also cited that the environment is often regarded as the major pull factor of tourists' movements contributing the desirability and attractiveness of a tourist destination. As the environment is an indispensable asset to the tourism industry the protection and conservation of environmental resources (which include natural, cultural and historic resources) are prime considerations for the tourist industry upon which it depends as primary inputs in the production of the tourist outputs.

According to Council of the European Union Renewed Eu Sustainable Development Strategy (2006), sustainable development means that the needs of the present generation should be met without compromising the ability of future generations to meet their own needs. It is an overarching objective of the European Union set out in the Treaty, governing all the Union's policies and activities. It is about safeguarding the earth's capacity to support life in all its diversity and is based on the principles of democracy, gender equality, solidarity, the rule of law and respect for fundamental rights, including freedom and equal opportunities for all. It aims at the continuous improvement of the quality of life and well-being on Earth for present and future generations. To that end it promotes a dynamic economy with full employment and a high level of education, health protection, social and territorial cohesion and environmental protection in a peaceful and secure world, respecting cultural diversity.

Key objectives of Council of the European Union Renewed Eu Sustainable Development Strategy (2006) are as follows:

i. **Environmental Protection**

Safeguard the earth's capacity to support life in all its diversity, respect the limits of the planet's natural resources and ensure a high level of protection and improvement of the quality of the environment. Prevent and reduce environmental pollution and promote sustainable consumption and production to break the link between economic growth and environmental degradation.

ii. **Social Equity and Cohesion**

Promote a democratic, socially inclusive, cohesive, healthy, safe and just society with respect for fundamental rights and cultural diversity that creates equal opportunities and combats discrimination in all its forms.

iii. **Economic Prosperity**

Promote a prosperous, innovative, knowledge-rich, competitive and eco-efficient economy which provides high living standards and full and high-quality employment throughout the European Union.

iv. **Involvement of Citizens**

Enhance the participation of citizens in decision-making. Promote education and public awareness of sustainable development. Inform citizens about their impact on the environment and their options for making more sustainable choices.

v. **Involvement of Businesses and Social Partners**

Enhance the social dialogue, corporate social responsibility and private-public partnerships to foster cooperation and common responsibilities to achieve sustainable consumption and production.

It is understandable that when local residents receive sufficient benefits from ecotourism, they are more willing to welcome and support such an industry. Consequently, the substantial economic revenues combined with local people's active participation are more able to contribute to local sustainable development.

2.8 Participation of Local people in Ecotourism Development

Pratiwi and Sudhiani (2006) in their article, "Local Community Participation in Ecotourism Development: A Critical Analysis of Selected" argues that, if the local people are given the authority in resource management and tourism development, they can monitor and control the negative impacts of tourism by themselves. Thus, more effort should be exerted to strengthen the genuine cooperation between the local communities and government agencies.

According to Drake (1991) in his writing, "Local participation in eco-tourism projects" along side, T. Whelan in his book, "Nature tourism: Managing for the environment" cited that, furthermore, active involvement and control of eco-tourism products and services by indigenous communities will benefit the indigenous peoples themselves. The richness and diversity of indigenous cultures and traditional knowledge is an invaluable treasure for all human beings.

Rahnema (1992) in his writing, Participation along with Sachs, W. in his book, "The development dictionary: A guide to knowledge as power" cited that, while participation of a local community increases the chances of ecotourism development being successful, problems remain with how participation is conceptualized and practiced. Drake (1991) argued in his book, "Nature tourism: Managing for the environment", defined community participation as the capability of local communities to be involved in projects that will affect their lives. In contrast, Rahnema (1992) also cautioned that participation is not always used to benefit a local community.

2.9 Economic Benefit of Local People through Ecotourism Development

Lumpkin (1998) in his article, "Community-Based Ecotourism in The Panama Canal Watershed", indicates that efforts must be made to link community-based ecotourism with conservation; otherwise, community level tourism actually can have negative effects upon local environments. Lumpkin further argue that other sectors must actively support community efforts to engage in grassroots ecotourism of their own tourism effects are to succeed. One of the greatest successes in rural community development and eco-tourism is the Communal Areas Management Program for Indigenous Resource (CAMPFIRE) in Zimbabwe.

Keyser (2002) in his book, "Tourism Development", argues that since the introduction of the project of CAMPFIRE, the incomes of the communities involved in the project have increased, allowing them to fund their own development projects. Villagers have become sensitive to the need to protect and recognize sensible utilization of their resources for sustained flow of income.

However Balint & Mashanya (2006) in their research, "The Decline Model in Community Based Conservation Project: Government, Capacity and Devolution in Mahenye", indicated that there is a distinct increase in cases of CAMPFIRE projects disintegrating or suffering from mismanagement on many scales and from corruption.

Kane (2006) in his article, "Ecotourism and Conservation"; and Magi and (2002) in their article, "Perspectives on Recreation and Tourism Geographies", argued that ecotourism is a wise utilization of natural resources because it calls attention to the outstanding natural features of state, provides an excellent additional motive for conservation of our natural resources.

Weddell (2002) in his book, "Conserving Living Natural Resources in the Context of a Changing World", argued that externalities of conservation are borne by local people, whereas the benefits are enjoyed by outsiders. Mountain gorilla in Rwanda is one of the most studied and best known species in Africa but the knowledge had been obtained by and was communicated to outsiders only. Weddell further argued that after the initiatives to protect those gorillas, funds were generated from related activities to the local communities and additional income was obtained from entrance fees, jobs were also created for the locals as scouts, wardens, guides and maintenance workers as well as in service positions.

Weaver (2002) in his research paper, "Ecotourism as a Tool for Development in Peripheral Regions" cited that, emphasizing the educational aspect of ecotourism, communities and other stakeholders promote a less damaging brand of ecotourism with high beneficial returns. He also found out that, one of the most exceptional ecotourism characteristic is its ability to provide learning and educational experience to both the local community and eco-tourists (Weaver, 2002). Weaver further argued that these can range from highly formal guided tours and interpretation to informal and personalized encounters with the environment.

Dressler (2004) in his article, "Co-opting Conservation: Migrant resource Control and Access to National Park Management in the Philippine Uplands", writes that, linking tourism development, culture and the environment have been recognized as an interrelated and interdependent web. He further indicates that conservation and development are interrelated and mutually interdependent.

Naidoo & Adamowicz (2005) mentioned in their book "Environment and Development Economics" that, maintaining of bird's biodiversity some of Uganda's Forest Reserves was economically beneficial to forest department which run ecotourism center as various species of birds increased in number and attracted more ecotourists.

According to Wall (2003) in his article, "Tourism and Sustainable Development: Monitoring, Planning, Management", as local people were not participated in the decision making process, local people were not being benefited though local people in Hainan.

Pratiwi (2006) argued that, local communities can benefit from projects through employment opportunities, improved social conditions and continued access to local resources.

2.10 Socio-economic Development of Local People through Ecotourism

Poorly planned, unregulated ecotourism can bring marginal financial benefits and major social and environmental costs. Weaver (2002) argued that due to spatial distribution of accommodation within Thailand most ecotourism activities are popular, casual, passive, diversionary (PCPD) variety which is linked to mass tourism which poses a great threat to ecotourism product. While, according to Vanasselt (2001) as he cited in his article, "Ecotourism and Conservation: Are they Compatible" that, in Kenya, Maasai Mara Natural reserve, illegal but virtually unregulated off-road driving by operators has scarred the landscape (Vanasselt, 2001).

Viljoen & Tlabela (2007) in their research on "Rural Tourism Development in South Africa: Trends and Challenges" argues that in developing countries many challenges for developing rural tourism may be complicated by political and institutional obstacles such as administrative complexities of dealing with less densely populated areas, the

lack of policy co-ordination between rural development and tourism development and low priority provided to rural area by central government.

Mbaiwa (2004) in his article, "The Socio-Economic and Environmental Impacts of Tourism Development, North-Western Botswana" argued that, in Botswana, the tourism industry was criticized by bodies such as Botswana Tourism Development Programme (BTDP) and Tourism Development Bank. The tourism industry was criticized that it has failed to retain revenues for the country's citizens but benefited foreign investors who have taken their land and created conflicts between the local farming communities and the wildlife industry.

Blackstock (2005) in his article, "A Critical Look at Community-Based Tourism"; Hang (2005), in his article "The World ecotourism summit: final report World Tourism Organisation", and alongside Ngubane and Diab (2004) in their journal on "Engaging the Local Community in Tourism Development Planning", argued that engaging local community in tourism development planning and maintaining is central to sustainable tourism.

Hollard, Burian and Dixey (2003) cited in Viljoen & Tlabela (2007) in their research on "Rural Tourism Development in South Africa: Trends and Challenges" argues that it is important to develop tourism in the rural areas in order to increase participation of the poor in the development of tourism and bring wider benefits to the rural areas. According to Attwood (2004) in his paper, "Responsible Tourism at Malealea Lodge, the notion of participation is central to many progressive and radical approaches to tourism development in developing countries.

According to Long (2001) as cited in his journal, "Participation of the Poor in Development Initiatives - Taking their Rightful place", participation of the poor in tourism development can result with shared decision making. The Rural Community Irrigation Project in Philippines reveals a good example of shared decision-making. Long (2001) further indicates that the communal groups of farmers, tourism enterprises and water users participated in the process of designing the project, and their inputs were incorporated into the final plan of the project.

Harrison (2003) argued in his thesis "The Impact of Tourism on Agriculture in the Okavango Delta in Botswana" that, in Botswana, wildlife utilization schemes provide

participation of local communities in the management of wildlife resources and encouraged with a view to provide employment opportunities in the rural area. Shared ownership of the ecotourism development process both in terms of planning and benefits, would reduce the conflicts and can lay the foundation for proposed natural resource management.

Stringer (1999) cited in Attwood (2002) writes that active participation is the key to feelings of ownership that motivate the people to invest their time and energy to help shape the nature and quality of their community lives. Wallance and Russell (2004) argued in their article, "Eco-Cultural Tourism: as a means for the Sustainable Development of Culturally Marginal and Environmentally Sensitive Regions" that, reports from projects in other countries illustrate that when communities become involved in tourism at local level, they can conserve their local environments and earn additional income, thus becoming their reliance useful source of income.

Fotiou (2004) argued in his article, "policy and Planning: The Sustainability Challenge" that, despite the economic benefits of nature based tourism such as ecotourism, the lack of integrated planning has led to adverse effects on the environment and especially on rare natural ecosystems.

Donaldson (2002) cited in his article "Effects of Ecotourism in Developing Country: a view of Manuel Anonio, Costa Rica without Rose-Coloured Glasses" that, apart from this, community participation provides local knowledge, technology, skills development and resources management to be used and fully employed. The local community has a better understanding and knowledge of the change taking place and problems associated with the changes in their area. This can increase flexibility and responsiveness of a community initiative to local condition.

Athor (2005) in his article, "Community-Based Tourism in Phuket" argued that, by encouraging ecological sustainability and grassroots development, community-based ecotourism offers hope that the environmental sensitivity and responsibility promoted by ecotourism can also serve the political, economic and social interest of the host community.

Attwood (2004) as cited in his article, "Responsible Tourism at Malealea Lodge", Lesotho is beginning to expand tourism projects or several projects have been identified

to greatly expand the existing ecotourism. According to Attwood, in Malealea, the community benefits from Malealea Lodge whereby tourists contribute more than money. Tourists are encouraged to contribute to various community development projects such as tree planting, helping in dam excavation, skills development and training. The Malealea community also recycles waste materials from the lodge such as cans and bottles to make fire rings in order to save firewood, construction of gabions for soil erosion and construction of greenhouse in a community garden.

2.11 Summary

Ecotourism has the ability to address the needs and aspirations of society in the mixed situation taking into consideration the cultural and political components that shape social and economic conditions and values of the host community. It has the capabilities to create job opportunity, provide funding for conservation, uplift the culture and developing the socio-economic condition of a locality and country. Therefore the ecotourism concept is the cornerstone of community-based ecotourism for conservation and development in the rural setting.

Chapter Three: Methodology

3.1 Introduction

In relation to the objectives of the study, the researcher has drawn some key questions. To satisfy the questions, the researcher searched for relevant literatures. Based on the previous data in relation to the research questions, several hypothesis has been drawn for this study which needs to be addressed with due course. Thus in this chapter the procedures used to conduct the study has been discussed in due course.

3.2 Hypotheses of the Study

Robson & Robson (1996) argued that stakeholders should be involved in decision-making processes. Moreover proper integration and cooperation among the groups involved with tourism has to be maintained for effective result. Tosun and Timothy (2003) further argued that the local community is more likely to know what will work and what will not in local conditions; and that community participation can add to the democratization process and has the potential to increase awareness and interest in local and regional issues. Furthermore, they suggest that democracy incorporates the rights of the individual that often encourages various forms of equity and empowerment. As a service industry, tourism is highly dependent on the goodwill and cooperation of host communities (Murphy, 1985). Virtually all tourism surveys show that the friendliness of the local people rates high on the list of positive features about a destination (Sweeny & Wanhill, 1996). Villagers' support and pride in their tourism is especially important in the case of remote village cultural tourism, where meeting the people' is often sought by the tourists (Zepple, 1993).

3.2.1 Positive Involvement of Local People is required for Ecotourism Development in a Particular area.

Local people are the key person for various types of tourism service supplier for ecotourism development. As argued earlier, ecotourism can't be developed without the total participation of local people. To ensure the involvement of local people required positive perception and role towards ecotourism development for a particular area. Ecotourism development creates various types of job opportunities and enhances benefits in the locality. Therefore, the local people should possess positive feelings towards ecotourism development. In this regard the hypothesis drawn is:

H₁: Local people have positive perception towards ecotourism development.

3.2.2 Ecotourism Development Enhances the Job Opportunity for the Inhabitant.

Tourism/ecotourism required various types of services along with basic product requirements. Plenty of manpower is required to provide these products and services in the locality which create job opportunity for the community. Ecotourism development in a particular locality enhances the job opportunity for the local people. Cause, with the increase of tourism development, demand for various types of hotel, restaurant, tourist guide and accessory services are also increases. To fulfill these demands, a number of job opportunities are being created. Therefore the hypothesis is:

H₂: Ecotourism development creates various types of job opportunity for the local people.

3.2.3 Ecotourism Development has Impact on Consumption Pattern of the Local People.

Increased job opportunities enhance the income for the local people. It is a normal phenomenon that income leads to more consumption. In Bangladesh local people of most of the tourist spots don't have other job opportunity other than agriculture. Tourism is other major source of job opportunity. So, development of ecotourism increases the job opportunity and thus raises the income for them and with the increased income local people can afford to consume more. Therefore the hypothesis is:

H₃: Ecotourism development enhances the consumption power of the local people.

3.2.4 Ecotourism Development has Impact on the Livelihood of the Local people.

Ecotourism development in a certain locality undoubtedly created job opportunity for the local people. Job opportunity is positively related with income generation. Moreover, with development of ecotourism, the infrastructure and other facilities also develop. Hence, the hypothesis drawn is:

H₄: Ecotourism development is sustainable livelihood option for the local community

3.2.5 Ecotourism Development has Impact on the Overall Community Development in a Particular Locality.

Increase of income and job opportunity and infrastructural development have a series of socio-cultural, socio-economic, physical and environmental impacts on the habitat. With the increase of various facilities with the ecotourism development the local inhabitant are also benefitted. These in turn lead to reduce the rate of crime in that area and enhance the overall condition of that locality. In this connection the hypothesis drawn is:

H₅: Ecotourism development enhances the overall development to that locality.

3.3 Selecting Study Methodology

Having determined the overall aim and intention of this work and placed it within an existing ecotourism development planning, the next decision is the selection of a research design that would guide the empirical study. Through survey of various literatures, it has been identified that survey method will be the most suitable method to conduct this study. Survey is based on ideas and principles of general systems theory, which is very much compatible with the structure of this study. In studying complex systems and cases, this methodology is currently used by an increasing number of scholars. The surveys are an important complement to the qualitative interviews because they provide a view of general trends and allow for systematic comparisons within and across study sites. According to Berg (2007) and Patton (1990), gaining access to a field area facilitated by someone who can serve as entrance guide is an ideal approach, since it can help to establish the researcher's credibility. This research aimed to find the impacts of ecotourism on local people, as well as working out possible way out to promote ecotourism's contribution towards sustainable development of local people. Moreover this study aims toward the local people's perceptions and impressions towards "ecotourism". Given the exploratory nature of the research, and the information. The qualitative approach adopts the view to understand people's thoughts towards their behavior relevant to ecotourism development (Henn, Weinstein & Foard, 2006).

3.4 Selecting the Sources of Data

This study is designed based on primary data. To support the overall study, secondary data is also required. Hence, this study has used both secondary and primary data. The study employed qualitative and quantitative tools to enrich understanding while

simultaneously providing a broad overview of general population trends. The qualitative information collected is the key to portraying the human and emotional elements of each study site. The surveys are an important complement to the qualitative interviews because they provide a view of general trends and allow for systematic comparisons within and across study sites.

3.4.1 Secondary Sources

This study is based on primary data which will be supported by secondary data. Literature review as a source of secondary data is basically focused on the tourism development, involvement of local people, economics and natural resource development, conservation of environment, and sustainable development analysis. Through the literature review, related research has been critically consulted and analyzed; the gaps between the existing research and the proposed research questions are identified. In this process, extensive qualitative explorations will be undertaken. Based on the literature review and discussion with colleagues and advisors, a preliminary framework that describes a tourism system structure has been established. Further secondary data has been collected from some renowned national and international Journals, if necessary. Relevant data will also be collected from some organizations like Bangladesh Bureau of Statistics (BBS), Bangladesh Planning Commission, Statistics Department of Bangladesh Bank and BPC.

3.4.2 Primary Sources

The study employed qualitative and quantitative tools to enrich understanding while simultaneously providing a broad overview of general population trends. The qualitative information collected is the key to portraying the human and emotional elements of each study site.

3.4.2.1 Define the Populations of Interest: It has been discussed earlier that through literature review it has been identified that there are many stakeholders of ecotourism. This study includes one major ecotourism stakeholder of ecotourism namely local people. Hence the local communities of the concerned locality related with ecotourism spots of Bangladesh are the target population for this particular study.

3.4.2.2 Sampling Technique: In this study, the scientific procedure suggested in Gorard (2003) has been followed to decide the sample. As it is impossible for this study to cover all actors in the various regions and get all data, a representative sample is necessary. Therefore, among the local people those who are the inhabitants of various tourist spots seem worth considering. Chittagong, Cox's Bazaar, Rangamati, Bandarban, Khulna, and Sylhet, are the main tourists areas of Bangladesh. Among these mentioned areas Khulna is one of the prominent areas as it is situated beside the Sundarbans, the largest mangrove forest of the world. Moreover, Khulna is the gateway for the Kuakata beach (the only beach of the world where from both sunrise and sunset can be seen). Hence, local people of Kuakata and Mongla (gateway to the Sundarbans which includes Kamardanga, Buridanga, Sawlabunia, Joymuni, Chadpai, Chila and Dhangmari) have been identified for collecting data.

3.4.2.3 Estimate the Sample Size: Identification of sample size is crucial for this study. If the sample is small, it might not reflect the real situation. If the sample is too large, it will increase greatly research costs and time along with non-sampling error. Sample size for individual categories will be determined on the basis of the following formula (Uddin & Kabir, 1988);

Individual sample size (n_i)

$$n_i = \frac{\text{Population size for individual categories} \times \text{Total sample}}{\text{Universe}}$$

$$\text{i. e. } n_i = \frac{P_i \times n}{U}$$

Where, n_i = Individual sample-size for the respective categories

P_i = Population size for the respective categories

N = Total sample size

U = Universe

Based on the calculation around 220 inhabitants was being targeted and eventually the inhabitant were being interviewed for collecting necessary data. One hundred respondents from Kuakata and 120 respondents were being interviewed from Mongla area which includes Kamardanga, Buridanga, Sawlabunia, Joymuni, Chadpai, Chila and Dhangmari. Lack of available free person available in those areas forced to reduce the target into 220. Since no database is available regarding the inhabitant of the locality, judgment sampling technique is being administered to select the stated sample.

3.5 Data Collection Method

Interviews technique was being undertaken for collecting necessary data. A structured interview schedule was being prepared for collecting necessary data from the respondents i.e., local people. Different forms of questions included in the interview schedule. It included requests for information, tick box categories, multiple choice, scales, ranking procedures, grid or tables, and open-ended questions. Since the information collected has to be clearly defined, the research process and questions was formal and structured. This required the use of standardized measures so that the varying perspectives and experiences of interviewees could fit into a limited number of predetermined response categories to which numbers was being assigned. 61 questions were being included in the interview schedule from various dimensions. To cover the five hypotheses, questionnaire was designed in such a way to cover the various contingencies which include demographic, economic, social, environmental and the job opportunities of the local people and their perception regarding the effects of ecotourism development in their locality.

3.6 Data Analysis Method

Collected data was verified and checked for error and wrong recording. After checking and verification the data was entered into SPSS 11.5 for analysis. Since the collected data are both qualitative and quantitative in nature, suitable statistical tools were required. Besides the demographic and other information, the perception of the local people and their feeling regarding economic, social and economic aspects were identified through frequency distribution and weighted average process. Moreover, three linear regression models have been administered in order to assess the factors that influence the income, consumption of the local people and community development perspective through ecotourism development. The stated three models are as follows:

3.6.1 Income Model

This model relates job opportunities of the local people in their locality through ecotourism development and thus its effect on their income. The income of the people is closely related with job opportunities in their locality. Thus their main source of income comes through various types of job, related with ecotourism and other activities. Here it is considered that income is the function of several socio - economic factors which are influenced by ecotourism development.

$$y = f(x) \text{----- (i)}$$

$$y_i = \beta_0 + \beta_i x_i + v_i \text{----- (ii)}$$

In this model y represents the income of the respondents and x represents the factors related with income of the respondents which include primary occupation, secondary occupation, education qualification, number of family members and number of children. Sometimes people are found involved with more than one profession. The main profession is being termed as primary occupation and the other professions are being termed as secondary occupations. Income of a person is directly related with occupation. Educational background in most of the cases is directly related with the nature of occupation thus is also related with income. In most of the cases family size and number of children are also act as influencing factors of income depending upon the nature of job available for the inhabitant. These variables are shown in table 4.1. This model indicates with the change in explanatory variables due to develop in ecotourism; the income of the respondents may also change.

Table 3.1: Factors affecting Consumption Function

Symbol	Variables		Scale of Measurement
Y	Yearly income of the respondent		BDT/year
X ₁	Primary Occupation	X ₁₁ Tourism Related Business	Dummy 1= Yes, 0= No
		X ₁₂ Cropping	Dummy 1= Yes, 0= No
		X ₁₃ Livestock Rearing	Dummy 1= Yes, 0= No
		X ₁₄ Fishing	Dummy 1= Yes, 0= No
		X ₁₅ Puller	Dummy 1= Yes, 0= No
		X ₁₆ Others	Dummy 1= Yes, 0= No
X ₂	Secondary Occupation	X ₂₁ Tourism Related Business	Dummy 1= Yes, 0= No
		X ₂₂ Cropping	Dummy 1= Yes, 0= No
		X ₂₃ Livestock Rearing	Dummy 1= Yes, 0= No
		X ₂₄ Fishing	Dummy 1= Yes, 0= No
		X ₂₅ Puller	Dummy 1= Yes, 0= No
		X ₂₆ Others	Dummy 1= Yes, 0= No
		X ₂₇ No Secondary Occupation	Dummy 1= Yes, 0= No
X ₃	Educational Qualification		Year of Schooling
X ₄	Number of Family Member		Number
X ₅	Number of Children		Number

Source: Author

3.6.2 Consumption Model

As the consumption is related with income, therefore consumption pattern depend on income of the local people. It is being expected that with the increase of income, consumption pattern of the local people will also increase. With this model it is being tried to identify the relationship between consumption patter of the local people and their income which relates with ecotourism development.

$$c = f(y) \text{---(iii)}$$

$$c_i = \alpha_0 + \alpha_i y_i + u_i \text{---(iv)}$$

$$0 < \alpha_i < 1$$

Equation (iii) represents the consumption function. Here c represents the yearly expenditure of the respondent and y represents the yearly income from primary and secondary sources of the respondent. In equation (iv) α is the parameter of the model which is to be estimated. Here α_0 is the constant term and α_i is the *MPC* (Marginal Propensity to Consume) and u is the error term which explains the unexplained variations in the model. In this model α_i lies between 0 and 1.

3.6.3 Factors Affecting Community Development

The following equation shows the relationship between the community development and ecotourism. Here the perceptions of the local people have been measured in ordinal scale. q represents the answer to the statement “Currently Tourism Brings Economic benefits to the community” and corresponding explanatory variables which have been measured in ordinal scale are shown in the table 4.2

$$q_i = \delta_0 + \delta_i z_i + w_i \text{---(v)}$$

Here z_i is the factors affect the community development and δ_i is the coefficients of the factors to be estimated and w_i represents the model specific error term.

Table 3.2: Factors Affecting Community Development

Symbol	Variables
Q	Currently Tourism Brings Economic Benefits to the Community
Z_1	Enhancing employment opportunity
Z_2	Presence of Tourist Causes Deterioration of Environment
Z_3	Support given by the hotel to the community
Z_4	Peoples' Realization about the value of Natural Resource

Z ₅	The hotel Owners' do not take into consideration the Communities' Interest
Z ₆	Protect Forest and Animal
Z ₇	Only the Wealthiest benefit from the tourism
Z ₈	Expansion Local Business
Z ₉	Government Takes care of the Community
Z ₁₀	The Poor People in the Community Benefit More From the Tourism
Z ₁₁	It would be Good if the tourist Come and Meet with the Community
Z ₁₂	Tourism has Supported the Capacity Building of Local People
Z ₁₃	Few Number of People are Benefited from Tourism
Z ₁₄	More Participation of Local People
Z ₁₅	Community people are Suffering from Tourism
Z ₁₆	Local People Can Live Better with Tourism than Before

Scale of Measurement: 1 = strongly disagree, 2 = Disagree, 3 =Not sure, 4 = Agree and 5 = Strongly agree

Source: Author

3.7 Summary

Besides the socio – economic status of the local people, perception regarding social, economic and environmental issues have been measured by weighted average and frequency distribution. The linear regression will also has been used to support the hypothesis. Altogether, this analysis has been administered to test the five hypotheses.

Chapter Four: Socio-Economic Status of the Local People

4.1 Introduction

The interview schedule included nine questions relevant to socio-economic condition with some options to judge the present condition of the local people. The details of the findings are being discussed in the following paragraphs.

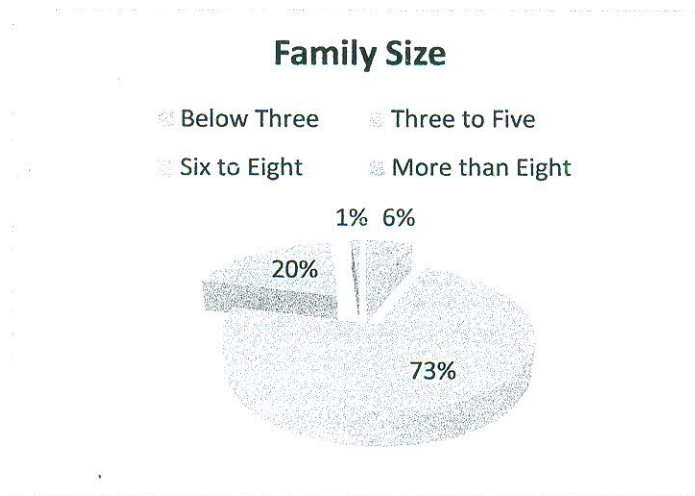
4.2 Location of the Respondents/Village

Local people of Kuakata and Mongla (the gateway of the Sundarbans which includes Kamardanga, Buridanga, Sawlabunia, Joymunighol, Chadpai, Chila and Dhangmari) have been interviewed for collecting necessary data. Of them 100 respondents are from Kuakata and 120 respondents were interviewed from Mongla. Kuakata itself is a tourist spot and there is local inhabitant in that place, who can host the tourists. But the Sundarbans doesn't have any locality, only the people live around can be treated as the local people for the Sundarbans. Therefore, the greater Mongla has been selected for interviewing the local people as they host the tourists of the Sundarbans.

4.3 Number of Family Members with Number of Children

Figure 1 represents the family size of the inhabitants of the two major areas. From the figure, it can be understood that most of the family size of the locality is small with the family members ranging in between three to eight. Where about 73percent have

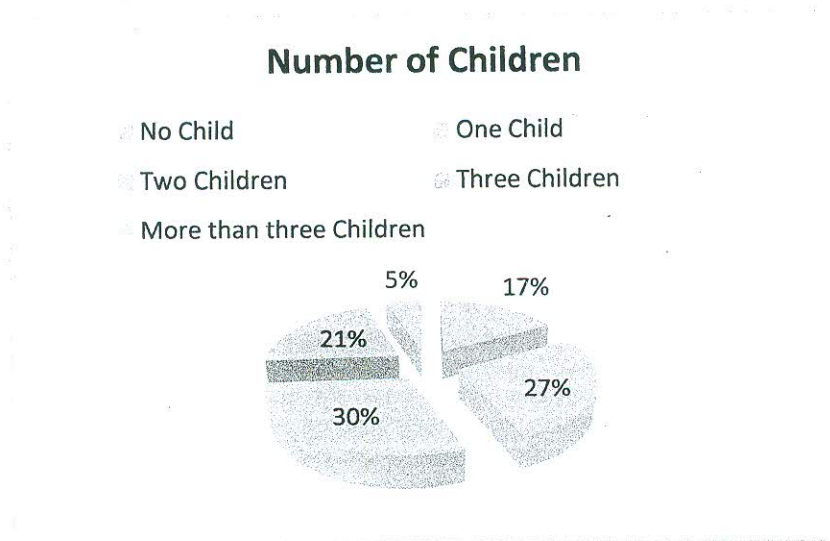
Figure 4.1: Family Size of the Respondents



Source: Field survey 2010

moderately large family size with family members ranging in between three to five and about 21 percent have family members in between six to eight.

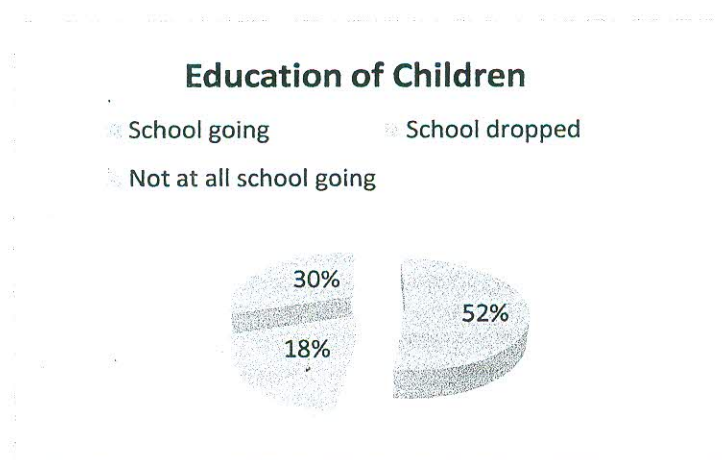
Figure 4.2: No. of Children of the Respondents



Source: Field survey 2010

The survey suggests that very insignificant portion of the local people have more than three children. Table 4.1 and 4.2 jointly indicate that people of those localities have become concerned about family size and majority of them are maintaining small families.

Figure 4.3: No. Education of Children of the Respondents



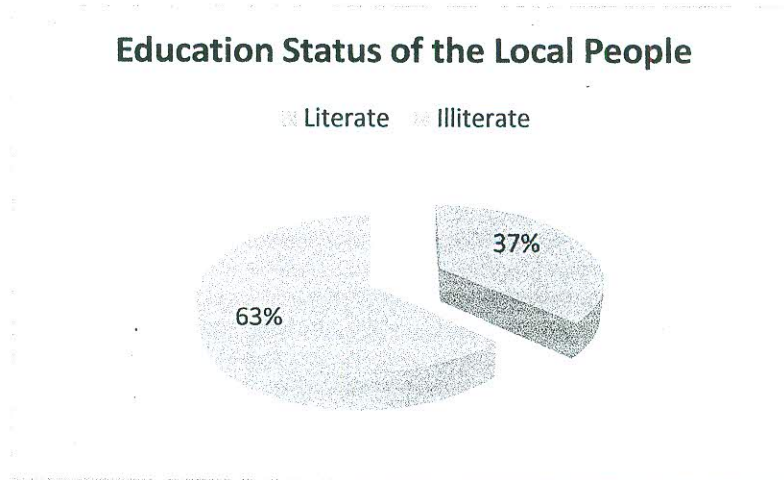
Source: Field survey 2010

Table 4.3 talks about the education status of the respondents. The survey result suggests that the schooling condition of the inhabitant is not satisfactory. 52 percent children of the local people are going to school. Thirty percent of the children are not going to school and around one fifth of the school going children have dropped out from school.

4.4 Educational Status

Study suggests that still a vast majority of the local people (63 percent) are illiterate. This figure suggests that it is quite difficult for a good number of local people to be part of ecotourism activities.

Figure 4.4: No. Education of the Respondents

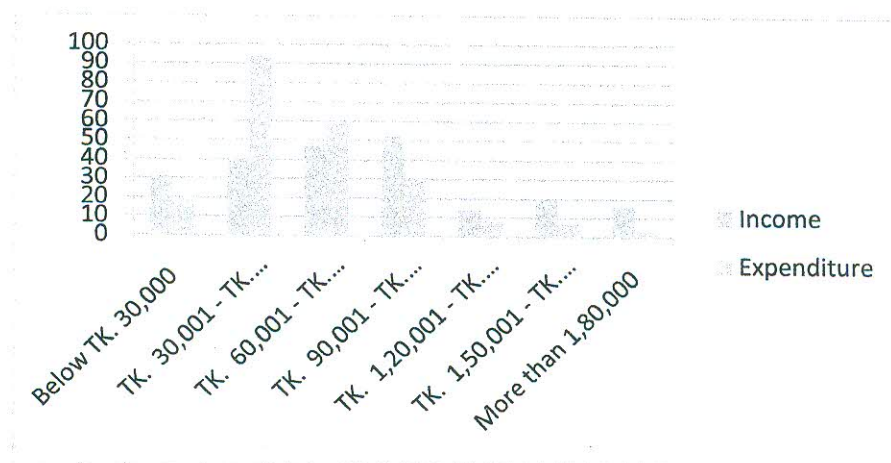


Source: Field survey 2010

4.5 Family Income and Expenditure

Figure 4.5 shows the comparison in between yearly income and expenditure of their family. From the figure it can be seen that large portion of respondents' expenditure exceeds their income. It is a common phenomenon for the people who don't have good source of income and thus unable to earn as much required for the daily necessities. This fact is clearly a reflection of low level of savings and peoples' indulgence in debt.

Figure 4.5: No. Comparison between Income and Expenditure of the Respondents

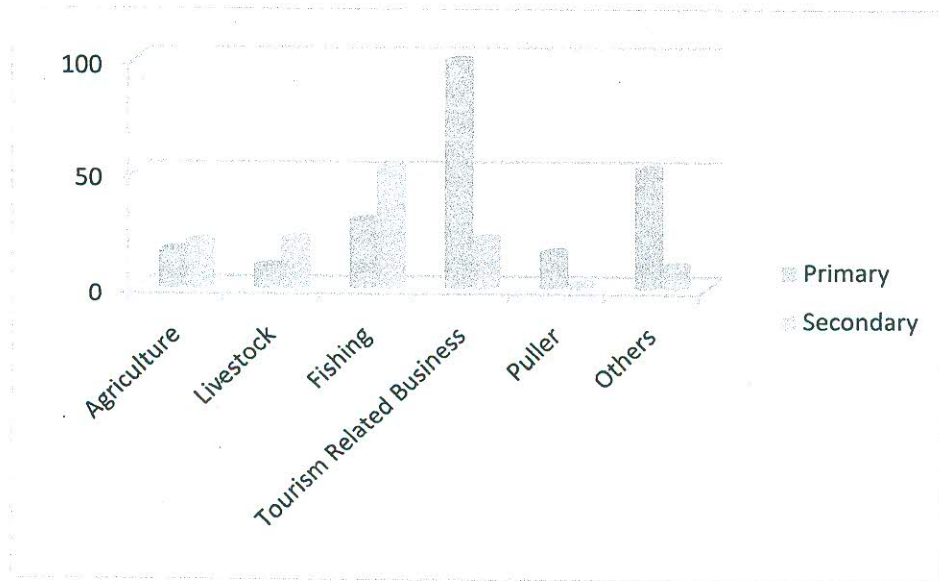


Source: Field survey 2010

4.6 Occupation

Figure 4.6 shows the primary and secondary occupation of the respondents. A good percent of population (45percent) chosen tourism related business as their primary occupation and 23.6 percent of the population chosen fishing as the secondary occupation. 'Others' have been found as the second biggest source of primary occupation. Other profession include activities, majority of which is relevant to tourism like hawkers, vendors etc.

Figure 4.6: Primary and Secondary Occupation of the Respondents

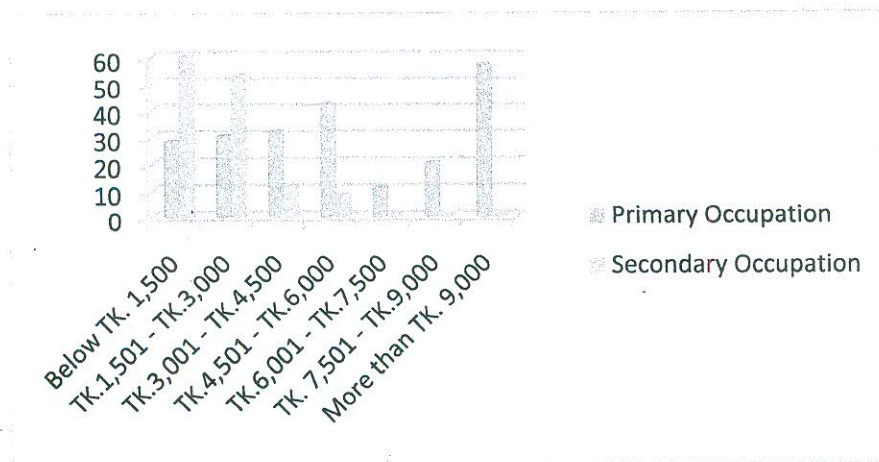


Source: Field survey 2010

4.7 Income

Figure 4.7 shows the monthly income of the respondents. It is obvious from the figure that primary occupation of people provides a higher level of income to the local people than their secondary occupation. About one fourth of people earn more than TK. 9000 from their primary occupation whereas the secondary business renders below TK. 1500 to a major portion of people. From this observation it is clear that being the primary occupation of local people stated earlier, tourism related business is more beneficial to them than the other choices.

Figure 4.7: Income of the Respondents from Primary and Secondary Occupation



Source: Field survey 2010

4.8 Summary

The most of the family size of the local people is in between three to eight. 78% of them have children in between one to three. The education condition is very poor. Only 63 percent are illiterate, 52% of their children are going to school. Rest either is not going to school or have dropped out from the school. The earning condition of the inhabitant is very poor. Most of the respondents can't earn to support their basic requirement and have income less than TK. 9000 per month. In a significant portion of the cases expenditure exceeds the income. Tourism related activities are increasingly becoming popular source of job opportunity. Hence, ecotourism development with create more job opportunity for them and will enhance their income and livelihood.

Chapter Five: Perception of the Local People towards Ecotourism Development

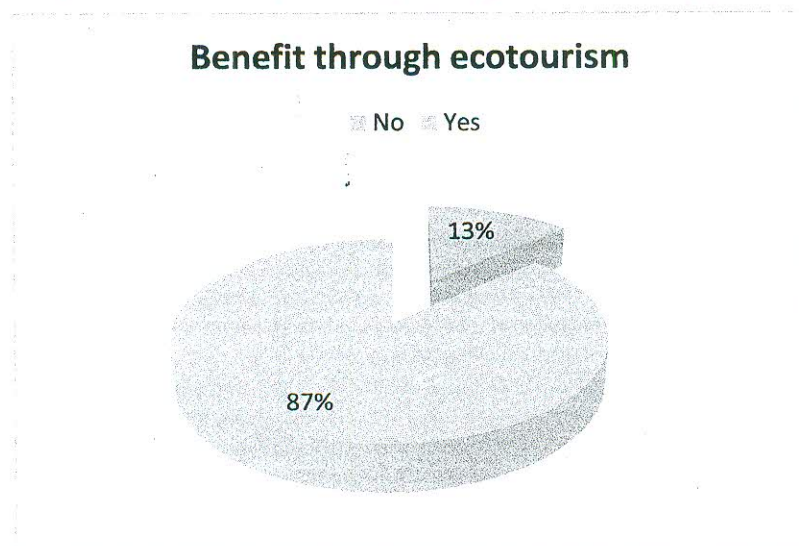
5.1 Introduction

In this chapter the perception of the local people regarding tourism/ecotourism development has been discussed. Several variables have been included in the interview schedule to address the perception of the local community's perception. Their perception has been tested through various issues including social, economic and environmental aspects. This study tried to address the local communities' perception relevant to ecotourism development in terms of economic, social and environmental perspectives.

5.2 Benefit of Local People from Ecotourism

Figure 6.1 shows that 87 percent of the locality believes that ecotourism have brought benefit to their life. It has been identified that, ecotourism development created various typed of job opportunity for the local people. They feel that job opportunity increases the income and with the increase of income, the economic condition of the local people enhances and thus it positively influences their livelihood development. This perception is a positive indicator for ecotourism development. Cause without this kind of positive thinking ecotourism development is not possible. Even if it is developed, it will not sustain.

Figure 5.1: Perception Regarding Benefit through Ecotourism

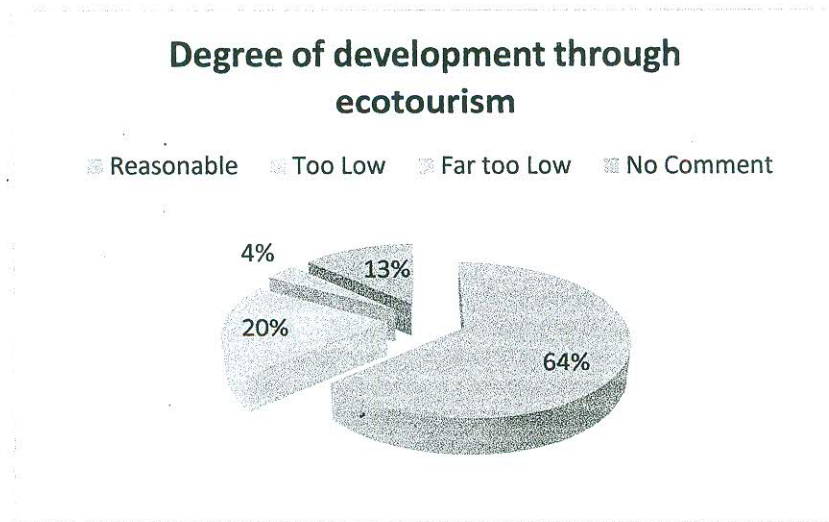


Source: Field survey 2010

5.3 Degree of Benefit from Ecotourism

Figure 6.2 indicates the perception of the local people regarding the degree of benefit they may get through ecotourism development. The figure shows that around two-third of the respondents feel that ecotourism will bring benefit at a reasonable rate. On the contrary around one-fourth of the respondents believe that the benefit will be either low or far too low.

Figure 5.2: Is the Benefit Extracted from Ecotourism at a Reasonable Level?



Source: Field survey 2010

5.4 Socio-Economic Impact of Ecotourism Development

Table 6.1 represents the perception of the local people regarding the social issues. It can be seen that 53.2% respondents believe that there is no change in criminal rate (individual), though 41.8% respondents believe that criminal rate has decreased. It is a good sign that ecotourism development through creating job opportunities can reduce crime in their locality.

84.5% respondents believe that ecotourism development have reduced the number of poor people in their locality. As the number of poor people is decreasing, the gap between poor and wealthy is also lessening.

Women status is improving day by day because of tourism development. Ecotourism development allows women to participate in various types of tourism related professions like handicrafts producing, working in the shop and restaurant and thus create opportunity for them to earn which ultimately uplift their social status. 85.9%

respondents believe that ecotourism development can uplift women's status whereas 14.1% respondents believe that it has brought no change.

Table 5.1: Social Change due to Tourism Development

Social Issues	Decreased	No change	Improved	Total
1. Impact on criminal rate (individual)	5%	53.2%	41.8%	100%
2. Impact on numbers of poor people	0%	15.5%	84.5%	100%
3. Impact on gap between wealthy and poor	0.5%	15%	84.5%	100%
4. Impact on women's status	85.9%	14.1%	0%	100%
5. Impact upon education opportunity	0%	20.9%	78.1%	100%
6. Impact on employment opportunity	0%	14.5%	85.5%	100%
7. Opportunity to access the facilities	0%	20.9%	79.1%	100%
8. Impact on traditional custom	0.9%	42.3%	56.8%	100%
9. Impact on local culture	0.9%	41.1%	55%	100%

Source: Field survey 2010

78.1% of the respondents feel that with the ecotourism development, people are becoming more engaged in education. 85.5% respondents expressed that employment opportunity is increasing gradually with tourism development. With the tourism development employment opportunity is also increasing and also access to various facilities and educational opportunity is also growing.

56.8% respondents feel that traditional custom is positively changed with ecotourism development and 42.3% feels that it is being conserved. On the contrary 0.9% feels that ecotourism development decrease the cultural value. As there is less influence on traditional custom, there is also less influence on local culture.

Ecotourism development creates the environment of the cultural exchange between the host and the tourists. Through this exchange, local people can learn many things from the visiting tourists. This learning can be good as well as bad resulting change in clothing, language, and food habit. 55% of the respondents feel that local culture is positively changed with ecotourism development, whereas 41.1% feels that local culture is conserved as it is and only 0.9% feels that the change is negative.

Table 5.2: Future Impact of Ecotourism on Economic, Social and Environmental Issues

Local Issues	Damage	No change	Well conserved	Total
1. Natural environment	0.5%	20%	79.5%	100%
	More	No change	Fewer	Total
2. Sources earnings	99.5%	0.5%	0%	100%
	Improve	No change	Worsen	Total
3. Life standard improvement	98.0%	1.5%	0.5%	100%

Source: Field survey 2010

Table 5.2 represents the perception of the local people regarding future impact of ecotourism on economic, social and environmental issues. 79.5% respondents agree that natural environment will be well conserved if ecotourism improves in their community. 20% respondents believe that there will be no change in natural environment.

99.5% respondents believe that ecotourism development will increase the sources of earnings. If ecotourism develops in organized way, there will be a variety of tourism related activities which will provide plenty of job opportunities for the community.

98.0% expressed that ecotourism development is related with various types of development activities. It not only created job opportunity for them, it also ensures infrastructural development. Income increase led to better consumption pattern. Infrastructural development increases the facilities in their locality. In both the ways, ecotourism development develops the livelihood of the local people.

5.5 Summary

In this chapter various socio-economic and environmental issues have been discussed from the local communities view. From the above stated discussion it can be inferred that vast majority of the local people believe that ecotourism development is increasing various types of facilities for them. If it is being developed further in organized way, it will be able to contribute more in uplifting their livelihood in various ways.

Chapter Six: Factors Affecting Income for the Inhabitant

6.1 Introduction

Ecotourism provides income for the local people as it creates various types of job opportunity for the local people. This study tried to investigate how far ecotourism affect the income of the local people along with ecotourism development. Ecotourism development may have two opposite affects on job environment. It may have positive or negative effect on traditional job. It in most of the cases creates various types of job opportunity which significantly influence the income for the inhabitant.

6.2 Factors affecting Income of the local people

Following table (table 6.1) represents the income of local people in relevant to various types of profession. Occupation has been classified into two categories namely primary occupation and secondary occupation. This table represents the factors affecting the income of the respondent.

Table 6.1: Factors Affecting Income Earning Capacity of the Respondent

Sym bol	Variables		Coefficient		Se	p	
			β_0	β_1			
X_1	Primary Occupation	X_{11}	Tourism Related Business	3.33	0.09*	0.23	0.10
		X_{12}	Cropping	3.53	-0.11*	0.44	0.08
		X_{13}	Livestock Rearing	3.50	-0.07	0.58	0.29
		X_{14}	Fishing	3.63	-0.22***	0.33	0.00
		X_{15}	Ricksha van Pulling	3.54	-0.13**	0.46	0.04
		X_{16}	Others	3.23	0.26***	0.26	0.00
X_2	Secondary Occupation	X_{21}	Tourism Related Business	3.57	-0.19**	0.39	0.04
		X_{22}	Cropping	3.39	0.13**	0.40	0.04
		X_{23}	Livestock Rearing	3.54	-0.13**	0.39	0.05
		X_{24}	Fishing	3.45	0.01*	0.27	0.80
		X_{25}	Ricksha van Pulling	3.47	-0.09	1.73	0.15
		X_{26}	Others	3.45	0.03	0.59	0.58
		X_{27}	No Secondary Occupation	3.14	0.23***	0.23	0.00
X_3	Educational Qualification		1.43	0.34***	0.22	0.00	
X_4	Number of Family Member		2.36	0.15**	0.22	0.02	
X_5	Number of Children		3.93	-0.11*	0.10	0.10	

Source: Authors Compilation

Note: Dependent Variable is "yearly income of the respondent"

***, ** and * Represents the significant level at 1%, 5% and 10% level respectively

Basically six occupations have been identified for the local people in the tourist spots namely tourism related business, cultivation (crop), livestock rearing, fishing, Rickshaw van pulling and others (includes hawkers, vendors etc.) One additional point has been used in secondary occupation besides the stated occupations, i.e., no secondary occupation for those who don't have any secondary occupation. As primary occupation, tourism related business and other occupations except agriculture has positive value and also significant at five percent and ten percent level respectively. When an individual choose tourism related business and other than agriculture related business as his primary occupation his/her income tends to increase. On the other hand, cropping, fishing, and richsha van pulling have significant negative value at ten, one and five percent level respectively. This situation indicates that in a tourism spot, tourism related business and professions somehow related with tourism (e.g. hawker, vendor) provides better income opportunity and with the development of tourism/ecotourism income from other traditional profession like agriculture tends to decrease.

In case of secondary occupation cropping and fishing has positive value and significant at five and ten percent level respectively. On the other hand tourism related business and livestock rearing are also significant at five percent level with having negative value. So those people who choose these two as their secondary occupation their income tends to decrease, whereas those who do not have any secondary occupation their income tends to increase.

Educational qualification, number of family member and number of children in the family have significant effect on income of the individual. With the increase of level of the education and the number of family members of the individual the income tends to increase, whereas with the increase of the number of children the income may decrease. This indicates that in relevant to the year of schooling, more the education, more the earnings. As there is shortage of educated manpower, those who are comparatively educated can earn more. Large family may help each other for tourism related business and thus can help in earning more. On the other side, family having more children is being involved with child rearing and thus can spend less time in tourism related business and eventually can earn less.

Thus we can conclude that ecotourism development created job opportunity and this intern satisfy hypothesis two.

Chapter Seven: Influence of Income on Consumption Power

7.1 Introduction

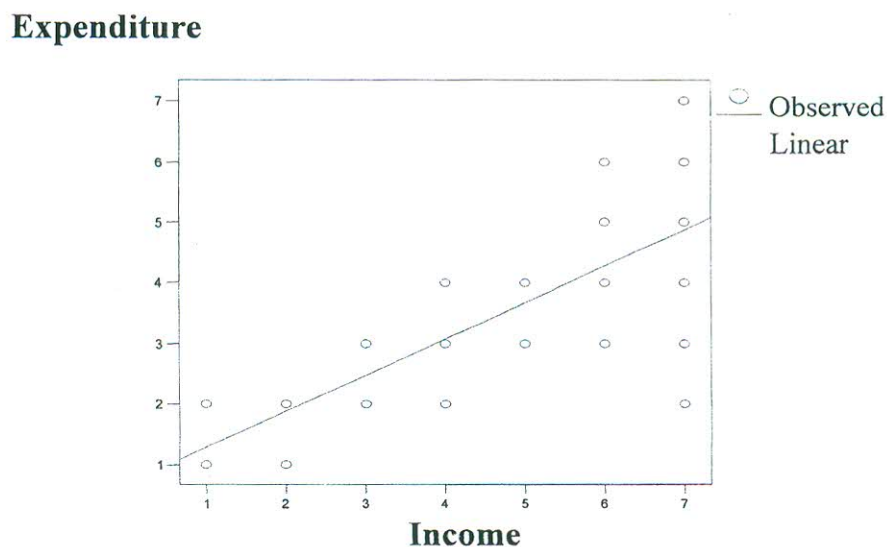
After food, want for other requirement for human being appears gradually. In most of the locality, majority of the inhabitant are economically not solvent and thus can't support their basic requirement for survival. As ecotourism contribute in creating various types of job opportunities for the inhabitant and thus provides income opportunity for them, it inevitably should contribute in the consumption pattern of the local people.

7.2 Relation between Income and Consumption Power

Figure 7.1 shows the result of liner regression that indicated the relationship between income and expenditure of the local people. This result is the indicator of the changed consumption power of the local people with the change of income through ecotourism development. This regression analysis produces an equation of the consumption function. The equation is:

$$c = 0.59 + 0.68y$$

Figure - 7.1: Income and Expenditure Relation



From the model it is clear that there is a positive relation between income and consumption. Here the value of r^2 is 0.71 which represents that 71 percent variation in the model is explained by the regression line in the figure. From the equation it is found that the MPC is 0.68 means with one unit increase in income the consumption will increase by 0.68 unit. This result shows that MPS (to save) is 0.32 indicates about one third of the income will be saved. From the analysis it can be inferred that the consumption power and saving has increased with the income increase with the ecotourism development of the local people. Therefore it can be predict that with further development of ecotourism the consumption power and saving will increase further and thus the livelihood of the local people with develop further.

Chapter Eight: Influence of Ecotourism in Community Development

8.1 Introduction

The atmosphere of a certain community depends on various issues, including income opportunity, law and order situation, availability of various facilities etc. With the ecotourism development, besides job opportunity creation and income generation, various support industries also develop. Moreover, with the job opportunity creation, possibility of law and order situation development also increases. Hence the following analysis looks into this issue.

8.2 Community Developing Indicators

Table no 9.1 shows the factors affecting community development. Sixteen variables were included in this regression. Out of which 10 variables have been identified significant at one percent.

Table 8.1: Factors Affecting Community Development

Sym bol	Variables	Coefficients		Se	P
		δ_0	δ_1		
Z ₁	Enhancing employment opportunity	0.391	0.83***	0.04	0.00
Z ₂	Presence of tourist causes deterioration of environment	3.84	0.10	0.10	0.13
Z ₃	Support given by the hotel to the community	2.916	0.40***	0.06	0.00
Z ₄	Peoples' realization about the value of natural resource	1.30	0.37***	0.11	0.00
Z ₅	The hotel owners' do not take into consideration the communities' interest	5.61	-0.39***	0.07	0.00
Z ₆	Protect forest and animal	4.29	-0.01	0.12	0.89
Z ₇	Only the wealthiest benefit from the tourism	5.79	-0.55***	0.06	0.00
Z ₈	Expansion local business	1.16	0.58***	0.06	0.00
Z ₉	Government takes care of the community	3.11	0.354***	0.06	0.00
Z ₁₀	The poor people in the community benefit more from the tourism	3.43	0.33***	0.27	0.00
Z ₁₁	It would be good if the tourist come and meet with the community	3.43	0.08	0.13	0.18
Z ₁₂	Tourism has supported the capacity building of local people	3.95	0.08	0.06	0.21
Z ₁₃	Few number of people are benefited from tourism	5.61	-0.48***	0.05	0.00
Z ₁₄	More participation of local people	3.21	0.10	0.14	0.13
Z ₁₅	Community people are suffering from tourism	3.94	0.08	0.10	0.23
Z ₁₆	Local people can live better with tourism than before	0.179	0.83***	0.04	0.00

Source: Authors Compilation

Note: Here the dependent variable is "Tourism Brings Benefits to the Community"

**** Represents the significant level at 1% level*

Among these ten variables, 7 are positive statements and 3 are negative statements. The 3 negative statements found significant are negatively related, means are positive with ecotourism development.

In this respect the answers from the respondent have been collected in ordinary scale. On the basis of these answers the regression has been run holding "*Tourism Brings Benefits to the Community*" as dependent variable. The results have been shown in the above table. From the table it is found that enhancing employment opportunity, peoples' realization about the value of natural resource, expansion of local business, support given by the hotel to the community, peoples' government's contribution towards the community is significant.

The poor people in the community benefit more from the tourism and local people can live better with tourism than before are significant at one percent level. That means with increase of these factors community benefits would be increased. Side by side there are some factors which are negatively related with the community benefit from the tourism such as the hotel owners' do not take into consideration the communities' interest, only the wealthiest benefit from the tourism and few number of people are benefited from tourism. These factors are also negatively significant at one percent level. So with the decrease in these factors the community would be more benefited. With the development of community, the local people consume various types of benefits and thus the livelihood of the local people also increase.

Chapter Nine: Conclusion

9.1 General Findings of the Study

- 73 percent of the local people have family members in between three to five and about 21 percent have family members in between six to eight indicates people of the localities have become concerned about small family.
- Most of the local people (63%) are still illiterate. The education of their children is also not satisfactory. The rate of school dropping children of the local people is not satisfactory. Around one fifth of the school going children is being dropping out from the school.
- The economic condition of the local people is very bad. Large portion of respondents' expenditure exceeds their income. It is a common phenomenon for the people who don't have good source of income and thus unable to earn as much required for the daily necessities.
- A good number of people (45percent) chosen tourism related business as their primary occupation. 99.5% respondents believe that ecotourism development will increase the sources of earnings.
- 84.5% respondents believe that ecotourism development have reduced the number of poor people in their locality.
- 87 percent of the locality believes that ecotourism have brought benefit to their life. 41.8% respondents believe that with the ecotourism development, criminal rate has decreased in their locality. 98.0% expressed that ecotourism development is related with various types of development activities.
- 85.9% of the local people believe that ecotourism development can uplift women's status.
- Ecotourism development creates the environment of the cultural exchange between the host and the tourists.
- 78.1% of the respondents feel that with the ecotourism development activities people are becoming more engaged in education.

- As primary occupation, tourism related business and other occupations except agriculture has positive value and also significant at five percent and ten percent level respectively. When an individual choose tourism related business and other than agriculture related business as his primary occupation his/her income tends to increase. This situation indicates that in a tourism spot, tourism related business and professions somehow related with tourism (e.g. hawker, vendor) provides better income opportunity and with the development of tourism/ecotourism income from other traditional profession like agriculture tends to decrease.
- Educational qualification, number of family member and number of children in the family have significant effect on income of the individual.
- The study indicates that in relevant to the year of schooling, more the education, more the earnings. As there is shortage of educated manpower, those who are comparatively educated can earn more. Large family may help each other for tourism related business and thus can help in earning more.
- From the study it can be inferred that the consumption and saving has increased with the income increase with the ecotourism development of the local people. Therefore it can be predict that with further development of ecotourism the consumption power and saving will increase further and thus the livelihood of the local people with develop further.
- The prime indicators of the study suggests that local people have a feeling that tourism/ecotourism development has positive contribution in their locality for various development activities and in this process their locality benefits from various aspects like infrastructural development, reducing crime rate, women empowerment, cultural development and so on.

9.2 Problems of Ecotourism Development in Bangladesh

Tourism the globally recognized tool for poverty alleviation is yet to be recognized by the policy makers of Bangladesh. While most of the countries all over the world are making all out efforts to develop tourism and boost foreign currency revenue, Bangladesh remain stuck with very few action to develop this sector. Development and promotion of Tourism industry in Bangladesh basically lies in the public sector as

private sector is reluctant to invest in this sector. Tourism development through proper and integrated long term planning is still a far cry in Bangladesh. Public and private sector partnership is a pre-requisite to develop and promote tourism in an organized manner.

Absence of reasonable local community participation, insufficient infrastructural facilities, lack of efficient and speedy communication system, absence of related information and publicity materials, shortage of properly skilled man power, fund constraints, natural calamities, absence of sound ecotourism policy, environmental pollution, population pressure, lack of motivation and consciousness among the local people are the main barriers towards ecotourism. Implementation of the ongoing projects in the forest and wildlife areas may be helpful to overcome these barriers of ecotourism development. Bangladesh often suffers from image crisis. The country continues to remain as an unknown destination to the tourist generating countries. Hence, tourism sector of Bangladesh remained one of the most backward counties in the domain of world tourism sector.

9.3 Conclusion

9.3.1 Socio-Economic Perspective of the Local People

From the study it has been identified that that most of the local people are living under poverty level. A large portion of them have expenditure less than their regular income. This study also identified that the level of education is very low among the locality. The level of child education of the locality is also not satisfactory. The dropout number from the school is high. The study also identified that the family size is not large. The local people are being benefited from tourism development. Income of the people involved with tourism related activities has increased with whereas those who are involved with traditional business have experienced negative development in terms of income with tourism development in their locality. The study also reveal that with the increase in income, the consumption pattern of the local inhabitant positively increases, indicates that tourism development enhances their livelihood. They also feel that with the tourism development, job opportunities have also increased which intern reduce the crime in their locality. Moreover, the locality experienced various development activities from both govt. and private sector, which intern uplift their socio-economic

condition. But the ecotourism development needs proper planning and coordination, without which the development ultimately may not provide total benefit for the country as well as for the locality.

The policy-makers, planners, government officials, non-government and non-profit organizations and profit sectors in our country should plan and implement ecotourism projects in such a way that the entire natural environment is handed over to the people for making a living in a more sustainable and eco-friendly manner. Enterprising issues are important elements of the entire Ecotourism concept but it is to be ensured that the people have enough education, consultation and participation in the planning of such projects in order to help them benefit from it mostly. All steps should be taken to ensure a fair play in the whole process and to see that the stakeholders are benefitted. The project is for the people and for the betterment of the nature. So the "stick should be handed down to the people" instead of brandishing it in front of them.

9.3.2 Ecotourism and Socioeconomic Prospects for Local People: In addition to economic and environmental impacts, eco-tourism can have social effects. There are no permanent residents inside the Sundarbans although some 300,000-600,000 people earn their livelihood collecting honey, palm leaves, cutting grass, cutting wood, and catching and drying fish (FAO/UNDP, 1994). Other than the fishermen who live in temporary huts on Dublar Char, most live in boats and can be trained as forest guides. Moreover, unemployed inhabitants in the neighborhood can be employed in the service industries, operating or accompanying jungle boat trips and wilderness trails and assisting in transport operation. In addition, small handicrafts industries, including basket work, weaving, leather goods, brass ware, jute products and clay pots can be established in nearby villages. One such industrial area already exists in the old town of Khulna, which could be the centre of such industry. These huge number of local people's socio-economic condition is very much under acceptable level. If ecotourism can be developed in these areas, plenty of ecotourism related job will be created and thus these local people and the workers can be benefitted economically from eco-tourism; they may support habitat-protection in the Sundarbans.

9.4 Recommendations

This study has several findings those suggest the following recommendations:

- Comprehensive planning is required for tourism development. It has been identified that tourism development has positive contribution in job opportunity and income opportunity for the local people. Thus ecotourism development will act positively towards various localities. It also has been identified that ecotourism development has negative effect on traditional sources of income including cultivation. Thus careful development is required. Scattered development may not bring benefit to the country as well as for the local people.
- Suitable education and training facilities is essential for each and every tourist spots. It has been identified that the education level is very low in various tourist spots whereas education has positive correlation with income. Moreover, ecotourism development requires proper knowledge regarding the ecosystem and its effect and proper handling techniques of the resources. Thus proper tourism related specialized training along with basic education definitely will enhance the ecotourism development and thus will help the locality.
- Support from the Government and other related bodies are required for proper ecotourism development. Ecotourism development requires various infrastructural and other supports. But if it is not being done in proper manner and in a planned way, the development may bring adverse effect in future and thus will not be able to bring the desired benefit for the locality and the country.
- When we promote and sell our tourist products (for example, the Sundarbans, the Hilly Districts, Cox's Bazar) we have to make sure that the resources, such as the forests with their numerous varieties of trees, plants, herbs and their animals are not destroyed or overexploited. Obviously, tourist products should be used in such a way that they are not going to be destroyed. Large numbers of tourists can be the cause of destruction. Tourists, who unmindfully or without caring throw away their left-over food scraps and drinks, leave behind synthetic articles or tin containers cause damage to the local environment and eventually the earth. One way to handle such problems is to control tourist visits to each particular product or place. Restrictions can be imposed on the number of

tourists, and on how they undertake their visit, before a site becomes overcrowded. It is a good idea to present a particular tourist location at which there are a number of attractions. By doing this one can spread the load while presenting variety to tourists. Without controls, it is obvious that the more tourists who visit a place, the more the ecological balance is threatened or degraded. However, we do not unnecessarily restrict tourism. If we can apply the principles of sustainable development, tourism could be permitted, or even encouraged to grow. More forests could be declared as sanctuaries for conservation and animals protected from illegal killings, especially tigers, deer, elephants and crocodiles.

9.5 Limitations of the Study

This study was confined within the southern region of Bangladesh and 220 inhabitants were being interviewed from two areas to collect necessary data to support the study. Ecotourism development in true sense is a complex issue. It can't be seen from single perspective. Various factors and stakeholders are part of ecotourism development. This study would have been better if various parts of Bangladesh could be covered. The respondents are not educated and not much concerned about the ecological aspect. Moreover, very few databases are available to support a full length study for Bangladesh perspective. Therefore, this study had to be completed within these limitations. The most prominent limitation of the study was that the title and target of the study was to deal solely with ecotourism issues, whereas the term 'ecotourism' though commonly used, have not adequate application in true sense. The true application is absent among the government, non government sectors and common people. Therefore, in many cases ecotourism was being used to mean tourism and vice versa.

9.6 Guidance for Future Research

Ecotourism is rather a new concept in Bangladesh. The concerned people, i.e., the stakeholders of ecotourism are not well acquainted about the issue. The study would have been more fruitful if the stakeholders knew about ecotourism and its various aspects e.g., cultural, social, and environmental issues. Further study can be done by incorporating the government and non government organizations that have involvement

with ecotourism development. Moreover the tourists and tour operators can also be included to identify the prevailing problems for ecotourism development in Bangladesh. Various ecotourism related activities and their prospects and problems can be addressed in the future studies which will guide the policy makers and entrepreneurs to be involved with suitable type of activities. Finally, the environment and resources constrains should also be studied to identify the suitable areas to be developed for ecotourism development.

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Appendix 1 – Questionnaire used for Data Collection

Sustainable Development of Ecotourism in Bangladesh

[Dear respondents, this study is conducting by an academicians, the data provided by you will be used for academic purposes only]

Could you please tick one item (✓) as your answer or/and write down your answer?

1. Location of household: City/Town..... Village.....
 2. Number of family members including yourself.
.....Children.....
 3. Children: School Going. School Dropped Not in school going age
 4. Education: Illiterate Literate
 5. Religion: Hindu Muslim Christian Others
 6. Family Income (per month):Taka.
 7. Occupation:
 - A) Primary: Agriculture Livestock Fishing Tourism related business Others
 - B) Secondary: Agriculture Livestock Fishing Tourism related business Others
 - C) Income from primary occupation (per month):
 - D) Income from secondary occupation (per month):.....
 8. If you are tourism-related self-employed, then please answer:
Type of business:..... Name of business
 - Income per year:Taka.
 - Family expenditure (per month)Taka.
 - Number of employees (including yourself)
 - Number of employees from your locality
 9. Do you think the local poor people benefit from tourism? Yes No
- If yes, in your opinion, is it at a reasonable level?

Reasonable Too low Far too low

10 What social changes do you think have been brought to this area by tourism development?
[tick one item (✓) as your answer]

Social issues	Changes description		
	Positive change	No change	Negative change
Criminal rate(individual)	(3)Decreased	(2)No change	(1)Increased
Numbers of the poor people	(3)Decreased	(2)No change	(1)Increased
Gap between the poor and the wealthy	(3)Decreased	(2)No change	(1)Increased
Women's status	(3)Improved	(2)No change	(1)Decreased
Traditional customs	(3)Positively changed	(2)Conserved	(1)Damaged
Local culture	(3)Positively changed	(2)Conserved	(1)Damaged
Education opportunity	(3)Increased	(2)No change	(1)Decreased
Employment opportunity	(3)Increased	(2)No change	(1)Decreased
Opportunity to access to the facilities	(3)Increased	(2)No change	(1)Decreased
Criminal rate(organized)	(3)Increased	(2)No change	(1)Decreased
Physical harassment	(3)Increased	(2)No change	(1)Decreased
Other (please specify)			

11. What kind of tourism impact do you think will be on the economic/social/ environment on this area?
[tick one item (✓) as your answer]

Local issues	Positive change	No impact	Negative change
Natural environment	Well conserved	No change	Damaged
Sources to get money	More	No change	Fewer
Income	Increased	No change	Decreased
Life standard improvement	Improved	No change	Worsened
Numbers of the poor people	Decreased	No change	Increased
Gaps between the poor and the wealthy	Lessened	No change	Enlarged
Other (please specify)			

12. What kind of impact do you think will be on the local area due to tourism development?
 [tick one item (✓) as your answer]:

Event	Positive Impacts	Negative Impacts
Economic	<input type="checkbox"/> High (+3) <input type="checkbox"/> Medium (+2) <input type="checkbox"/> low (+1)	<input type="checkbox"/> low (-1) <input type="checkbox"/> Medium (-2) <input type="checkbox"/> High (-3)
Social	<input type="checkbox"/> High (+3) <input type="checkbox"/> Medium (+2) <input type="checkbox"/> low (+1)	<input type="checkbox"/> low (-1) <input type="checkbox"/> Medium (-2) <input type="checkbox"/> High (-3)
Environmental	<input type="checkbox"/> High (+3) <input type="checkbox"/> Medium (+2) <input type="checkbox"/> low (+1)	<input type="checkbox"/> low (-1) <input type="checkbox"/> Medium (-2) <input type="checkbox"/> High (-3)

13. What kind of impact do you think will be on the local poor people due to tourism development?
 [tick one item (✓) as your answer]:

Event	Positive Impacts	Negative Impacts
Economic	<input type="checkbox"/> High (+3) <input type="checkbox"/> Medium (+2) <input type="checkbox"/> low (+1)	<input type="checkbox"/> low (-1) <input type="checkbox"/> Medium (-2) <input type="checkbox"/> High (-3)
Social	<input type="checkbox"/> High (+3) <input type="checkbox"/> Medium (+2) <input type="checkbox"/> low (+1)	<input type="checkbox"/> low (-1) <input type="checkbox"/> Medium (-2) <input type="checkbox"/> High (-3)

14. Do hotels affect you in monetary terms? Yes No

Please explain:

.....

15. Do hotels affect you in any way other than in monetary terms? Yes No

Please explain:

.....

.....

16. Have you noted any change in the education requirement for employees in tourism business?

Yes No

Please explain:

.....

17. Please indicate how much you agree with each of the following statements
[tick one item (✓)]:

Where, 1 = Strongly Disagree, 2 = Disagree, 3 = Not sure, 4 = Agree, and 5 = Strongly Agree

A	Currently, tourism brings economic benefits to the community.	1	2	3	4	5
B	In general, business relevant to tourism is more profitable than agriculture.	1	2	3	4	5
C	Tourism has been good for community because it enhances the employment opportunity.	1	2	3	4	5
D	The presence of the tourists causes the deterioration of the environment.	1	2	3	4	5
E	The whole community benefits from tourism.	1	2	3	4	5
F	The hotel(s) gives support to the community through many different ways.	1	2	3	4	5
G	If tourism did not exist, this area would be a very poor community.	1	2	3	4	5
H	Only those who are employed at the hotel benefit from tourism.	1	2	3	4	5
I	With tourism, people have realized the value of natural resources.	1	2	3	4	5
J	The hotel(s)/ owner do not take into consideration the community's interests.	1	2	3	4	5
K	It's good to protect the forest and animals so that tourists come to see them.	1	2	3	4	5
L	Only the wealthiest in the community benefit from tourism.	1	2	3	4	5
M	The community benefits indirectly from tourism because the local businesses can sell products and offer more services.	1	2	3	4	5
N	The government takes care of the interests of the community when they develop tourism activities.	1	2	3	4	5
O	The poor people in the community benefit more from tourism than the wealthier people.	1	2	3	4	5
P	It would be good for the tourists to come and meet the community.	1	2	3	4	5
Q	Tourism has supported the training/capacity building of local people.	1	2	3	4	5
R	Those in the community who benefit from tourism are few.	1	2	3	4	5
S	There should be more participation from the local people in tourism.	1	2	3	4	5
T	The tourists show respect for the community's traditions.	1	2	3	4	5
U	Some people in the community are sufferer by tourism.	1	2	3	4	5
V	Local people can live better now with tourism, than they lived before tourism.	1	2	3	4	5

18. Please identify five major obstacles of tourism development in your locality:

.....
.....

19. Please mention five major ways to make the local people (more) involved with the tourism development:

.....
.....

20. What is your recommendation regarding way of tourism development so that the natural setting will not be disturbed severely?

.....

THANK YOU VERY MUCH FOR YOUR COOPERATION