

POVERTY ALLEVIATION THROUGH SUSTAINABLE TOURISM:  
A CRITICAL ANALYSIS OF 'PRO-POOR TOURISM' AND IMPLICATIONS  
FOR SUSTAINABILITY IN BANGLADESH

By  
JAHID MD ANWAR

Research Report Presented to Professor COOPER Malcolm J. M.  
In Partial Fulfillment of the Requirements for the Degree  
Of  
Master of Science in International Cooperation Policy

Ritsumeikan Asia Pacific University (APU), Japan  
Graduate School of Asia Pacific Studies  
March 2012

## **CERTIFICATION**

*I certify that this is my own work and has not been submitted in any form for another degree or diploma at any university or other institute of tertiary education. This Master's individual report contains ideas and information derived from published and unpublished work of different authors which have been acknowledged in the text and list of references.*

## ACKNOWLEDGEMENTS

*Alhamdulillah hirobbil 'alamien*, thanks to Almighty Allah SWT, the Merciful God without whose grace; this study would not have been accomplished.

I would like to express appreciation to my beloved family, especially to my elder brothers, my parents who have supported and encouraged my study at Ritsumeikan Asia Pacific University.

I am whole heartedly thankful to my supervisor, Professor COOPER Malcolm J. M. whose encouragement, guidance and kind support from the initial to the final stage of the completion of this study enabled me to develop a better understanding of the subject. Without his advice, support and corrections, this work could not have been completed.

Also, I offer my sincere regards to all those who supported me in any respect, especially the Ritsumeikan Asia Pacific University Library, Research Office, Academic Office during the completion of this work. Without getting financial support from Ritsumeikan Asia Pacific University Research Office, I would not be able to go to Bangladesh for collecting data and information. I am also deeply grateful to some officials of Bangladesh Parjatan Corporation for their kind cooperation and suggestions for writing this report.

Last but not least, my special thanks also to Mari Nozaki, Mehedi, Kabir, and Dimithri Devinda Jayagoda, members of my seminar class for their support and assistance in various means, especially for their critical comments and suggestions, which in a way benefited much in the development of my research.

## **DEDICATION**

This work is dedicated to my parents (Md.Waz Uddin & Mrs. Sonavan Begum) and my elder brothers (Md.Ashadul Islam & Md.Mizanur Rahman). May the Almighty Allah reward them abundantly for sending me to Ritsumeikan Asia Pacific University and for uprising me into an ambitious global citizen.

## **ABSTRACT**

Tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural development. On the other hand, poverty reduction has become an important item on the tourism agenda. The United National World Tourism Organization (UNWTO) has identified poverty reduction, along with climate change, as a global change to the tourism industry. To meet this objective the UNWTO has developed a new framework to assist developing countries and LDC`s in poverty reduction through tourism which also called ST-EP (Sustainable Tourism-Eliminating Poverty) project.

Bangladesh currently is a poor country, but it has a glorious past and can have a glorious future too if steps are taken in the right direction. One of the sectors where this country has a great future is tourism which can play a very important role to reduce poverty in rural areas. It is s hoped that sustainable tourism has the potential of directly contributing to poverty reduction through, among other things, provision of employment opportunities to local people as well as creation of markets for locally made goods.

This study investigated sustainable tourism and its role in poverty alleviation and the study also investigated the benefits and use of “Pro Poor tourism” (PPT) as a mechanism for economic development in developing countries, especially in Bangladesh. For this study Cox’s Bazar and St. Martin Island areas have been chosen as the focus of the study. A qualitative research method was employed because the nature of the study was descriptive due to the fact that most of the respondents were illiterate or semi illiterate. The sample of the study consisted of 100 respondents from the study areas. The methods of data collection that used in this study were basically observation, interview and literature review.

The study findings and analysis showed that sustainable tourism had contributed immensely in improving the general welfare of the local people through increased income. It has also reduced income poverty by increasing local purchasing power. But as negative impact, the price of land, price of the commodities has been increased due to tourism. Finally, this study has come up with some suggestions for introducing pro poor tourism and implications for sustainability.

## TABLE OF CONTENTS

	Page
CERTIFICATION.....	ii
ACKNOWLEDGEMENTS.....	iii
DEDICATION.....	iv
ABSTRACT .....	v
ABBREVIATION.....	viii
CHAPTER 1: INTRODUCTION.....	1
1.1 Research Background .....	1
1.2 Scope of the Study and Statement of the Problem .....	3
1.3 Significant of the Study.....	5
1.4 Research Objectives.....	5
1.5 Research Questions .....	6
1.6 Hypothesis/Arguments .....	6
CHAPTER 2: LITERATURE REVIEW .....	8
2.1 A Survey of Literature .....	8
2.2 Definitions of key Terms .....	13
2.3 The Conceptual Framework.....	18
CHAPTER 3: METHODOLOGY .....	19
3.1 Research Type and Design .....	19
3.2 Sample Size and Design of the Questionnaire for the Residents .....	20
3.3 The Study Area.....	20
3.4 Data and Information Gathering .....	22
3.4.1 Primary Data Gathering .....	22
3.4.2 Secondary Data Gathering .....	23
3.5.3 Limitations of the Study.....	24
CHAPTER 4: FINDINGS AND ANALYSES.....	25
4.1 Introductory Remark .....	25
4.2 Key Characteristics of the Respondents .....	25
4.2.1 Sex and Age.....	25
4.2.2 Economic Activities at Study Site.....	26

4.2.3 Sex and Economic Activities .....	27
4.2.4 Age and Economic Activities .....	28
4.3 Local People’s Accessibility to Social Amenities .....	29
4.3.1 Sex and Community Accessibility to Social Amenities.....	31
4.3.2 Sustainable Tourism an Alternative Economic Activity .....	31
4.3.3 Sustainable Tourism and Poverty Alleviation .....	32
4.4 The Contribution of Tourism on Family Wealth in terms of Savings and Investments .....	37
4.5 The Negative and Positive Impacts of Tourism in the Study Area.....	39
4.5.1 Positive Economic Impacts (Major Items) .....	39
4.5.2 Negative Economic Impacts (Major Items).....	41
4.6 Overall Contribution of Tourism Industry in Bangladesh .....	42
4.6.1 Travel & Tourism’s Contributions to GDP .....	42
4.6.2 Travel & Tourism’s Contributions To Employment.....	43
4.7 How other Sectors are linked with Tourism and Benefits to the Poor .....	50
4.8 Barriers to Tourism Related Poverty Reduction .....	58
4.9 The Implications for the Roles of Key Stakeholders in Pro-poor Tourism .....	61
CHAPTER 5: RECOMMENDATIONS AND CONCLUSIONS.....	69
5.1 RECOMMENDATIONS .....	69
5.1.1 Recommendations for National Level Pro-poor Tourism Development .....	69
5.1.2 Specific National Policies for Using Tourism as a Tool in Poverty Reduction .....	73
5.2 CONCLUSIONS.....	77
REFERENCES.....	82

## **ABBREVIATION**

BPC	Bangladesh Parjatan Corporation
GDP	Gross Domestic Product
GNP	Gross National Product
ICRT	International Center for Responsible Tourism
IIED	International Institute for the Environment and Development Institute
ILO	International Labor Office
LDS	Least Developed Country
MCAT	Ministry of Civil Aviation and Tourism
NTO	National Tourism Organization
ODI	Overseas Development Institute
PPT	Pro-Poor Tourism
PPTS	Pro Poor Tourism Strategy
ST-EP	Sustainable Tourism – Eliminating Poverty
UNWTO	United Nations World Tourism Organization
WTTC	World Travel and Tourism Council



## **CHAPTER 1: INTRODUCTION**

### **1.1 Research Background**

For almost half a century the notion has prevailed and even gained ground that tourism is an economic panacea for developing countries. It is often referred to as a “white industry”, “industry without chimney” “invisible export” (Janet, 2008) with the implication that it could be a viable and powerful agent for development and an ideal economic alternative to more traditional economic sectors. Tourism to a developing country has always been considered as a source of foreign exchange earnings, which are essential for economic development. The role of international tourism in generating economic benefits has long been recognized in many developing countries (Jenkins, 1991; WTO, 1994). Therefore, tourism as a sector of developing countries` economies deserves priority on the part of the governments and the business community (United Nations, 1999). The importance of tourism to the development of national economy is now widely recognized. Although the economic significance of tourism is primarily lauded in terms of its contribution to foreign exchange earnings, it also contributes towards generating employment opportunities (around 221 million people globally), utilization of human resources and growth and development of industries and services related to tourism. It is expected that by 2015 it will be providing some 269 million (Islam, 2008) jobs. The tourism industry has grown rapidly worldwide, resulting in economic and social benefits; this industry may play a vital role in enhancing a country`s trade performance. With proper interventions, such economic benefits can play a crucial role in the process of poverty alleviation. In general, tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural

development (Shah, 2000). Bangladesh currently is a poor country, but it has a glorious past and can have a glorious future too if steps are taken in the right direction. One of the sectors where this country has a great future is tourism.

According to the United Nations about 25,000 people die every day of hunger or hunger-related causes, yet there is plenty of food in the world for everyone. The problem is that hungry people are trapped in severe poverty. More than 35 million people in Bangladesh, around a quarter of its population, face acute poverty and hunger. The Millennium Declaration of the United Nations identified poverty alleviation as one of the most compelling challenges the world is facing in the 21<sup>st</sup> Century. Tourism is already one of the most important sources of foreign exchange earnings and job creation in many poor and developing countries. The World Tourism Organization is convinced that the power of tourism-one of the most dynamic activities of our time-can be more effectively harnessed to address the problems of poverty more directly (UNWTO, 2002). International targets aim to halve the number of people living in poverty (defined as living on less than \$1 per day) by 2015. Poverty reduction requires strategies on a variety of complementary fronts and scales, but a prerequisite of significant progress is pro-poor growth which benefits the poor. Tourism can be one source of such growth.

To meet this objective the UNWTO has concerned with advancing the development of the world's poorest countries, agreed in June 2002 to join efforts to implement a new framework to assist developing countries and LDS's in poverty reduction through tourism. The project, called ST-EP (Sustainable Tourism-Eliminating Poverty) seeks to refocus and intensive Sustainable Tourism-social, economic, and ecological-to make it a primary tool for

Eliminating Poverty in the world's poor countries (UNWTO, 2002). The World Tourism Organization defines sustainable tourism in the following manner: *“Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future.”*

The study had investigated the benefits and use of “Pro Poor tourism” (PPT) as a mechanism for economic development in developing countries, especially in Bangladesh. *Pro-Poor Tourism (PPT) is tourism that results in increased net benefits for poor people. PPT is not a specific product or niche sector but an approach to tourism development and management* (Hall, 2007). It enhances the linkages between tourism businesses and poor people; so that tourism's contribution to poverty reduction is increased and poor people are able to participate more effectively in product development. Links with many different types of "the poor" need to be suppliers, operators of micro tourism businesses, craft-makers, other users of tourism infrastructure(roads) and resources (water) etc. there are many types of pro poor tourism strategies, ranging from increasing local employment to building mechanisms for consultation. Any type of company can be involved in pro-poor tourism-a small lodge, an urban hotel, a tour operation in infrastructure developer. The critical factor is not the type of company or the type of tourism, but that an increase in the net benefits that go to poor people can be demonstrated (Hall, 2007).

## **1.2 Scope of the Study and Statement of the Problem**

This study was set out to investigate the contribution of sustainable tourism in poverty alleviation in rural areas of Bangladesh-the case study in Cox's Bazar and St. Martin. The

areas form the focus area of the study, in which some selected places and sustainable tourism modules were singled out and studied.

This study had attempted to investigate the role of sustainable tourism in poverty alleviation. It is undeniable fact that mainstream tourism has contributed positively to national foreign earnings. Bangladesh is a country which has many tourist attractions. These include archeological sites and monuments, resorts, hill tracts, the world's longest unbroken sea beach, the largest terracotta temple and historical and modern cities. For a lover of sports and outdoor activities Bangladesh offers opportunities for angling, water skiing, river cruising, rowing, surfing etc. The country is rich in wild life and game birds. The big game in Bangladesh is not to kill the Royal Bengal Tiger, but to see him moving majestically in the Sundarban, the largest mangrove forest in the world. These are just to name few attractions in Bangladesh; so the country has tremendous potential for becoming a superb international tourist hotspot but, in reality, that is not exactly the case. In fact, Bangladesh is missing out on colossal amounts of revenue every year (Islam, 2008).

On the other hand, poverty alleviation through tourism has been practiced by developing countries since the 1960s. There is growing recognition worldwide of the essential role tourism can play in reducing poverty and promoting sustainable development, especially in developing economies. Several governments (Vietnam, Laos, Philippines, Africa, Sri Lanka, Thailand, Nepal, India and so on) and international aid agencies have experienced first-hand the positive impacts tourism development brings to a country by creating economic opportunities which improve people's quality of life. But in Bangladesh still there is a lack proper planning and even there is no significant research on it.

To address the above problem, the study has been decided to investigate more deeply sustainable tourism and pro-poor tourism and to establish sustainable tourism as a form of tourism which can produce direct economic benefits to the local people. Sustainable tourism has the potential of directly contributing to poverty reduction through creation of employment opportunities for local people and markets for products made locally in rural areas.

### **1.3 Significant of the Study**

The research results would help government to identify the common problems and also prospectus of Bangladesh tourism industry and its role to poverty alleviation in Bangladesh. The study would be important input for nationals as well as internationals (both government and nongovernmental) dealing with sustainable tourism and especially pro poor tourism and its role to poverty alleviation in Bangladesh and elsewhere and the study will also serve as a reference for further research in these dynamic areas of the tourism industry. The study it will hopefully show that tourism is a suitable tool for sustainable development and poverty alleviation. Instead of governments adopting a policy of investing large sums of public money in the fight against poverty in some non-viable sectors of the economy, Bangladesh can provide a brilliant case to establish how much the tourism sector contribute to economic expansion and poverty reduction.

### **1.4 Research Objectives**

1. To investigate the role of sustainable tourism in poverty alleviation in Cox's Bazar and St. Martin Island;

2. To examine the local community's accessibility and improvement in social amenities such as food, proper shelter, health facilities and education due to the tourism as experienced by local people.
3. To investigate the contribution of sustainable tourism on family wealth in terms of savings and investments as far as local people in Cox's Bazar and St. Martin areas are concerned?
4. To identify the barriers to tourism related poverty reduction and the roles of key stakeholders in pro-poor tourism.

### **1.5 Research Questions**

1. What is the contribution of sustainable tourism to poverty reduction in Cox's Bazar and St. Martin Island?
2. Has there been increased in accessibility and improvement in social amenities such as food, proper shelter, health facilities and education due to tourism as experienced by local people?
3. What is the contribution of sustainable tourism on family wealth in terms of savings and investments as far as local people in Cox's Bazar and St. Martin areas are concerned?
4. What are the barriers to tourism related poverty reduction and the implications for the roles of key stakeholders in pro-poor tourism?

### **1.6 Hypothesis/Arguments**

- Participation in tourism activities is positively related to poverty reduction through increased employment, incomes and accessibility to livelihoods requirements.

- There is growing recognition worldwide of the essential role tourism can play in reducing poverty and promoting sustainable development, especially in developing countries by taking Pro-Poor Tourism (PPT) strategies.
- Poverty reduction requires strategies on a variety of complementary fronts and scales, but a prerequisite of significant progress is pro-poor growth which benefits the poor and Sustainable Tourism can be one source of such growth.
- Bangladesh is a country which has tremendous potential for becoming a superb international tourist hotspot and Sustainable Tourism in Bangladesh can produce direct economic benefits to the local people and has the potential of directly contributing to poverty reduction through creation of employment opportunities for local people and markets for products made locally in rural areas which can also empower the poor to improve their standard of living while protecting their culture, ideals and way of life.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 A Survey of Literature**

Although the economic significance of tourism for developing countries is long established (UNWTO & UNCTAD, 2001), noticeably in generating foreign exchange earnings, attracting international investment, increasing tax revenues and creating new jobs, it is not until recently that tourism has begun to be exalted as a powerful weapon to attack poverty. Dated back to the late 1990s, the Pro-Poor Tourism Partnership in the United Kingdom, a collaborative research initiative of the International Center for Responsible Tourism (ICRT), the International Institute for the Environment and Development Institute (IIED) and the Overseas Development Institute (ODI), has been committed to investigating the ways to tap the potential of tourism in poverty alleviation and is responsible for most of the early research and documentation (Ashley et al., 2001). Inspired by the vision and innovative work of the Pro-Poor Tourism Partnership, UNWTO (2002, 2004) launched the Sustainable Tourism for Eliminating Poverty Program (hereafter ST-EP), aiming to promote socially, economically and ecologically sustainable tourism as a gateway to development. Recent years have also witnessed a wide range of large-scale, tourism-based development projects around the world, for example in Vietnam (UNWTO, 20004), Nepal (MoCTA, 2001) and China (CNTA, 2003). The past decade has seen an upsurge of interest from the governments and development organizations in a tourism-based approach to poverty alleviation. More specifically, poverty alleviation has been established as a major priority within the United Nations World Tourism Organization (UNWTO) itself, as is evidenced by launching of the concept of ST-EP (Sustainable Tourism as an effective tool for Eliminating Poverty) (Hall, 2007). As a result of



its positive effect, sustainable development of tourism is considered to be a tool for eliminating poverty and enhancing the standard of life, especially on long term. Sustainable tourism is very important for the development of developing countries, especially for the least developed ones. Having in mind the positive effect of sustainable development of tourism, the basis of project ST-EP (Sustainable Tourism-Eliminating Poverty) have been established at The World Summit on Sustainable Development held in Johannesburg in 2002, with the main goal of decreasing poverty in the world up to for 50% until 2015 (Dimoska, 2008).

But tourism needs greater recognition by government and development institutions for its capacity to generate economic, environmental and social benefits...It is also a sector that promotes inter-cultural understanding and peace among nations...For poor countries and small island states, tourism is the leading export-often the only sustainable growth sector of their economies and catalyst for many related sectors. It can play a key role in overall achievement of the Millennium Goals by 2015(e.TurboNews, 2005). In the decade to 2007, the geography of tourism flows underwent dramatic change. International tourism movements increased by over 40% per cent from 598.6 million in 1997 to 842 million in 2006, with the most dynamic growth in Asia and the Pacific (Cochrane, 2001). UNWTO predicts that global tourism industry will benefit from more than one billion tourists by 2010, growing to 1.6 billion by 2020 (Islam, 2008). According to World Tourism Organization sources, tourism is now the world's single largest source of employment, providing 11% job opportunities of total global employment. It is said that every twelve tourists create a job. Unfortunately, tourism is one of the most neglected sectors in Bangladesh. It is worldwide recognized that Bangladesh is very rich by the natural beauty and panoramic views, what a tourist want to

enjoy. But there is lack of effective initiatives, proper management plans, quick and sincere efforts of government (United Nations, 2001).

Tourism represents a very complex and multidimensional phenomenon that produces numerous positive economic as well as non-economic effects in the receptive tourist countries. As a result of the positive effects, the sustainable tourism can be used as a means or tool for eliminating poverty and increasing the standard of life, especially on long term. The Sustainable tourism can bring higher and faster economic development and decrease poverty in more ways. This is extremely important for all the countries in the world, especially for the least developed ones (Dimoska, 2008). Poverty reduction has become an important item on the tourism agenda. The United Nations World Tourism Organization (UNWTO, 2007) has identified poverty reduction, along with climate change, as a global challenge to the tourism industry. According to UNWTO Secretary-General Francesco Frangialli:

*...they require innovative and changed behavior to effectively respond over time and Tourism can and must play its part in the solutions to both...the UNWTO has been actively working on these issues for some years and is committed to seek balanced and equitable policies to encourage both responsible energy related consumption as well as anti-poverty operational patterns. This can and must lead to truly sustainable growth with the framework of the Millennium Development Goals (UNWTO, 2007).*

Poverty alleviation through tourism has practiced by developing countries since the 1960s. However it is only in the last 10 years that it has become an academic discipline. Much like the terms “eco-tourism” and “sustainability” many academics debate what actually constitutes pro poor tourism. In case of pro-poor/sustainable tourism, the local and international businesses should operate ethically and with integrity. The company should bring benefits to

the community and must be environmentally responsible. But *many argue that because tourism is often driven by foreign, private sector interests, it is not well placed to contribute much to poverty elimination.... However, work on pro poor tourism has identified several reasons why tourism seems to be particularly relevant to poverty reduction and to achieving the Millennium Development Goals (United Nations, 2003).*

The confluence of tourism and poverty, previously two separate domains (Bowden, 2005), reflects an essential change in the philosophy of tourism development and poverty alleviation, which is illustrated by figure 1. Traditionally, regional economic growth is predominantly set as the premier target of local tourism development, while poverty alleviation is either considered a sub-goal or a natural outcome of regional economic growth (Ashley et al., 2000; Deloitte & Touche et al., 1999). In contrast, contemporary approaches, for example, pro-poor tourism and ST-EP, aim to establish a direct link between tourism and poverty alleviation and emphasize the voices and needs of the poor in tourism development (Ashley et al., 2001; UNWTO, 2002).

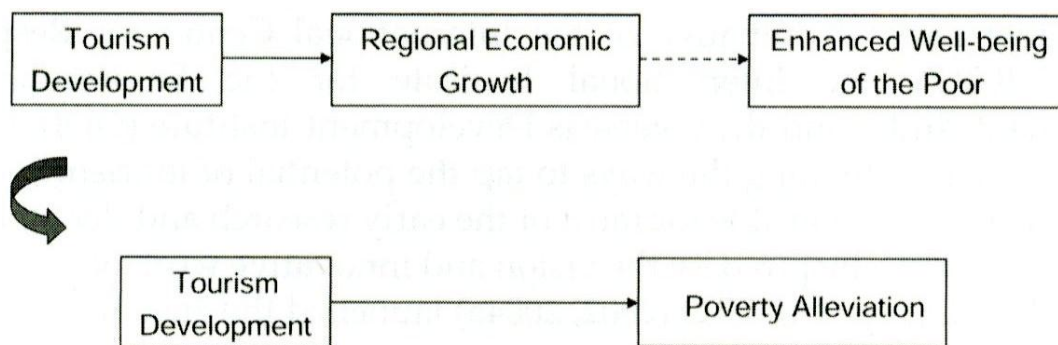


Figure1. A change in the philosophy regarding tourism and poverty alleviation (Hall, 2007)

In contemporary approaches, the poor become the focus of concern; whether they can reap net benefits from tourism now is the primary criterion for justify any tourism-based development

initiative. Such a new philosophy is believed to greatly enhance the chance of the poor to benefit from tourism (Hall, 2007 p. 10).

### **World Tourism Organization and ST-EP (Sustainable Tourism-Eliminating Poverty)**

- 1) Employment of the poor in tourism enterprises.
- 2) Supply of goods and services to tourism enterprises by the poor or by enterprises employing the poor.
- 3) Direct sales of goods and services to visitors by the poor (international economy)
- 4) Establishment and running of tourism enterprises by the poor- for example micro, small and medium sized enterprises (MSMEs), or community based enterprises (formal economy)
- 5) Tax or levy on tourism income or profits with proceeds benefiting the poor.
- 6) Voluntary giving/ support by tourism enterprises and tourists.
- 7) Investment in infrastructure stimulated by tourism also benefiting the poor in the locality, directly or through support to other sectors.(Yunis,2005:3 )

Yotsumoto, (2007) argue that the more immediate approach to alleviate poverty is consciously targeting the poor in tourism development. This approach is called pro-poor tourism, a relatively new perspective in development. It is a promising idea for the poor. In the present world there are many organizations involved in poverty alleviation through tourism. For example, NGOs such as the Overseas Development Institute (ODI) have engaged in tourism projects in The Gambia, Vietnam, Laos, and South Africa. Finance organizations such as the World Bank, Asian Development Bank, Caribbean Development Bank and the International Monetary Fund are also involved in poverty alleviation projects in the Caribbean, Philippines, Cape Verde, Tanzania and Kenya. Developed countries such as Canada, Australia,

USA and New Zealand also have agencies with projects many countries such as Nepal Sri Lanka, Thailand, Laos, India and Vietnam. The United Nations (UN) “Contribution of Tourism to Poverty Alleviation” review has many success stories. For example: In South America residents at Lake Titicaca in Peru have benefited from tourism by selling quality hand woven textiles to the tourists. Colorful cultural festivals have also become a big draw for the independent tourist. Tourism in this area has actually helped increase local pride and preserves the local ancient language of Quechua (Peak, 2008).

## **2.2 Definitions of key Terms**

**Poverty** - This can be broadly defined according to 2015 MDG<sup>1</sup> Program as inability to attain a minimum standard of living by getting the basic needs such as food, proper shelter, health facilities, education and clean water. According to classical economists and the World Bank (1993) refers to measurements of degrees of poverty and classified as absolute poverty and relative poverty. Absolute poverty means the inability to attain a specific (minimum) standard of living or commonly known as the poverty line (Kashaga, 2007).

**Poverty alleviation** this refers to intervention processes or approaches that have the potential to reduce the pain and magnitude of poverty. It is realized that one intervention alone cannot eliminate poverty but it can contribute by reducing the pain that comes from perpetual powerlessness and extreme low levels of subsistence (Kashaga, 2007).

**Definition of Tourism and Tourists** - It is important to understand what is meant by tourism and tourists. The World Tourism Organization has developed a serious of “Recommendations

---

<sup>1</sup> The UN millennium development goals are eight, by 2015 we should achieve the following; i. Eradicate extreme poverty and hunger, ii. Achieve universal primary education, iii. Promote gender equality and empower women, iv. reduce child mortality, v. improve maternal health, vi. Combat HIV/AIDS, Malaria and other diseases, vii. Ensure Environmental sustainability and viii. develop a global partnership for development.

on Tourism Statistics” issued from the 1991 Ottawa Conference and which were officially adopted by the United Nations Statistical Commission in 1993. The important aspects of some of these definitions (UNWTO, 2001) which are used in this paper can be summarized as follows:

**Tourism** - The activities of persons travelling to and staying in places outside of their usual environment for not more than on consecutive year for leisure, business and other purposes.

**Domestic Tourism** - Involves residents travelling of the given country travelling only within the country.

**Inbound Tourism** - Involves non-residents travelling in the given country.

**Outbound tourism** - Involves residents travelling in another country.

**International tourism** - Consists of inbound and outbound tourism.

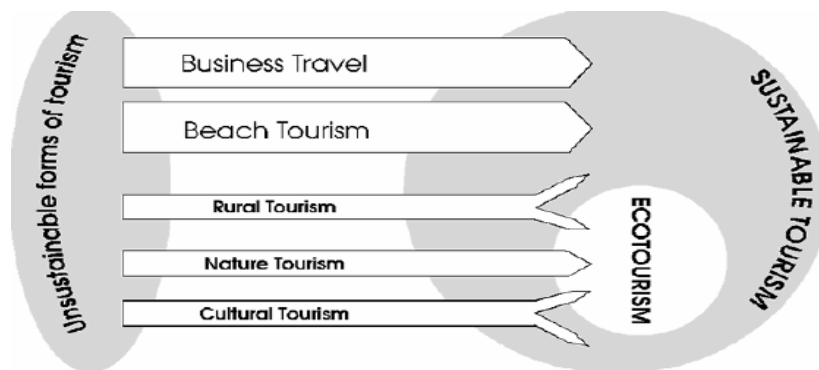
**Tourism Expenditure** - The total consumption expenditure made by a visitor or on behalf of a visitor for and during his/her trip and stay at the destination.

**International visitors** - Any person who travels to a country other than that in which he/she has his/her usual residence and outside his/her usual environment of a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

**Domestic visitor** - Any person residing in a country who travels to a place within the country and outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

**Sustainable Tourism** - The World Tourism Organization defines sustainable tourism in the following manner (UNWTO, 2001):

*“Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems.”*



**Types of sustainable tourism** - All tourism can be sustainable. But some types can be more sustainable: Such as, Ecotourism, Pro-poor tourism, Community-based tourism, Rural tourism etc.

**Pro-Poor Tourism** - Pro-Poor Tourism (PPT) is tourism that results in increased net benefits for poor people. PPT is not a specific product or niche sector but an approach to tourism development and management. It enhances the linkages between tourism businesses and poor people; so that tourism's contribution to poverty reduction is increased and poor people are able to participate more effectively in product development. Links with many different types of 'the poor' need to be considered: staff, neighboring communities, land-holders, producers of

food, fuel and other suppliers, operators of micro tourism businesses, craft-makers, other users of tourism infrastructure (roads) and resources (water) etc. There are many types of pro poor tourism strategies, ranging from increasing local employment to building mechanisms for consultation. Any type of company can be involved in pro-poor tourism - a small lodge, an urban hotel, a tour operator, an infrastructure developer. The critical factor is not the type of company or the type of tourism, but that an increase in the net benefits that go to poor people can be demonstrated<sup>2</sup>.

*Pro-poor tourism (PPT) is tourism that generates net benefits for the poor. PPT is not a specific product or sector of tourism, but an overall approach. Rather than aiming to expand the size of the sector, PPT strategies aim to unlock opportunities-for economic gain, other livelihood benefits, or engagement in decision-making-for the poor (Ashley, 2001).*

**Table 1: Types of PPT strategies<sup>3</sup>**

<b>Increase economic benefits</b>	<b>Enhance non-financial livelihood impacts</b>	<b>Enhance participation and partnership</b>
1. Boost local employment, wages 2. Boost local enterprise opportunities 3. Create collective income sources – fees, revenue shares	1. Capacity building, training 2. Mitigate environmental impacts 3. Address competing use of natural resources 4. Improve social, cultural impacts 5. Increase local access to infrastructure and services	1. Create more supportive policy/planning framework 2. Increase participation of the poor in decision-making 3. Build pro-poor partnerships with private sector 4. Increase flows of information, communication

<sup>2</sup> [http://www.propoortourism.org.uk/what\\_is\\_ppt.html](http://www.propoortourism.org.uk/what_is_ppt.html)

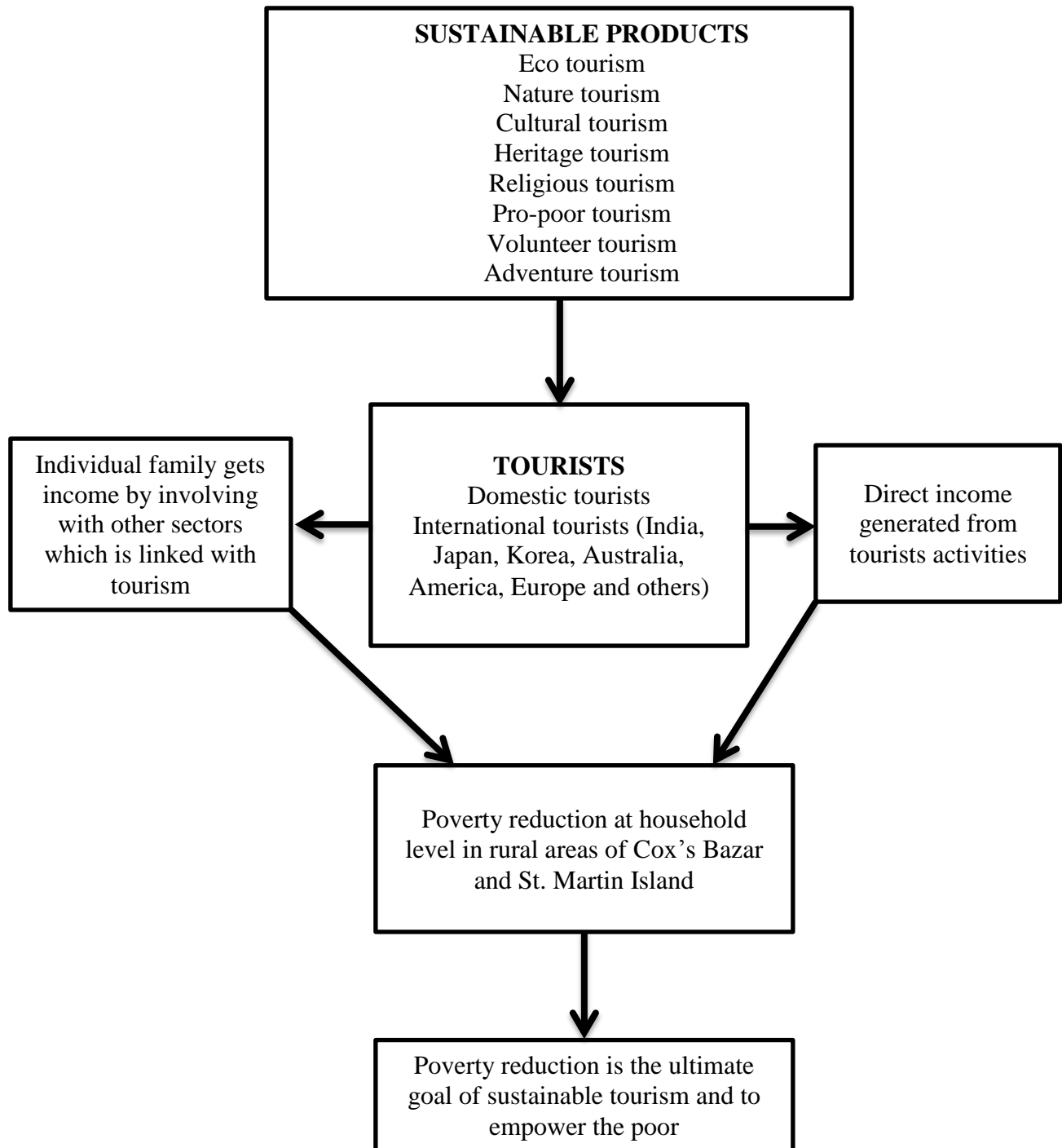
<sup>3</sup> <http://www.propoortourism.org.uk/strategies.html>



**Pro-poor tourism indicators:** The kinds of indicators that can be used to assess PPT outcomes and impacts depend on the interventions made are as follows: (a) *Movement from informal to formal employment.* (b) *Income from formal employment.* (c) *Earning from selling goods, service or labor, linked with other economic sectors.* (d) *Profits* arising from locally-owned enterprises with links to the tourism industry.(e) *Collective income* from community enterprises, land rental or joint ventures. (f) *Improvement of living and working conditions* in the tourism sector, plus improvements in living and working conditions in linked sectors. (g) *Infrastructure* that means the value or quantity of infrastructure created or repaired (Bolwell & Weinz, 2008, p. 31).

## 2.3 The Conceptual Framework

Figure 2: Poverty Alleviation through Sustainable Tourism



Source: author, 2012

## **CHAPTER 3: METHODOLOGY**

### **3.1 Research Type and Design**

The study employed exploratory and descriptive tools to collect and analysis data. The mostly used approach in this work is qualitative research. Qualitative research is very useful when gathering a significant amount of details. Qualitative research is a method of inquiry employed in many different academics disciplines, traditionally in the social sciences, but also in market research and further contexts (Denzin et al 2005). This is because qualitative research studies people and events in their own context (Weiss, 1998, p. 252). Number cannot explain and image the whole story. In tourism research there is an ongoing need for statistical insights, but qualitative approaches offer a great deal of potential in understanding actions, problems and processes (Phillimore & Goodson, 2004), Phillimore and Goodson argue that one of the strengths of tourism research is that it is not bound to fixed disciplinary boundaries with their associated methods, and is therefore free to combine a range of approaches and even research paradigm to give a more fluid approach to research (Sheikh, 2010). This description oriented and narrative data that describes the experiences and perceptions of people and it is the essence of qualitative research. The flexible nature of qualitative research allows for exploration using ordinary language that is accessible to any audience, an important part of action research, as well as non-traditional mediums of expression including photography and video (Lincoln & Denzin 2003, p. 4).

**“All research ultimately has a qualitative grounding” – Donald Campbell**

In this Study most data is gathered as qualitative. But to prove most of the explanation quantitative approach was also used. “The reason to use qualitative technique is because it is

needed more descriptions and other oral information from the respondents (Frateline, 2007).” In addition, most of the respondents at study places are illiterate. But quantitative data collection method (questionnaires) was designed to collect the information that related about their livelihood, income earning, and also to see the deep the insights of the role of tourism in Bangladesh.

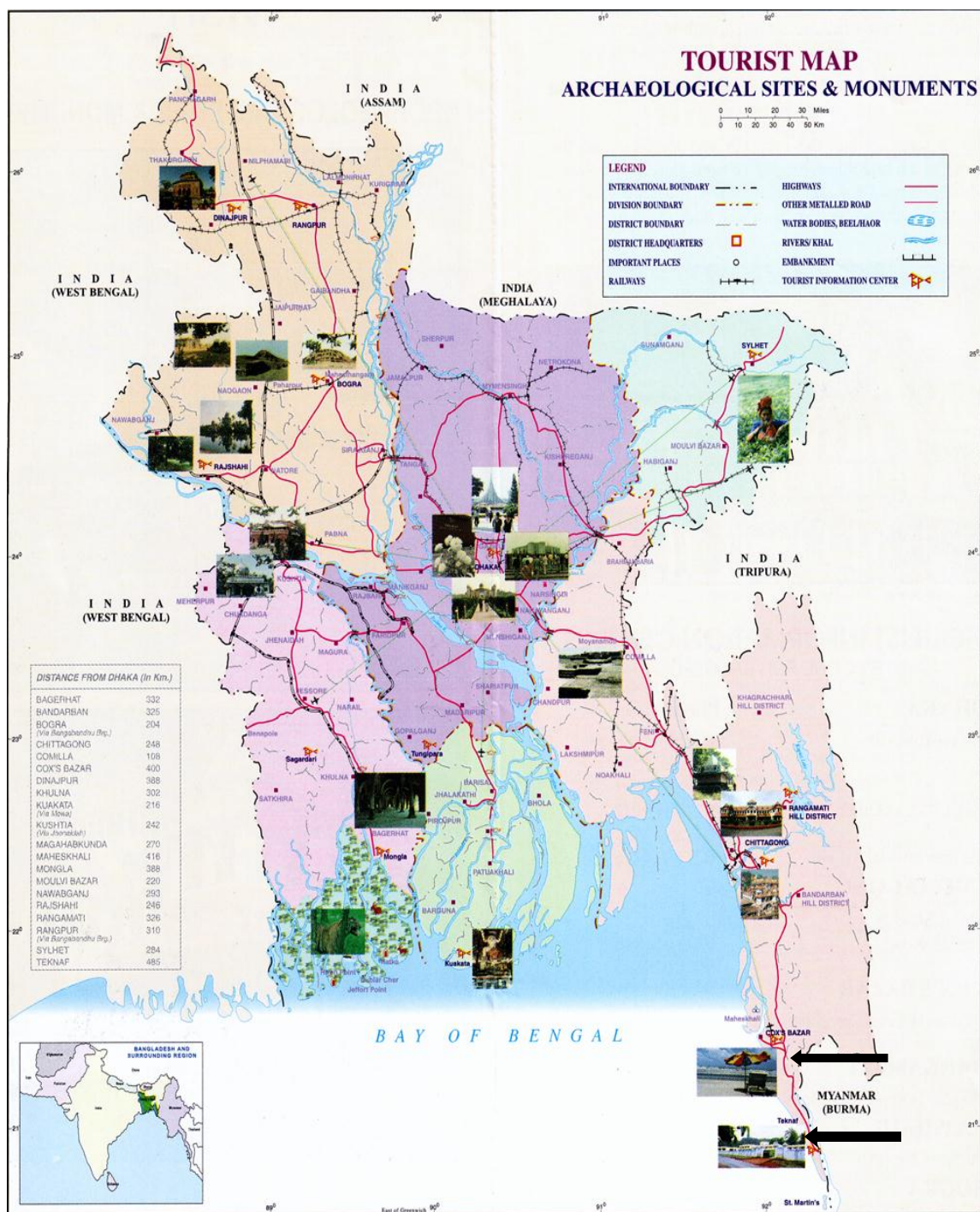
**“There’s no such thing as qualitative data. Everything is either 1 or 0.”– Fred Kerlinger**

### **3.2 Sample Size and Design of the Questionnaire for the Residents**

In this study respondents were selected by the random sampling method. In the study especially in local area 100 respondents were chosen for doing interview and there are some officials from different offices were selected to discuss about this issue. In case of questionnaire for the respondents the both open-ended and close-ended questionnaire was used. The questionnaire was structured in very simple way for gathering data and information. Always it was considered about the level of the respondents and the purpose of the questionnaires.

### **3.3 The Study Area**

This study focused mainly on Cox’s Bazaar and St. Martin Island areas. The study deeply analyzed the tourism situation of these two areas. The reason was to choose these places because the two areas are the most touristic places in Bangladesh and most of the people are interrelated with tourist related activities. Many poor people are very closely attached with tourism sectors in those areas and by doing activities to survive their life.



## **3.4 Data and Information Gathering**

### **3.4.1 Primary Data Gathering**

#### ***3.4.1.1 Interviews***

Interview was a one of the key methods of this study especially in terms of gathering people's opinion on their livelihood. "Interviews are social encounters where speakers collaborate in producing retrospective and/or prospective accounts of their past/or future actions, experiences, feelings, and thoughts" that restoration planning (Rapley, 2007, p. 16). In this study formal and informal interviewing was also used as appropriate to the situation. Informal unstructured interviews did not use a strict question guide and are often done in a conversational setting (Weiss, 1998, p. 258). The important point of informal interviews is to listen to the speakers as they tell their story in their own worlds (Weiss, 1998, p. 259). Open-ended questions can be used in a formal or informal interview setting to allow the interviewee to tell their story in their own words (Weiss, 1998, p. 166). The other form of formal interview is survey interviewing, which typically supplies the same closed questions to many interviewees (Weiss, 1998, p 166). There were closed questions where the respondent could choose from a scale. The respondents were local community people who are involved in the tourism industry directly or indirectly. A questionnaire was used with open-ended and close-ended questions among local community. Interview was also conducted on the focus group in the study areas. Open-ended questionnaire also used in interviews among government officials of Bangladesh Parjatan Corporation (BPC) to get more qualitative analysis of this issue.

#### **3.4.1.2 Observation**

Observation is a common technique in research that is easily employed and unfortunately heavily biased (Kumer, 1987, p. 22) but still a very useful method to build a detailed narrative. This method is linked with participation, informal interviews, discussions, and photography methods. Direct observation is the researcher simply describing the things he/she witness and is useful because it allows the researcher to study phenomena in their natural setting and may reveal things that informants are unable or unwilling to describe (Kumer, 1987, p. 21). In this study especially directly was used as a tool to get into things.

#### **3.4.2 Secondary Data Gathering**

For gathering secondary data desk research method was used mainly in this study. “Secondary research (also known as desk research) involves the summary, collation and/or synthesis of existing research rather than primary research, where data is collected from, for example, research subjects or experiments” (Crouch; Sunny Crouch, Mathew Housden 2003). Even though it is not mentioned in details, references to secondary sources such as books, journal articles, magazines, newspapers, and annual reports of local governments and organizations have been made throughout the work to support explanation especially in the chapter 2 consist of literature review. Most of the quantitative data was gathered through this method. Desk research based on the published and non-published reports on Bangladesh Parjatan Corporation/National Tourism Organization; Ministry of Civil Aviation and Tourism; NGOs; World Tourism Organization: different articles; newspapers, books, website, and other related materials. Statistics on tourism receipts and economic impacts were collected from these several secondary sources.

### **3.5.3 Limitations of the Study**

The study covered very limited number of sample respondents in respect of its real scope all over the country. One of the biggest limitations of this study was insufficient sources of data. There is no plethora of research work in this field in Bangladesh perspective. On the other, most of the local people are illiterate so it was very difficult to get exact figures. Sometimes respondents were not interested to express to their honest opinion. In addition, it was quite tough to go to government offices to take interviews because of some political issues. Even sometimes they don't want to talk freely with me and it's a common problem in Bangladesh to take interview. To overcome these limitations, an intensive study of existing literature in this field, foreign journal, relevant publication by secondary sources and other private agencies were studied.



## **CHAPTER 4: FINDINGS AND ANALYSES**

### **4.1 Introductory Remark**

This chapter presents the research findings and analyses. Here mainly the various data was collected by conducting field study, observations, talking with focus groups and other secondary sources and all data will be presented and analyzed. The various research themes that were raised during the course of data collection are addressed. They include local people's accessibility to social basic needs and contribution of sustainable tourism in the creation of the family's wealth, in terms of savings and investments. Field study was conducted basically by closed and open questionnaires system and the sample size was 100 respondents, 66 from Cox's Bazar and 34 from St. Martin Island area.

### **4.2 Key Characteristics of the Respondents**

#### **4.2.1 Sex and Age**

The main intention of knowing the age and sex of respondents was to get the reliable data and eventually arrive to the realistic conclusions. The conclusion which takes an aspect of poor people in this study was important because poverty affects both women and men. Furthermore, the reason to consider sex and age to this study was to know where men and women were the main beneficiaries from sustainable tourism in the study areas. The summary of those findings are presented in the Table 1 below.

Table1. Distribution of Respondents According to Their Sex and Age

Age and Sex; Cross tabulation				
		Sex		Total
		male	female	
Age	less than 20	9	7	16
	20-30	22	8	30
	31-40	21	10	31
	41 above	18	5	23
	Total	70	30	100

Source: Survey data, 2011

Findings in Table 1 above showed that there were 16 respondents with age between 20-30 years in the study areas. The reason was that the people are from poor family and they do not have access to education, not so much access to eat every day properly. Most of them have to work because of earning money for surviving in the world. The age 20-30 was 30 respondents and 31-40 was 31, the combination of both groups is 61 which are very productive so they are mostly related to tourism sector. From the table above, it was also revealed that older people of age 41 years and above were involved 23 respondents. They are also contributing lots to the society.

#### 4.2.2 Economic Activities at Study Site

Understanding various economic activities which were taking place in the study areas are very important for this study in order to evaluate the performance of tourism as an example of economic activity in relation to poverty reduction. From the respondents, the following economic activities were found out: tourism, agriculture, handicrafts, livestock, fishing, trade and other sectors as well. Table 2 below summarizes the data in details. From the table, many of respondents were engaged in tourism 32, in agriculture 15, in handcrafts 12, in livestock and fishing 23 and in trade and other sectors 18. Both in Cox's Bazar and St. Martin Island main

economic activity is tourism and fishing. The reason is both side are the main tourist spot place in Bangladesh. Not only Bangladeshi but also people from Myanmar work there. The second economic activity is agriculture and livestock-fishing in Cox's Bazar on other hand, in St. Martin most of the people are related with tourism and second one is livestock and fishing. But if we consider indirect involvement with tourism then the rate will be definitely increased. Like some respondents said that they were not involved directly but they were getting benefits because of the tourists' related activities. They do business like to supply foods, vegetable to the hotels and motels or guest houses. If we see the table 2, we can easily understand the sector which is handicraft is also placing an important position here.

Table2.Distribution of Respondents According to Name of site and Economic Activity

Name of the Site and Economic Activities		Name of Economic Activities					
		Tourism	agricultural	handicraft	livestock and fishing	trade	Total
Name of the sites	Cox's Bazar	18	13	7	13	15	66
	St. Martin	14	2	5	10	3	34
Total		32	15	12	23	18	100

Source: Survey data, 2011

#### 4.2.3 Sex and Economic Activities

In many parts of the world especially developing countries, majority of the population is in poverty, many of them are women (UNDP, 2005). It was important for this study to understand the gender aspect against economic activities. For this study male 70 respondents and female 30 respondents were selected randomly for interview. In Bangladesh usually female don't work much like male. But in the field study area, it was discovered that more women were engaging in their own economic activity and most of them work in tourism industry. Some other economic activities which they do handicraft, livestock and fishing

related jobs. The research could not find any woman who is directly involved in agricultural activities. In Bangladesh culture usually women are not allowed to work in agricultural field like men do. But indirectly they can work with it at home. Women basically work in handicrafts industry in the study area. Table 3 below summarizes the data.

Table3. Distribution of respondents according to name of site and economic activity

Sex and Economic Activities							
		Economic Activities					
		Tourism	Agricultural	handicraft	livestock and fishing	trade	Total
Sex	Male	21	15	4	14	16	70
	Female	11		8	9	2	30
Total		32	15	12	23	18	100

Source: Survey data, 2011

#### 4.2.4 Age and Economic Activities

Age was a determinant factor through which individuals engaged in various socio-economical activities such tourism, trade, agriculture, handcraft and livestock keeping or fishing. Respondents were asked to state their ages in the nearest years. The purpose was to know that the influence of age on economic activities, tourism in particular. The Table 4 below shows that at the age of 20-30 and 30-40 years more people were involved in various economic activities which are most powerful groups and contributing much on economic than other respondents. On the other, age below 20 and above 41 years is both playing an important role in tourism. Below 20 respondents are supposed to go school but they can't do that because of poverty. So they are involved in different types of economic activities particular in tourism in the study areas.

Table4. Distribution of Respondents According to their Age and Economic activities

Age and Economic Activities							
		Economic Activities					
		Tourism	Agricultural	Handicraft	Livestock and Fishing	Trade	Total
Age	Less than 20	8		1	5	2	16
	20-30	11	2	2	9	6	30
	31-40	9	7	3	5	7	31
	41and above	4	6	6	4	3	23
Total		32	15	12	23	18	100

Source: Survey data, 2011

Basically below 20 years old boys and girls work as tour guide at St. Martin and also they do work as labor like to carry luggage from ferry to hotels or to other destinations. They also sell different kinds of handicrafts to the tourist, they are much preferring international tourist because they would get better price from them. So they also expect many foreign tourists to visit them and to help themselves to improve their standard of living. In this research some family was found that fully depends on tourism only. Some their whole family fully depends on their earnings from tourism related activities.

#### 4.3 Local People's Accessibility to Social Amenities

The findings in Table 5 below showed that there were 42 respondents among 100 who said they could afford to get enough food to eat since the introduction of tourism as they got money from tourists who visited Cox's Bazar and St. Martin Island. The study found that there were 21 respondents who managed to get good shelter in terms of housing due to tourism related activities. It was observed that, this was possible because many of local people got a reliable market for their locally made products, hand-made ornaments and commodities which were sold at good prices to the tourists. As I quote a respondent at Cox's Bazar said;

*“Yes tourism is helping us a lot because in the past, before tourism program, we did not have good market to sell our products but now we have the Jhinuk and Barmijmarket in our own are whereby foreigners and also Bangladeshi tourists come to visit this place and to buy products. The money we get by selling these goods has improved our life in many ways like foods, education for our children;, to livestock like to buy cows, goats and sheep; and more important to get money for hospital. And we can save some money as well for the future need.”*

Table5. Distribution of Various Social Amenities with Frequency

People Accessibility to Social Basic Needs	
Items	Frequency
Food	42
Housing	21
Health facilities	11
Education	11
Water	15
Total	100

Source: Survey data, 2011

The findings showed that that tourism played another important role to help local people to get access to various social basic needs because of direct sales of goods and services to visitors or tourists. According to the respondents, another great advantage is the direct sales of their hand made products to the visitors and tourists. It made possibilities to avoid intermediaries and to pass on all benefits to the producers or sellers, the poor while ensuring reasonable prices for the tourists.

For example, *“Yes, I own the shop myself and sale the products directly to the tourist. There are no intermediaries between me and tourist so I can get real price form them. It benefits me more than it did in past. There so many foreign and domestic tourists come here and to buy the product from my shop. I am so happy to get sell my products to them.”*

#### 4.3.1 Sex and Community Accessibility to Social Amenities

Consider another Table 6 below which show the gender aspect of distribution of respondents with various social amenities as a strategy to alleviate poverty and to know how both women and men were benefiting from tourism industry. The findings from the Table 6 revealed that more men were benefiting with 30 counts of the total respondents for access to food, while women were benefiting with 12 counts of the total respondents for access to food. Both women and men were getting benefiting correspondingly with 12% and 5% of the total respondents for access to water facilities, while men were benefiting with 15 counts at the rate 15% of the total respondents for access to housing facilities. On other hand, women were getting benefiting 6% of total respondents. In total, the findings showed that, more men were benefiting with 70 counts at the rate of 70% of the total respondents and women with 30 counts at the rate of 30% of the total respondents. The Table 6 below summarizes the findings.

Table6: Distribution of Respondents According to Sex and Social Amenities

Sex and Community Accessibility to Social Amenities							
		Community Accessibility to Social Amenities					Total
		Food	Housing	Health facilities	Education	Water	
Sex	Male	30	15	7	6	12	70
	Female	12	6	3	4	5	30
Total		42	21	11	11	15	100

Source: Survey data, 2011

#### 4.3.2 Sustainable Tourism an Alternative Economic Activity

The findings of this study revealed also that many people in local communities were the beneficiaries of the sustainable tourism as an alternative economic activity. The industry came with greater influence to the livelihood of the people. This was observed at St. Martin Island and Cox's Bazar tourism site and at different local markets, one of the respondents said:

*“Yes I make some items by myself and I buy to tourists and also to local markets, we wait for the peak time when lots of tourists come here. At that time I can sell lots of products and get money from them. Tourism creates more jobs for us.”*

The findings showed that tourism involved the following activities: food delivery services, sale of handicrafts, and other local products or materials, recreational or entertainment activities, transport and construction or maintenance of tourism infrastructures, just to mention a few. These activities had multiplier effects to the economic circuit of the local communities and hence improved the wellbeing of the people and access to social services. This was revealed by a respondent St. Martin Island. A man of 65 years old started to explain the situation before introduction of tourism and he said:

*“In St. Martin Island things were different in the past compared to present, it was very rare in the past to reach our island, there was no hospital, school, and no market for our locally made products but today, things have changed we have many visitors today especially foreigners and domestic tourism also and we get a lot of money from tourists”.*

#### **4.3.3 Sustainable Tourism and Poverty Alleviation**

Poverty alleviation has become an essential condition for peace, environmental conservation and sustainable development, besides being an ethical obligation in an affluent world, where the divide between poor and rich nations seems to have increased in recent years (UNWTO, 2006). At the same time, while international and domestic tourist continue to grow, there is strong evidence that sustainable tourism if developed and managed in a sustainable manner, can make a significant contribution to poverty alleviation, especially in rural areas, where most of the poor live and where there are few other development options (UNWTO, 2006). The findings support the above assertion as it was revealed from the field data as shown in the



two tables 7 and 8 below. Majority of the respondents, who constituted 78% with 78 number of frequency, accepted the assertion that tourism alleviated poverty. Table 7 summarizes the results of the field data.

Table 7: Distribution of Respondents in Response to Yes or No Question

In your experience do you think tourism has alleviated poverty in your community?	
	frequency
Yes	78
No	12
Do not know	10
Total	100

Source: Survey data, 2011

Table 8: Distribution of respondents in response to yes or no question. If yes, how?	
	frequency
Increased purchasing power of local community	25
Construction of good houses in villages	10
Access to education	5
Access to medical services	6
Availability of food	20
Improvement of infrastructure in local Communities	12
Total	78
Missing	22
Total	100

Source: Survey data, 2011

It was very important to know from the respondents, in what aspects tourism industry had contributed in alleviating poverty. Findings from Table 8 above revealed the following aspects which signified the alleviation of poverty. 25 respondents said that there has been an increase of purchasing power among local communities due to inflow of tourists who visit this place and buy the locally made products. 20 respondents are being happy to have been able to construct good houses due to income earned from tourists who visited the places. It was found by 5% of the respondents that, education is accessible to them because their family

have money to send their children to school and due to interaction of tourists, some parents developed interest to educate their children to learn English and to know about the world more in order to become tour guides and give the tourist the best service and earn more money from them. 6 respondents said that they have access to medical now because of getting money from tourist related activities. 20 respondents are admitted to have the availability of food. In past, it was very difficult to reach to St. Martin and even in Cox's Bazar, the infrastructure was so bad. But when it became a tourist hot spot infrastructure has been developed. So many new hotels are built in Cox's Bazar and in St. Martin as well. So the opportunity of availability of food is getting high now. The local buy can buy their products not only in their own market but also they can bring those products in different market as well. In case of St. Martin people can easily come to Teknaf or Cox's bazar easily to sale their local products. Finally, local communities appreciated the introduction of tourism which made many of the respondents to get access to medical services as indicated in the Table 8 above. The example of one of the respondents in St. Martin, explained his own experience with tourism, she said:

*‘In Past there was no hospital here and it was so difficult to get medical facilities here. But when the medical center was built most of us couldn't have access to have that because of having no money. Now I have no problem. Once when my child was sick and I managed to send him to hospital because I had enough cash, the money I had earned from tourism business here’*

Many of rural families did not have access to adequate sanitation, safe drinking water, health services and school places. The villages in St. Martin were isolated, lacking ferry, electricity or telephone connections. Now the situation has been changed though there is still no

electricity there. There are generations which are being used to make electricity there. Before there was so mobile network now they have access to have it. Especially, GP (largest cell phone service provider in Bangladesh) and Robi are providing telecommunication service there. One of the respondents said:

*“We are benefiting a lot from the tourism activities, as it has created markets for our locally made products at a very good price which we used to get when we sell our livestock like cows, goats, and sheep but today we get money easily without selling our livestock, this means, tourism has increased our purchasing power. We save money to buy cows, goats and sheep.”*

Another person in St. Martin said: *“I do good business in peak time when lots of visitors come here. I can sale them local SIM cards, prepaid calling to them, especially, to foreign tourist. Before there was no cell phone network but now we have two good providers GP and Robi and they have really nice network it made a good opportunity and new business for us.”*

#### **4.3.3.1 The Responses from Different Sites in Relation to Poverty Alleviation**

It was important for this study to learn from respondents according to the number of respondents against the name of sites. The Table 9 summarizes the field data;

Table9. Distribution of respondents according to sites and poverty alleviation

In your experience do you think tourism has alleviated poverty in your community?					
		Yes	No	Don't know	Total
Name of site	St. Martin	28	3	3	34
	Cox's Bazar	50	9	7	66
Total		78	12	10	10

Source: Survey data, 2011

Table9 above showed that in St. Martin tourism site, there was high percentage of respondents who admitted that tourism business had reduced their poverty, with 28 respondents. Then it was followed by Cox's Bazar tourism site with 50 respondents. These findings showed that

there was no uniformity in terms of how tourism has contributed to alleviate poverty. In some places, many people had benefited directly and in other place just a small group of people had benefited from the industry indirectly. To this end, it is very clear and understandable that tourism had alleviated poverty in the study area. But it is true that there is absolute evidence against it. It is difficult to express everything quantitatively; sometimes qualitative things can express lot of things. This further suggested that if tourism had been sustained, then its impacts on poverty would spread to many people of local communities that were involved in tourism business. So suitability of this sector would be big issues. It is very important to make some implications for its sustainability.

#### ***4.3.3.2 The Responses based on Gender in Relation to Poverty Alleviation***

It was important for this study to learn from respondents according to the number of respondents in relation to gender consideration. The Table 10 summarizes the field data;

Table10. Distribution of respondents according to sex and poverty alleviation

In your experience do you think tourism has alleviated poverty in your community?					
		Yes	No	Don't know	Total
Sex	Male	58	8	9	70
	Female	20	4	1	30
Total		78	12	10	100

Poverty affects both women and men, globally; 1.2 billion people are in extreme consumption of poverty (WTO, 2006). More than two thirds of them are in Asia; South Asia alone accounts for nearly half of them. About one fourth is in sub Saharan Africa. Three quarters of the poor work and live in rural areas, majority are women (WTO, 2006). Findings from Table 10 above show that rural tourism business has alleviated poverty at the study area.

#### **4.3.3.3 The Responses based on Age in Relation to Poverty Alleviation**

This study considered age as important issue because the targeted respondents had the division of labor based on age and sex. The Table 11 summarizes the field data;

Table 11. Distribution of respondents according to age and poverty alleviation

In your experience do you think tourism has alleviated poverty in your community?					
		Yes	NO	Don't know	Total
Age	Under 20	12	2	2	16
	20-30	28	2	0	30
	31-40	23	3	5	31
	41 and above	15	5	3	23
Total		78	12	10	100

Source: Survey data, 2011

#### **4.4 The Contribution of Tourism on Family Wealth in terms of Savings and Investments**

The study area was mainly rural based which was characterized by informal sector. There were no formal financial institutions such as banks, Micro financial institutions and private sector had very little investment, while majority of investors were ordinary people who were mainly fishermen and do tourists related activities. The Table 12 summarizes the field data;

Table 12. Investigating the contribution of tourism on investments

Investigating the contribution of tourism on family wealth in terms of saving and Investments	
Items	Frequency
Savings (future needs such medical, education etc.)	30
Purchase of livestock (to buy cows, goats etc.)	45
Handcraft industry (to invest in handcarts products)	25
Total	100

Source: Survey data, 2011

Findings in Table 12 above revealed that tourism among other things, yielded the outputs such as own savings, purchase of livestock and hand craft industry, just to mention a few. The

money they get from tourist related activities they can save some portion of the money, they invest sometimes in handcrafts industry, and to buy livestock and other staffs as well.

The respondent said:

*“Before introduction of tourism program, it was very difficult for us to get other source of incomes except selling of livestock such as goats, cows and sheep and fish. Frankly speaking, the introduction of tourism created a reliable market for our locally made products at the higher prices, we invest that money in some other sector also.”*

Table13. Distribution of Respondents According to Age and Savings/ Investments

Investigating the contribution of tourism on family wealth in terms of saving and investments					
		savings	purchase of livestock	handicraft	Total
Age	Less than 20	2	7	7	16
	20-30	5	21	4	30
	31-40	20	5	6	31
	41and above	3	12	8	23
Total		30	45	25	100

Source: Survey data, 2011

Findings in Table 13 above revealed that, there was a high result of 31 respondents with age 31-40 years; which said that tourism had contributed positively to accumulation of family wealth in terms of savings and investments. The respondents of 20-30 years also said that tourism had greater influence to reduce poverty in the study areas. The respondents of 20 years and less as indicated in the Table above were 16 respondents. Many of the respondents realized that the contribution of tourism in terms of changing their lives through income generated from tourism which in turn, was invested on purchase of family live stock such as cows, goats, sheep and chickens and to nets and trawlers for catching fish. In St. Martin there is still no bank so it is very difficult for them to get loan from bank which is not there. So

most of time, they have to invest by themselves. To this end, the money from tourists through tourism went to individual villagers who in turn, invest or save the money for future investment.

Table14. Distribution of Respondents According to Sex and Savings/ Investments

Investigating the contribution of tourism on family wealth in terms of saving and investments					
		Savings	Purchase of livestock	Hand craft industry	Total
Sex	Male	20	30	20	70
	Female	10	15	5	30
Total		30	45	25	100

Source: Survey data, 2011

Historically, women everywhere in the world were marginalized and oppressed as a result the international community, Governments, NGOs and United Nations put gender issues on top of development agendas (UNDP, 2003). The findings in Table 14 above revealed that there was reasonable number of women who benefited with accumulation of family wealth in terms of savings and investments due to tourism. The above Table summarizes the field data.

The findings showed the contribution of tourism in accumulation of family wealth; therefore tourism provided not only material benefits for the poor but also social status, greater awareness of the natural environment and its economic value, a sense of ownership and reduced vulnerability through diversification of income sources.

## 4.5 The Negative and Positive Impacts of Tourism in the Study Area

Tourism brought huge positives effect I the study areas on the other hand, it caused some negatives effects as well.

### 4.5.1 Positive Economic Impacts (Major Items)

As a result of its positive effect, sustainable tourism is considered as a tool for eliminating poverty and enhancing the standard of life, especially on long term in the rural areas.

<b>Cox's Bazar Number of Respondents (N=66)</b>				
Items	Yes	No	don't know	Total
1. Money circulation is going on in local economy. So economic activities increases.	58	8	0	66
2. Employment opportunity/ job creation for local community has increased.	62	4	0	66
3. Income-generating activities are increasing. Income and financial capacity is risings.	52	12	2	66
4. Government is getting revenue.	28	13	25	66
5. Investment has increased manifolds in Cox's Bazar	15	27	24	66

Source: Survey data, 2011

<b>St. Martin Island; Number of Respondents (N=34)</b>				
Items	Yes	no	don't know	Total
1. Money circulation is going on in local economy. So economic activities increases.	30	4	0	34
2. Employment opportunity/ job creation for local community has increased.	33	1	0	34
3. Income-generating activities are increasing. Income and financial capacity is risings.	32	0	2	34
4. Government is getting revenue.	12	2	20	34
5. Investment has increased manifolds in Cox's Bazar	4	27	3	34

Source: Survey data, 2011

The above items were asked in the study among total 100 local people. The respondents gave their answer freely. It was just yes. No or don't know type questionnaires. Most of the respondents think that money circulation is going on in local economy, so economic activities increases. And they also told that employment opportunities have been increasing due to tourist related activities. Because of tourism new investment also has been increased significantly. Not only is that because of tourism government also benefiting by getting revenue.



### 5.5.2 Negative Economic Impacts (Major Items)

Tourism always can benefit that is not true. It was found out from study areas that tourism itself has some negative economic impact. The table below is showing some negatives economic impacts of tourism.

<b>Cox's Bazar Number of Respondents (N=66)</b>				
	yes	No	don't know	Total
1. Price-hike of the essentials and local community is suffering much.	58	2	6	66
2. Land valuation is so high. So land grabbing is common. Poor people are selling land at high prices.	62	1	3	66
3. Money is being taken away by private companies.	45	0	16	66
4. Sometimes non-locals control tourism in Cox's Bazar and locals are not preferred for jobs.	33	20	13	66
5. Seasonality of jobs- during off-season the large number of local staffs loses jobs.	57	1	8	66

Source: Survey data, 2011

<b>Negative Economic Impacts (Major Items)</b>				
St. Martin Island; Number of Respondents (N=34)				
	yes	no	don't know	total
1. Price-hike of the essentials and local community is suffering much.	11	5	18	34
2. Land valuation is so high. So land grabbing is common. Poor people are selling land at high prices.	34	0	0	34
3. Money is being taken away by private companies.	8	3	23	34
4. Non-locals control tourism; locals are not preferred for jobs.	10	15	9	34
5. Seasonality of jobs- during off-season the large number of local staffs loses jobs.	0	5	0	34

Source: Survey data, 2011

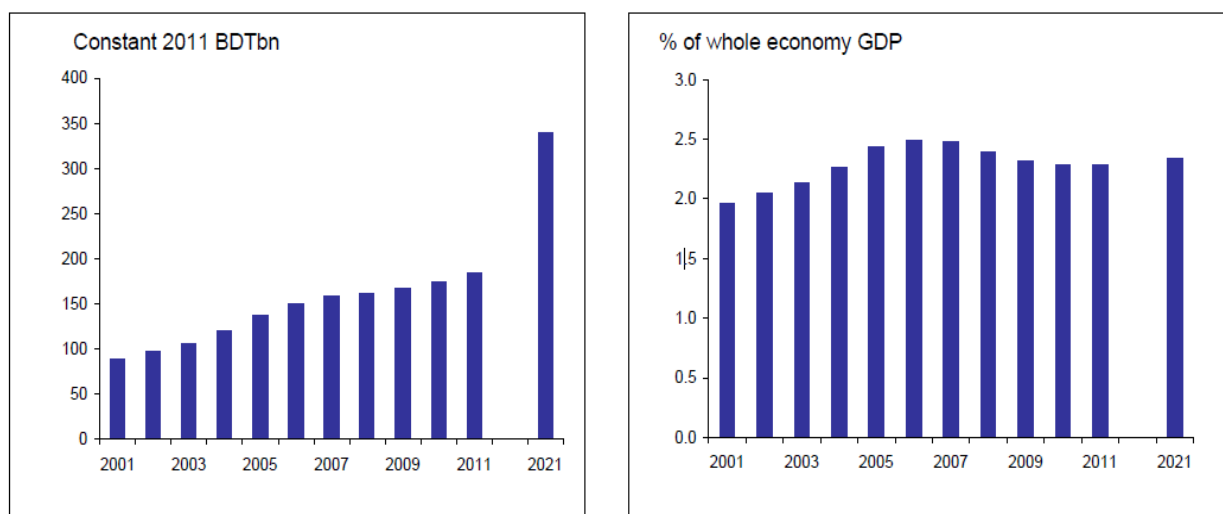
## 4.6 Overall Contribution of Tourism Industry in Bangladesh

In this part all data basically was collected from secondary sources such BPC (NTO), NGOs, UNWTO, and WTTC and from different articles and past research done on it.

### 4.6.1 Travel & Tourism's Contributions to GDP

The direct contribution of Travel & Tourism to GDP is expected to be BDT184.4bn in 2011 (2.3% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. The direct contribution of Travel & Tourism to GDP is expected to grow by 6.3% per annum (pa) to BDT339.2bn (2.3% of GDP) by 2021 (Tourism and Travel Economic Impact, 2011).

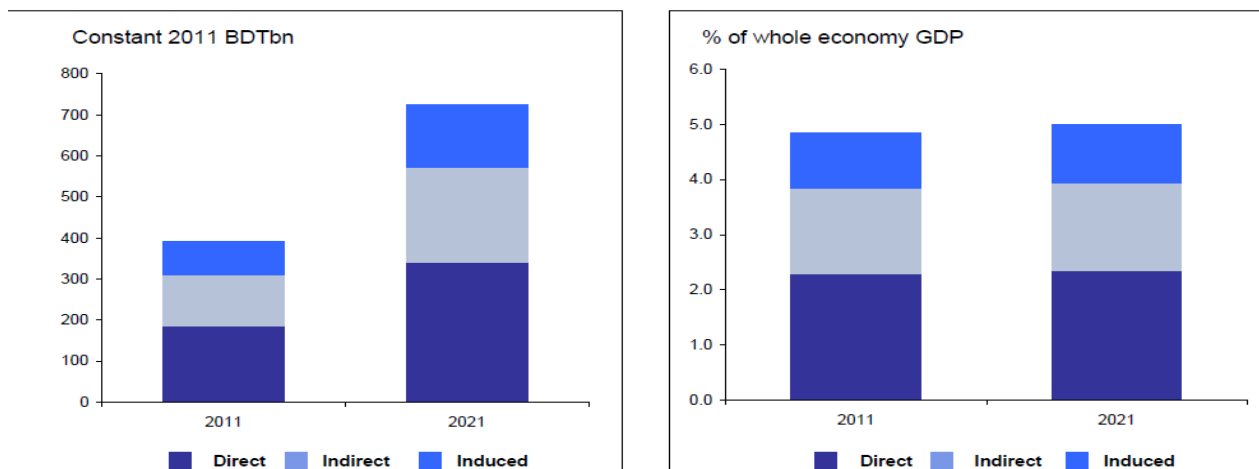
Figure1. Direct Contribution of Travel & Tourism to GDP



Source: (World Travel & Tourism Council, 2011)

The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) is expected to be BDT391.6bn in 2011 (4.8% of GDP). It is forecast to rise by 6.4% pa from BDT725.5bn by 2021 (5.0% of GDP).

Figure2. Total Contribution of Travel & Tourism to GDP

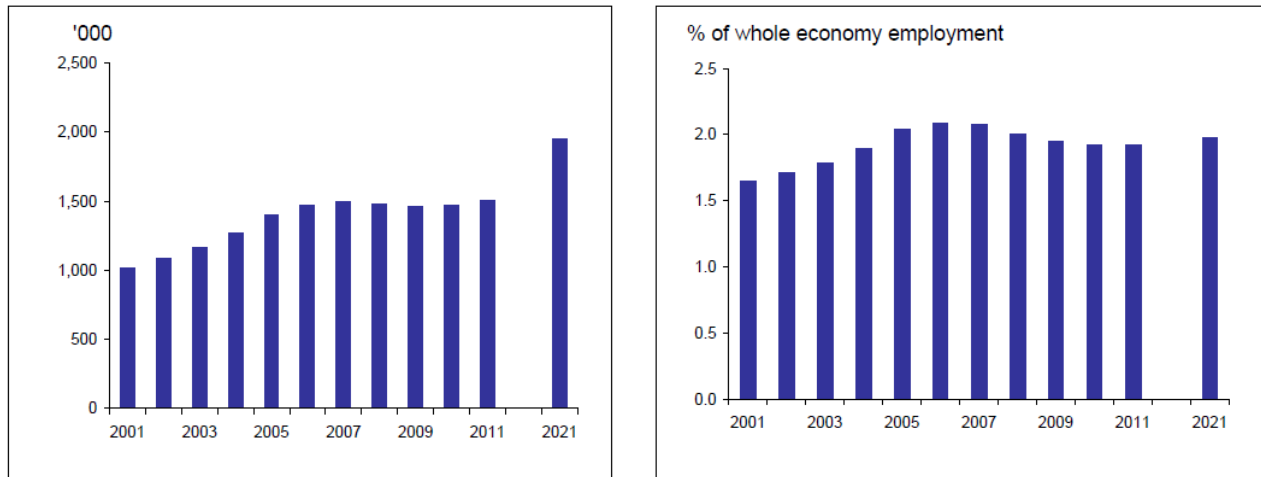


Source: (World Travel & Tourism Council, 2011)

#### 4.6.2 Travel & Tourism's Contributions To Employment

Travel & Tourism is expected to generate 1,509,000 jobs directly in 2011 (1.9% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. By 2021, Travel & Tourism will account for 1,951,000 jobs directly, an increase of 442,000 (29.3%) over the next ten years.

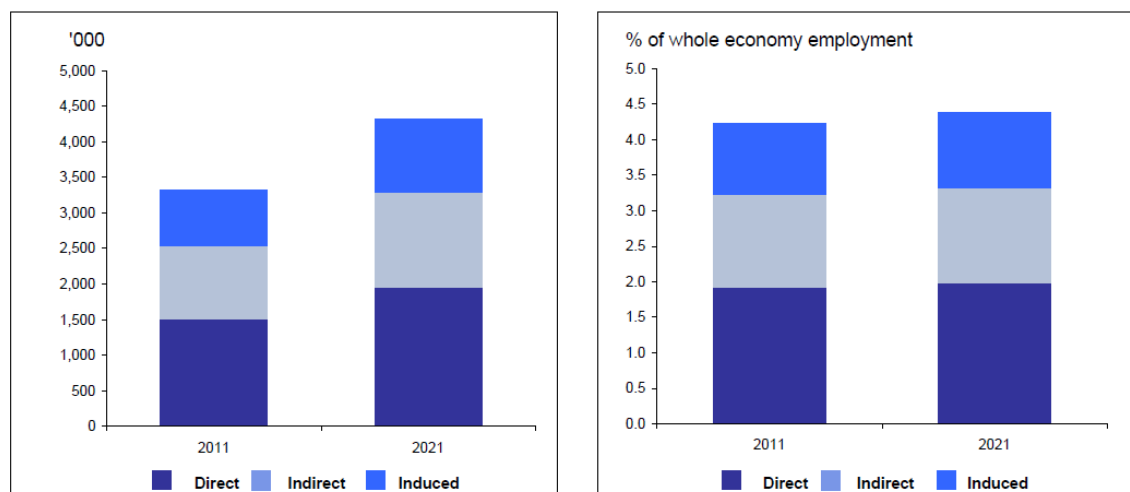
Figure3. Direct Contribution of Travel & Tourism to Employment



Source: (World Travel & Tourism Council, 2011)

The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) is expected to be 3,326,000 jobs in 2011 (4.2% of total employment). By 2021, Travel & Tourism is forecast to support 4,322,000 jobs (4.4% of total employment), an increase of 2.7% pa over the period.

Figure4. Total Contribution of Travel & Tourism to Employment



Source: (World Travel & Tourism Council, 2011)

2007 and 2008 were the years that finally brought tourism in Bangladesh back to growth, leaving behind two years of bad performs aces. The complied month wise tourist arrival in 2007 show up upward trend compared to the previous year (appendix 1). There are major gains over the previous year (2006) in terms of visitor arrivals, recording 289,110 trips in 2007 and 467,332 trips in 2007(BPC, 2008), The table 19 will summarize details history of tourist arrival in Bangladesh from 1987-2008.

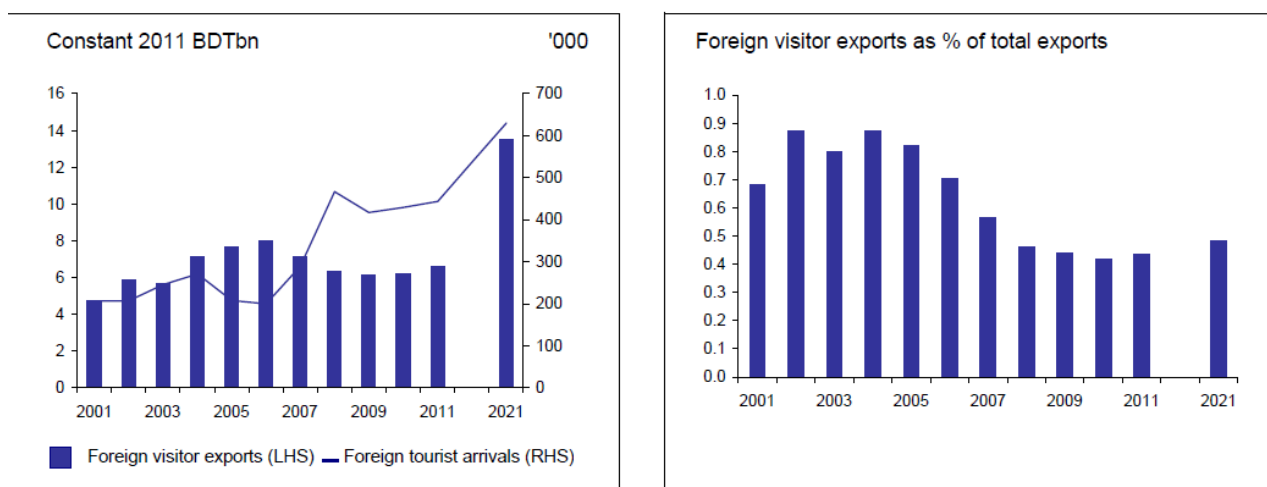
Table19. Tourist Arrivals in Bangladesh (1987-2008)

Year	Tourist Arrivals ‘000’	
	Number	Growth Rate (%)
1987	106765	
1988	120782	(+) 13.13
1989	128064	(+) 6.02
1990	115369	(-) 9.91
1991	113242	(-) 1.84
1992	110475	(-) 2.44
1993	126785	(+) 14.76
1994	140122	(+) 10.52
1995	156231	(+) 11.50
1996	165887	(+) 6.18
1997	182420	(+) 9.97
1998	171961	(-) 5.73
1999	172781	(+) 0.48
2000	199211	(+) 15.30
2001	207199	(+) 4.01
2002	207246	(+) 0.02
2003	244509	(+) 17.98
2004	271270	(+) 10.94
2005	207662	(-) 23.45
2006	200311	(-) 3.54
<b>2007</b>	<b>289110</b>	<b>(+) 44.33</b>
<b>2008</b>	<b>467332</b>	<b>(+) 61.65</b>

Source: Bangladesh Parjatan Corporation (BPC)

If we observe the table 19 we can see that the year 2007 and 2008 were very positive figures comparatively with previous years. In 2008 the percentage was increased significantly that was 61.65%. Though the percentage has been changed positive over a couple of years but the numbers of tourists were not increased so many. Behind these of course there are some reasons but it is difficult to mention clearly what exactly were reasons. From field study report, other secondary sources and interview with BPC officials especially in planning division, this study found some reasons such poor country images, lack of infrastructures, safe and security, political instability and so on. It was also mentioned by some other BPC officials that it was difficult to identify the exact reasons not to increase tourists. It is clear evidence the tourism is being strong in terms of tourist and its impact on economy day by day.

Figure5. Visitor Exports and International Tourist Arrivals



Source: (World Travel & Tourism Council, 2011)

Visitor exports are a key component of the direct contribution of Travel & Tourism. Bangladesh is expected to attract 443,000 international tourist (overnight visitor) arrivals in 2011, generating BDT6.6bn in visitor exports (foreign visitor spending, including spending on transportation). Travel & Tourism capital investment as % of whole economy capital

investment By 2021, international tourist arrivals are forecast to total 630,000, an increase of 3.6% pa generating expenditure of BDT13.5bn (Tourism and Travel Economic Impact, 2011).

Table20. International Tourists Arrivals in SAARC Countries (in Thousands)

Country	2002	2003	2004	2005	2006
Bhutan	5.6	6.3	9.2	13.6	17.3
India	2.384	2.736	3.457	3.919	4.447
Maldives	458	564	616	395	602
Nepal	275	338	385	375	384
Pakistan	498	479	648	798	898
Sri Lanka	393	501	566	549	560
<b>Bangladesh</b>	<b>207</b>	<b>245</b>	<b>271</b>	<b>208</b>	<b>200</b>

Source: Bangladesh Parjatan Corporation (BPC)

Internationals tourist arrival in Bangladesh is still very low what has already mentioned above.  
If we compare with other SAARC countries the number of visitors significantly low.

Table21. Visitors Arrival in Bangladesh by Purpose of Visit in 2009

Month	<b>Tourism</b>	Business	Office	Study	Religion	Other	Total
January	14,028	9,985	823	605	2,102	1,089	28,632
February	13,047	9,882	279	454	1,599	1,025	26,286
March	12,747	9,679	327	540	627	1,194	25,114
April	12,858	9,319	312	578	578	1,141	24,786
May	12,541	8,613	340	616	449	1,145	23,704
June	8,924	10,504	295	672	523	1,326	22,244
July	9,122	10,187	364	549	506	1,052	21,780
August	7,908	8,108	231	533	479	980	18,239
September	5,947	6,678	234	498	502	890	14,749
October	7,504	10,236	222	429	498	1,074	19,963
November	7,612	9,492	209	479	507	1,037	19,336
December	10,661	8,886	259	522	613	1,333	22,274
Total	<b>122,899</b>	111,569	3,895	6,475	8,983	13,286	267,107

Source: Bangladesh Parjatan Corporation (BPC)

If we take a critical look at table 21 the visitor arrivals in Bangladesh in 2009, it is very clear evidence that shows tourism placed the number one by 122899 visitors. The purpose of the visiting is to travel around in Bangladesh. So here it very clear that tourism has a great potentiality to earn foreign exchanges if the government takes more initiatives and to make new policy for it. About the foreign earing it will be summarized in details in table number 22.



Table22. Foreign Exchange Earnings from Tourism &amp; other Travels

Month	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
January	351,20	184.9	227.8	273.8	297.5	259	457	450.42	653.71	561.13
February	146,00	224.9	261.6	218.1	260.6	327	393.7	502.73	55.11	624.04
March	302,70	255.3	230.9	196.1	336.2	355	425.9	468.5	538.94	471.9
April	161,70	207.2	234	219	312.5	241.1	309.4	335.56	41.62	387.22
May	179,80	172.3	210.7	240.5	282.7	226.3	305	347.95	502.02	449.95
June	167,50	182.7	193.1	221.7	313	288	279.7	301.23	394.96	366.17
July	192,50	167	234.8	207.1	267.5	302	303.6	296.98	398.14	346.63
August	154,50	182.8	129.3	170.5	251.5	232	285.9	354.61	424.16	363.72
September	167,30	179.7	218.1	193.4	245.9	217.3	293.9	334.14	362.29	342.54
October	245,50	196.1	239.4	187	205	265.1	247.9	332.67	327.95	359.68
November	215,50	280.5	234.5	234.8	277.7	224.2	250.42	324.45	444.5	440.25
Dec	215,50	218.5	212.8	291.8	262.5	371.8	415.94	444.65	568.25	551.96
Total	2,454,80	2,451.90	2,627	2,653.80	3,312.60	3,310.00	3,967.56	4,493.89	5,530.65	5,265.19
%Change	-10.45	-0.12	7014	1.02	24.82	-0.08	19.87	13.27	23.07	-4.8
<b>Million US\$</b>	<b>52.37</b>	<b>49.95</b>	<b>50.37</b>	<b>47.56</b>	<b>57.21</b>	<b>56.98</b>	<b>66.82</b>	<b>70.7</b>	<b>80.44</b>	<b>76.4</b>

Source: Bangladesh Parjatan Corporation (BPC)

From the table 22 it is very clear understand of foreign exchange earning of Bangladesh tourism industry. In 2006 the foreign exchange earnings was 80.44 million US dollars and in 2007 the earnings was 76.4 million US dollars.

Table23. Receipts in SAARC in million US dollars

Country	2002	2003	2004	2005	2006
Bhutan	8	8	13	19	24
India	3.013	3.533	6.2	7.493	8.934
Maldives	337	402	471	287	434
Nepal	134	232	260	160	157
Pakistan	562	620	765	827	899
Sri Lanka	594	709	808	729	733
<b>Bangladesh</b>	<b>48</b>	<b>57</b>	<b>67</b>	<b>70</b>	<b>80</b>

Source: Bangladesh Parjatan Corporation (BPC), 2009

The table number 23 shows that among SAARC countries Bangladesh placed the number six and Bhutan number seven, on the other hand, Nepal placed number five in terms of earning foreign exchanges from tourism sector in 2006. Nepal is in quite better position comparing with Bangladesh, even though there is not much difference in terms of tourism spots or tourism related facilities.

#### **4.7 How other Sectors are linked with Tourism and Benefits to the Poor**

One of the characteristics of tourism is its extensive links with other sectors. The more these linkages can be strengthened through deliberate interventions, the greater the benefit to wider economic development and poverty reduction. At the same time, there should be greater efficiencies and other benefits for the tourism industry itself (Bolwell & Weinz, 2008, p-22).

The main sectors related to tourism are construction, agriculture, fishing, food processing,

furniture manufacturing, transport, utilities and services. The provision of infrastructure can also be significant for poor people as well as for general economic growth. The informal sector, including the manufacture and sale of craftwork, as well as microfinance and entertainment and cultural activities also has potential strong relationships with the industry (Bolwell & Weinz, 2008, p.22).

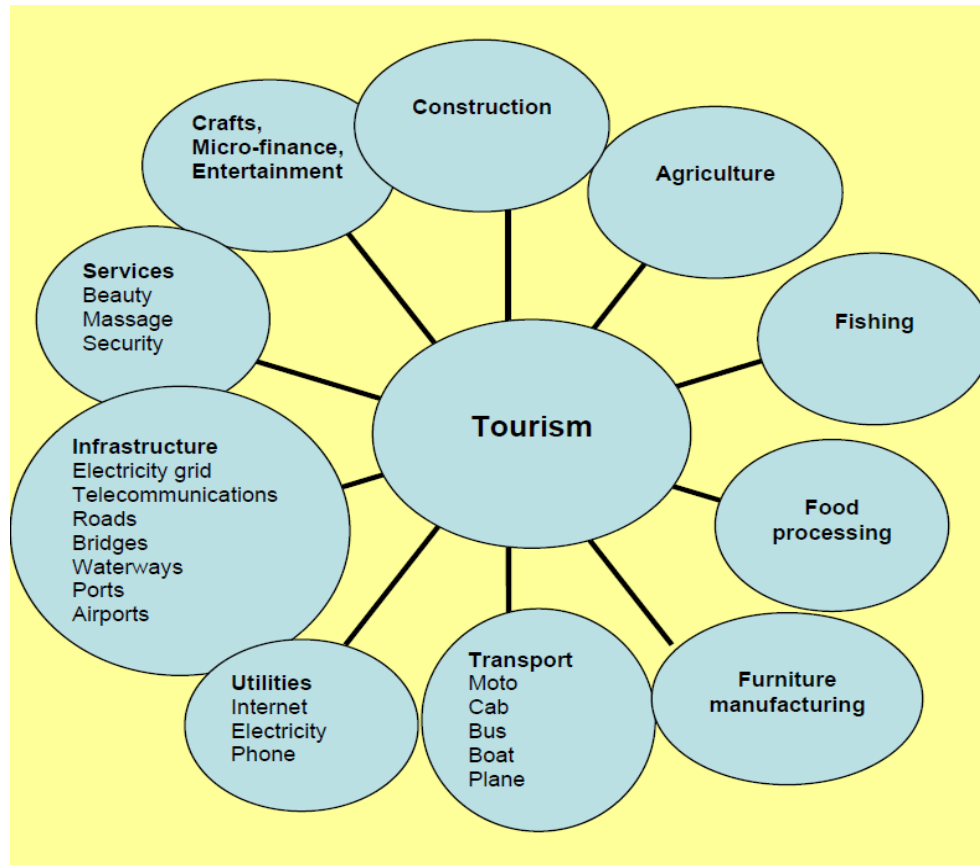


Figure6. (Bolwell & Weinz, 2008, p.23)

**Agriculture:** In agriculture, it is still common for major tourist facilities to get food supplies from other countries. We know Bangladesh is an agricultural country but every year it has shortage of food. So Bangladesh imports food from Myanmar, India and also some other countries. In tourism industry sometime it has different meaning like; they may do so due to poor quality, limited variety and unreliable local supply from local. Yet much poverty is

associated with subsistence-level agriculture. From the field study report it was observed that only 15% respondents do agricultural related activities. Among them 13% is from Cox's Bazar and only 2% respondents are from St. Martin. In case of St. Martin there is not enough land for doing agricultural activities. In St. Martin most of the people are illiterate and they have lack of knowledge of what major hotels require, on other hand even though they want to do more agricultural activities they suffer from equipment, water, seed and transport shortages. Where programs have been set up (often with government support) to overcome these issues, the results have benefited the industry, the tourists and the farmers involved (Bolwell & Weinz, 2008, p.23). The Sandals resort chain in several *Caribbean* destinations is one example<sup>4</sup> (Harvard University, 2007) where this has occurred. This luxury resort chain now engages local farmers to supply much of its fresh food needs. Farmers can get more benefits if they would be given more facilities such as, advices from agricultural experts, seed, equipment, and finally the infrastructure. So the success depends on the overall process related with it.

**Construction:** The construction of tourism facilities and infrastructure can benefit the poor significantly. The destination will usually be able to supply significant quantities of unskilled and semi-skilled labor for construction sector. In Cox's Bazar there are so many new hotels, motels and restaurant are being built recently and local skilled, semi-skilled and even unskilled people work there. Specially, poor labor people are getting benefits directly from this sector. The Haciendas project in *Mexico* is one example where local workers have restored abandoned historic buildings in high poverty areas. This project was financed by the Starwood hotel chain and a Mexican company. It combines economic profit and close

---

<sup>4</sup>See *The role of the tourism sector in expanding economic opportunity* (Cambridge, United States, Harvard University, 2007).

integration with the local community. Another successful example is the construction of a series of several lodges and other facilities in traditional style in the Siwa oasis region of *Egypt* for tourism. The *Canadian* International Development Agency (CIDA) partly funded the project, which has won several international awards (Bolwell & Weinz, 2008, p.24).

***Fishing:*** Fishing is one of other sectors which is directly related with tourism. If we see table 2 fishing was about 23 % of the total respondents. So many local people are benefited by supplying fishes locally. Often locally catches fish are more highly valued by tourists than expensive frozen supplies, because of freshness, price and because they are connected with the destination. Industry support for the development of fish farming can enhance reliability of supply and increased value added in this sector. Fish stocks worldwide are under increasing pressure and any support to make the sector more sustainable is a good thing (Bolwell & Weinz, 2008, p.24).

***Food processing:*** Bolwell & Weinz, 2008 argue that food processing will often be very limited in many destination countries, the production of basic international items such as meat products, milk and fruit juices may not even exist or be of poor standard. An inclusive tourism sector can help improve the supply of such products by detailing the standards, quantities and prices they need to supplement or replace imported items. In Bangladesh food processing is not developed specially in the study area though they have a big opportunity to earn money from it. To develop this sector, government and non-government support must be needed. International organization and NGOs also have important role to do that. Implementation plans should include dialogue involving the social partners if this sector would be developed.

***Furniture manufacturing:*** As construction, the supply of furniture and its repair to tourism enterprises can often be undertaken locally. For example, some countries (such as Kenya and

Thailand) already have developed export markets that were originally based on supplying furniture to the local tourism industry (Bolwell & Weinz, 2008, p.25). Furniture manufacturing basically is a labor intensive sector so the poor has great opportunity to be involved with it. It is possible to export locally made furniture to other countries. If the orders are very sufficient, it is also possible for the industry to help develop local skill training in what can be a highly valuable and diverse industry.

***Infrastructure:*** Bolwell & Weinz, 2008 also argue that major tourism developments are often in otherwise remote parts of developing countries, in many cases, the viability of developments depends on upgrading or creating entirely new infrastructure and the construction of airports, bridges, power and telecommunication links and the upgrading of roads, waterways and port facilities that the development requires can significantly benefit the local poor. They also argue that better public transport infrastructure means that the poor can more easily access markets and jobs and it means they can better deliver supplies and services – to the wider economy as well as to tourist developments. Telecommunication links such as mobile phone facilities and Internet coverage benefit the poor because they give access to information, as the box below illustrates (Bolwell & Weinz, 2008,p-25).

### **Telecommunications infrastructure benefits the poor**

Internet connectivity can be key to improving the livelihood of rural poor by giving them access to information – everything from crop prices to the legal protocol to acquiring land tenure. Internet access can simplify interaction with government institutions for mundane tasks like acquiring an identity card as well as increasing transparency and reducing corruption in transactions with officials. Because calling plans are often pre-paid there is no need for a bank account or credit check. Those villagers who benefit include:

- Entrepreneurs who make money by selling phone services to villages on a per use basis;
- Sellers of prepaid phone cards including poor urban youths and small business owners;
- Users of phones who gain business and employment opportunities.

In the late 1990s Grameen Bank,<sup>5</sup> a *Bangladesh* enterprise that loans to micro-enterprises, set up Grameen Telecommunications, a non-profit organization that provides low-cost phone services in rural areas. Using money borrowed from Grameen Bank, village entrepreneurs buy mobile phones that they then used to sell phone services to other villagers by the call. The result: mobile phone entrepreneurs – 95 per cent are women – make a profit while villagers get the benefits of instant communication. These benefits include communicating with distant family members, making it easier to find job opportunities, having more options during emergency situations, enabling farmers to check prices in different markets before selling produce, and eventually allowing the quick and easy transfer of funds.<sup>6</sup>

---

<sup>5</sup> See [www.asiasource.org/news/special\\_reports/yunus.cfm](http://www.asiasource.org/news/special_reports/yunus.cfm).

<sup>6</sup> Source: Online article: *Cell phones may help "save" Africa*, R. Butler, [www.mongabay.com](http://www.mongabay.com), July 2005,

**Services:** According to Bolwell & Weinz, 2008, the tourism industry supports local services (such as guides, haircuts, laundry, massage, and entertainment) since they are supplied only at the point of consumption (Bolwell & Weinz, 2008, p.24). However, larger industry developments can be more pro-poor if they make information available on local services available, make services more accessible, and help ensure higher standards. Actually for international tourist the quality of service is very important most of the time though the domestic people most of the time prefer the cheapest one. But the service should have a standard what it is for supplies. So is skill training which significantly help economic opportunity and mobility. For example, the Starwood Haciendas project in *Mexico*, trains local people in traditional massage techniques. That project works well and it has become popular amongst guests and with workers for the income it generates. In *Fiji*, only one tribe traditionally undertakes fire-walking. This cultural exhibition is now popular with tourists and the families of the fire-walkers benefit significantly from the revenue generated (Bolwell & Weinz, 2008, p.24). They also mention in their paper that the downside of tourism in some developing countries is often sex tourism. In the study especially in Cox's Bazar it became a social problem. Not only Bangladeshi but also the children and women are brought from Myanmar sometimes. Sometimes they are forced to do this kind of illegal activities. But here governments can enforce local laws aimed at preventing exploitation, particularly of women and children, in what has become a form of modern slavery.<sup>7</sup>

**Transport:** Tourism is associated with most other modes of travel not only just as international and domestic air transport. Transport is one of important sector which is directly

---

<sup>7</sup> See *Slavery now!* Jermyn, at [www.globalaware.org/world/slavery](http://www.globalaware.org/world/slavery), 29 July 2002, and the *International Campaign Against Sexual Exploitation of Children in Tourism*, UNWTO web site, at [www.unwto.org/protect\\_children/campaign/en/campaign.php?op=1&subop=1](http://www.unwto.org/protect_children/campaign/en/campaign.php?op=1&subop=1)



related with tourism. This can range from taxi and hire cars, motorized and pedal powered vehicles, buses, boats, rail, and even hot air ballooning. But the integration with local transport modes, rather than just offering completely separate and expensive hotel-run modes can work best here. Tourists can also benefit from the choice of different types of options which are available to them. Hotels and tour operators often use minibuses and other local forms of transport for tourists which both can help support employment directly, as well as by using transport support services such as fuel stations and garages maintenance (Bolwell & Weinz, 2008). But safe driving also is a big issue here specially in many developing countries like Bangladesh. But if the industry supports safe driver training for its staff and local people, it can make a further contribution to the welfare of the poor and at the same time help protect visitors from what is a major hazard of travel in developing countries.

***Utilities:*** The tourism industry - especially hotels and restaurants - requires reliable utilities such as electricity, gas and water. These necessities are often in short supply in developing countries. Yet too often major luxury hotels at night will be ablaze with light often from their own generators while nearby poor settlements make do with battery power and candles. Too often luxury hotels secure fresh water supplies from adjacent catchment areas, fresh water that also supports green lawns and golf courses, while surrounding poor communities make do with communal taps or wells of dubious quality. (Bolwell & Weinz, 2008, p.24). They also suggested that if major tourism developments also help make reliable electricity and water available to the communities they are associated with, then the poor also benefit, even if no long term employment is generated directly as a result. Shortage of electricity in Bangladesh is one of the biggest problems. According to Axiata Co. 55% of the total has no access to electricity in Bangladesh. One of the study areas, St. Martin Island still has no electricity

facilities. They make electricity by generators which are run by fuel and the fuel price is so high even higher than the normal price. Because the fuel are brought from Teknaf and Cox's Bazar and it adds extra cost. St. Martin people are demand for power station to the government for long time. I think here PPP initiatives are very important. If PPP can take some good initiatives then the problem can be solved very easily. Here solar based power system can be installed and if so the electricity problem will be gone soon. On other hand the tourists will be increased significantly and the poor will get more opportunity to work.

#### **4.8 Barriers to Tourism Related Poverty Reduction**

Tourism is vulnerable to economic and political changes at the originating market as well as social and political changes at the destination (United Nations, 2003 Poverty alleviation through sustainable tourism). The causes and characteristics of poverty itself can create certain barriers to pro poor tourism development. Some of these barriers are identified by Jamieson et. al. (2002) and include: Lack of education and training; Lack of access to credit to finance tourism development; Lack of organizations to coordinate activities; Relatively poor access to tourism infrastructure and assets at times; Lack of tourism market knowledge; Regulations and red tape; Inadequate access to available, as well as potential tourism markets; Lack of government programs targeted to the tourism-related informal sector. There will always particular barriers that need to be overcome if poor people to significantly benefit from tourism. The ODI lists 15 different types of barriers<sup>8</sup> to consider in this regard.

---

<sup>8</sup> Source: *Methodology for pro-poor tourism case studies*, PPT Working Paper No. 10, (United Kingdom, ODI, 2002). And Bolwell & Weinz 2008. *Reducing poverty through tourism*, International Labor Office, ILO Sectoral Activities Program- Geneva, p-29

<b>Barriers to tourism benefiting poor people</b>	<b>Examples</b>
Lack of human capital of the poor	Low literacy and poor job skills.
Gender norms and constraints	Beliefs that women should not work at night or work at all.
Lack of social capital or organizational strength	Poor communities are often not represented in civil society and economic planning.
Lack of financial capital	Lack of micro credit, or revolving loan facilities to set up enterprises.
Incompatibility with existing livelihood strategies	Seasonal subsistence activity may coincide with peak tourism period.
Location	Many poor people may live remote from places where tourism flourishes
Lack of land ownership and tenure	Many poor countries have no effective rights of land ownership
Lack of product	Subsistence food is not suitable for tourists and needed for daily survival.
Planning process favors others – lack of planning gain	Developments set up in remote beach areas and purely benefit the industry with, for example, golf courses
Regulations and red tape	Many certificates required from different ministries to set up small business
Inadequate access to the tourism market	Tourism market may be geared to imports, or package tourism may avoid contact with the poor.
Low capacity to meet tourist expectations	Poor communities may be unaware of tourist expectations, or lack language skills
Lack of linkages between formal and informal sectors and local suppliers	Tourism enterprises may build on existing relationships with foreign suppliers, rather than seek local linkages.
Inappropriate tourist market segment	Segment may be largely package or domestic that ignores unique culture of destination.
Lack of pro-active government support for involvement by the poor	Pro-poor tourism not included in development strategies, market facilities not provided, education levels low.

*Economic and Social Commission For Asia and The Pacific report on Poverty Alleviation Through Sustainable Tourism Development, 2003* argues that using tourism as a tool for poverty reduction in urban areas is more challenging than in rural settings, due to the complexity of the decision-making environment, nature of the urban economic system and the nature of urban poverty. In Bangladesh the study could not find any significant policy or program which is made only to reduce poverty in rural or in urban areas. Sometimes the poor themselves also can be barrier to implement tourism related poverty reduction programs and policies. Here there is a great deal of research and demonstration that must be carried out to better understand how to include participation of the urban poor not only in rural poor in the tourism industry.

There are a significant number of barriers for using sustainable tourism as a tool for poverty reduction in Bangladesh. These barriers include: A lack of government programs targeting to the tourism informal sector which can play an essential role in providing tourism services to the tourists and has the significant potential of helping to reduce poverty. Government and non-government organizations lack the organizational capacity to respond to the opportunities provided by tourism development. Governments and in particular regions and communities lack essential market knowledge to allow them to develop pro-poor tourism strategies (PPT) and PPT products based on sound market information. Outdated policies and regulations (tourism and poverty) make it impossible this time to develop new innovative ideas and services which can be very helpful to reduce poverty. The areas with the highest levels of poverty lack the necessary transaction and communications infrastructure essential to meet the needs of the tourist. For example, it is so difficult for the tourists to reach St. Martin because of good transportation system. Jamieson, Goodwin, Edmunds (2004) argue that within the

Asian context there is very little recognition of the potential of tourism development by aid agencies. One of the challenges is too work with thesis agencies to demonstrate the essential role that tourism can play in helping to address key development issues such as poverty, gender, trafficking of women, infrastructure and the provision of health series. Few if any tourism and poverty officials have any education or training in using tourism poverty reduction tool. It's a very common scenario in the study areas that huge lack of knowledge about sustainable and pro-poor tourism and also lack of academic education and training as well. Not only in the study areas but also almost all parts of the country, the poor are very often have limited access to tourism infrastructure and assets. On the other hand, lack of education, lack of training facilities are some big barriers.

#### **4.9 The Implications for the Roles of Key Stakeholders in Pro-poor Tourism**

*“We know that work is the best route out of poverty. But one cannot legislate employment in and poverty out. It is a long and complex process that requires all elements of society to work together ... Government, employers and workers each have a unique and crucial role to play in defining a positive consensus.”*— Juan Somavia, Director-General, ILO.<sup>9</sup>

The challenge is to overcome these barriers involving all of the key stakeholders and employing a range of new policies and regulations and development policies and practices as well. There is huge potential to increase the direct benefits to the poor by taking initiatives and implications. The participations of all the stakeholders are very many essentials for getting benefits from this industry and to reduce poverty through tourism development in a sustainable manner and it's also required for its sustainability. For example, those involved in

---

<sup>9</sup>*Reduction poverty through tourism*, International Labor Office, Geneva 2008, p-2

panning making-government or non-government policy makers, planners, private sectors like businesses, consultants should incorporate pro-poor strategy all levels. Those who involved planning poverty reduction or concern about rural development should explore and exploit the comparative potential of the tourism sector as well. Pro-poor tourism can make new business opportunities for business sector, if it gives consumers more choices. On other hand, the sustainable tourism agenda should be harnessed for poverty reduction. This requires a shift in focus from environment to poverty Ashley et. al (2001). Jameson, Goodwin and Edmunds (2004) argue that argue that there is now ample evidence to understand the role that key stakeholders tourism can play in increasing in the quality of life of individuals and communities. Not only should the government be involved other stakeholders role also must be involved in the intervention process, the key stakeholders include the following actors as can be seen in Figure 7.



Figure7: Key Stakeholders (Jamieson, Goodwin & Edmunds, 2004)

**The Poor:** Very often the poor, who are the recipients of tourism policies and plans, are excluded from the process (Jamieson et al 2004). It is essential that the poor be seen as key stakeholders that must be involved in all phases of policy planning as well as implementation. The poor have so many roles as individual workers or entrepreneurs, and as members of the communities that also operate enterprises or partnerships, manage benefits and participate in planning. Effective engagement of the poor can be enhanced through some measures that (Ashley et al 2001), increase understanding of the tourism industry; develop skills for small business and tourism employment; explore options for developing cultural products, supplying inputs and reaching markets; strengthen community organizations, particularly in transparent management of collective assets and benefits, and engagement with private operators and government.

***Examples:*** *In Namibia, NACOBTA members – individuals and communities – receive training in tourism awareness, business skills, marketing and negotiation. In Nepal, SNV starts with capacity building of community organizations* (Ashley, Goodwin, & Roe, 2001a).

**The Private Sector:** The private sector has a complex set of relationships involving international companies, national enterprises and a myriad of local tourism businesses. The involvement of the private sector is important in terms of bringing investment to the community and ensuring high-quality tourism management. It is obvious that each tourism enterprise brings with it a set of guiding principles and business practices that in some cases may be highly supportive of tourism as a tool for poverty reduction while others may not see this as part of their business agenda. (United Nations, Economic and Social Commission for Asia Pacific 2003, p. 68)The private sector can involve the poor in tourism by hiring them as

porters, cooks, guides, etc. and by maximizing the use of local suppliers and products. The accommodation sector which employs the largest number of people in tourism can play an important role in involving the poor. Besides providing direct employment to the poor wherever possible, the accommodation sector can sub-contract cooperatives of the poor or SMEs established by the poor to provide services such as flower decorations for the hotels and making souvenirs, candles, soaps, etc. In addition hotels can also help by donating used items and fresh food to poor communities. The private sector is an essential player in PPT as partner, customer, marketing channel and/or advisor what are already mentioned above. Private companies can: talk to local people to explore options; maximize use of local suppliers and local staff. If commercial obstacles exist, explain them; provide technical advice to local tourism enterprises, market them, take tourists, and provide feedback; establish a business partnership with residents: e.g. equity share, concession arrangement; share or develop infrastructure (road, water), key equipment (telephone, radio) or services (health care); respect and promote local guidelines and norms; help boost understanding of the tourism industry – among the poor and others, including government and NGOs; collect community levies/donations from tourists. Explain why pro-poor commitments matter, and what tourists can do; explain to customers and suppliers (e.g. international operators and tourists) why pro-poor commitments matter and what more they can do (Ashley, Goodwin, Roe, 2001a).

***Examples:** Wilderness Safaris established an equity share with neighboring Tribal Authorities employs a high percentage of local staff and supports culturally-based local attractions. Tropic Ecological Adventures takes tours to community ventures, assists*



*community members with health care, and collected donations from tourists for a community radio* (Ashley, Goodwin, Roe, 2001a).

**Various Level of Government:** While poverty can be seen to be manifested as a local and individual problem it is clear that national government policies have a significant role in how tourism can be used as a tool for development (UN, 2003 p. 68). Local governments also have a role to play in poverty reduction but often in the implementation of national policies, regulations and coordination. The role of national governments is to focus on the following (UN, 2003 p. 68).

- Policy direction of the poverty reduction and tourism relationship.
- Assistance to the poor when making decisions about tourism.
- The use of planning controls and investment incentives to encourage the private sector to design and implement pro poor tourism development projects.
- Establishing an appropriate legal framework that allows the employment of the poor.
- Incorporate pro poor elements into tourism, rural development and growth strategies.
- Providing appropriate tourism infrastructure and other support facilities.

***Examples:*** *The South African Government encourages tourism development in deprived rural areas through infrastructural development and investment packaging. Socio-economic criteria are used to judge competing private sector bids. The St Lucia HTP supports small enterprises and tackles attitudes, regulations and marketing practice at policy level* (Ashley, Goodwin, Roe, 2001a).

**International Aid Agencies and Organizations:** Most aid agencies have not identified tourism as a major focus of their development activity. A survey of 29 international donor

agencies conducted by Hawkins, 2001 indicates that tourism has not yet achieved a significant level of recognition as a tool for sustainable development within the donor organizations (UN, 2003 p.70). WTO, ADB and ESCAP are notable exceptions to this situation.

There are hopeful signs that this will change. It must be remembered that the focus of the development aid should not be solely to build hotels and airports but rather to support the process of development of the country by supporting capacity building, infrastructure development and in small and medium sized tourism business creation. ESCAP report 2003 argues that, in general aid agencies can play an important role in helping to involve the poor in tourism by:

- Including tourism on the assistance agenda.
- Providing technical assistance programs in a range of areas with a pro poor tourism focus. Examples of technical and aid assistance are:
  - ADB's technical assistance to the Ministry of Tourism, Cambodia to develop a National Tourism Development Plan (2001) with a special emphasis on poverty reduction.
  - ESCAP activities to strengthen capacity of developing countries in enhancing tourism's contribution to poverty alleviation include a large number of regional and national seminars, research, publications, and activities to promote sharing of experience and annual meetings of the Working Group on the Greater Mekong Sub region Tourism Sector.
  - The World Tourism Organization's (WTO) initiatives include holding a side event on "Tourism and Poverty Alleviation" at the World Summit on

sustainable Development, Johannesburg, South Africa and the preparation of a report on “Tourism and Poverty Alleviation” in 2002.

**Non-governmental Organizations (NGOs, Civil society):** There are strong limits to the capacity of government, private operators and the poor. On the other hand, there are a number of non-governmental organizations that can have a significant influence on tourism development as it relates to poverty reduction. They range from rural development organizations, groups concerned with the conservation of cultural and natural heritage and organizations dealing with business development issues. The following are some of the roles that the NGOs can play in developing tourism for poverty reduction.

- Act as a facilitator between key stakeholders in the planning and development process of pro poor tourism.
- Provide training and technical assistance to the poor.
- Explore and facilitate business options for linking private operators and poor suppliers.
- Organize the poor into cooperatives and other groups to take advantage of the opportunities they can receive.
- Ensure that the results of pro poor policies and plans are reaching the poor.

***Examples:** In Namibia and Uganda, these roles are provided by producer organizations- NACOBTA and UCOTA. They train members, liaise with private operators and participate in policy discussions. In Nepal and St Lucia, these roles are provided by SNV (a donor funded NGO) and St Lucia HTP (a government program) respectively: enterprise support is combined with participatory planning processes that involve the poor (Ashley, Goodwin, Roe, 2001a).*

**The Tourist:** There are a growing number of tourists who seek to improve the conditions of the destinations they visit. The tourist must be provided with opportunities to directly participate in the poverty reduction process and must be made aware of the opportunities that exist for increasing the well-being of the residents of an area. It is important that tourists are made aware of the direct impact of their spending especially in the opportunities for the charitable giving (Jamieson, 2004).

Ashley, Roe and Goodwin (2001) argue that four key issues for any stakeholder to consider from the start; these are as follows: 1. Access by the poor to the market: physical location, economic elites, social constraints on poor producers; 2. Commercial viability: product quality and price, marketing, strength of the broader destination; 3. Policy framework: land tenure, regulatory context, planning process, government attitude and capacity; and 4. Implementation challenges in the local context: filling the skills gap, managing costs and expectations, maximizing collaboration across stakeholders.

## **CHAPTER 5: RECOMMENDATIONS AND CONCLUSIONS**

### **5.1 RECOMMENDATIONS**

This study examined how participation in tourism activities can contribute towards poverty alleviation in a sustainable manner. Generally, the results from this study indicate that tourism has high potential for poverty alleviation. In Bangladesh sustainable tourism has a great opportunity that can contribute lots to the national and of course to alleviate poverty in rural and urban areas as well if necessary steps are taken especially by the government. However, there are policy issues that need to be addressed for the sector's effective contribution towards that goal.

#### **5.1.1 Recommendations for National Level Pro-poor Tourism Development**

Everything should be started from national level where the main planners are in the level levels. But of course there should be a very strong link between national and local levels strategies. While the focus of this study was on the local and rural destination level, it is recognized that the legislative and regulatory environment at the national level is essential for sustainable pro poor tourism development (ESCAP 2003). In this section some recommendations are presented which facilitate the use of tourism development as a tool for poverty reduction. This chapter is not designed to present a full discussion of national level policy and planning answers related to poverty reduction and tourism but seeks to address what are seen as essential elements in the development of pro poor tourism.

According to ESCAP report 2003, many countries develop national economic and social plans and policies designed to direct development and set priorities for the use of public funds as well as assistance from donor agencies. For national policy makers it is essential to recognize

that tourism itself as can be as a legitimate and very effective tool for poverty reduction. In this case not only Bangladesh Parjatan Corporation (National Tourism Organization), but also international agencies, can help create a climate where the legitimacy of tourism as a development tool is adopted by policy-makers. Without this recognition it is very difficult for pro poor tourism to take place in Bangladesh. It is not enough to simply mention the tourism and poverty relationship in national policy statements but the structural changes such national tourism policy be adopted to ensure the effectiveness of tourism development.

The essential elements of national level pro poor tourism development policy must include the following factors: *Responsive and Effective Legislation* - Responsive and effective legislation must be something that can really encourage and support pro poor tourism development. And to do so this requires that national level decision-makers and government officials as well as are very conscious of the essential other things which related between tourism development and poverty reduction. *National Poverty Reduction Strategies* - National poverty reduction strategies must be developed with the recognition that tourism plays an essential role in poverty reduction and to improve the lives of the poor. There should be any option that that tourism be treated as a secondary position of policy development. The financial sectors also should be aware of this and be connected in tourism-related infrastructure and poverty reduction. *Improved Administrative Structures* - Administrative structures should be developed that do not provide obstacles to the adoption of the integrated approaches necessary to achieve pro poor tourism. There should be a good link and cooperation between ministry of tourism and national tourism organization (BPC). This is based on the fact that tourism development depends on a series of cooperative efforts in the development of various infrastructure initiatives and capacity building exercises (ESCAP, 2003). *Reliable and*

*Comprehensive Statistical Database* - In Bangladesh there is no such a good statistical database of Bangladesh national tourism organization; it is very difficult to collect the update data properly for any purpose. Reliable Comprehensive Statistical Database's need is very essential for this industry to guide the decision-makers and other organization at various levels of pro poor tourism development. On other hand, there is a significant need for reliable tourism market data at both the national and destination level. The government supports are not ignorable, government should provide financial and technical support as well to develop marketing strategies with a specific intent to reduce poverty.

*Training for policy makers* - Governments should provide opportunities for training policy-makers and destination managers in a wide range of skills and knowledge about pro poor tourism development. I met one person in BPC name Mr. Ziaul Hoaque who was sent to Spain, Thailand for training and also to Nepal for getting knowledge about pro-poor tourism. But these kinds of activities are still very limited so it should be increased significantly.

*Incentive Programs Plans for Pro-poor Tourism* - In Bangladesh it is totally very new word even in some countries of the world so to start this tourism activities firstly the government should develop kind of incentive program and new procedures to facilitate and support the pro poor tourism.

*Pro Poor Tourism Infrastructure Planning and Development* - The government should think about the infrastructure planning and development to support pro poor development plans. Government should always keep in mind the local people who are closely attached with this industry, can get more benefit directly from it.

*Interconnection between BPC and of Ministry of Tourism* - Ministry of tourism and National tourism organization should be linked each other and work together to support pro poor tourism development strategies. Ministry of Tourism should be organized to support and recognize the essential role of tourism in reducing poverty.

*Development of Tourism Products* - The government through BPC and ministry of tourism should develop tourism products by national planning and implementation; and to ensure the development of tourist attractions also important. *Information Technology in Tourism* - This is the age of globalization and there is no doubt the need of Information Technology especially in service industry. The information technology capacity of Bangladesh should countries must be developed to provide the necessary information as well as ensure the promotion of pro poor development strategies. There is also a need for public officials and other stakeholders working in pro poor tourism to access reliable information in an effective manner. On other hand, government should also ensure the necessary information systems and IT related tourism infrastructures are in place to facilitate tourism development and support pro poor strategies. *Investment in Environmental Conservation* - When budget decisions are being made there must be recognition that improving and conserving natural and cultural environments is essential to the development of pro poor development strategies (ESCAP, 2003). So when the tourism policy would be made the issues about environmental conservation should be pointed out critically. To avoid environmental negative impacts government should work with all relevant departments and ministries just not only with BPC to better understand the impacts of tourism on the environment and communities, and develop a better planning and management procedures to ensure the on-going sustainability and success of tourism. *Integrated Destination Management and Work with Regional Institutions* - Government should encourage national, as well as local offices and departments, to make an integrated destination management policy. Government should work closely with regional financial institution such banks, NGOs, and agencies to develop pro poor development strategies which is still very neglected in Bangladesh. *Ensure Tourist Security and*



*Infrastructures* - Government must effectively work with the police as well as other security agencies to ensure secure and safe experiences for the tourist. In the study the security system is quite satisfied which was observed while the field study was conducted. In Cox's Bazar beach it was observed that police forces were in duty every moment. But government should try to improve over all security system in whole country especially in other tourist spots. Infrastructure is not so bad but they need a integrated plan to make it improve in whole country.

These recommendations are just mentioned only to develop a better policy structure that ensures various government plans and strategies are oriented to reducing poverty and that there are no significant obstacles in using tourism development as a poverty reduction strategy.

#### **5.1.2 Specific National Policies for Using Tourism as a Tool in Poverty Reduction**

There are a number of possible strategies and policies that can assist in meeting the objectives listed above. They include:

**The Development of Tourism Investment Policy:** To meet the above objectives first of all need to develop a new tourism investment policy which ensures sound and direct investment in areas to meet national social and economic goals. More details these steps should be taken by the government such as: To encourage new investment in tourism businesses that support national social and economic development policies. The importance should give on the development of high-quality businesses in tourism sector which may have access to tax concessions, incentives and certain rewards if they meet these particular policy directions; to encourage investment by local communities specially by local people who are directly attached with this industry in various forms of tourism management through the use of low interest loans from governmental financial institutions. Here micro finance facilities can a

very important tool to do that; to encourage private business organizations to support the implementation of pro poor tourism development. The private companies or organizations can play some very important roles; they can contribute a certain percentage of their profits for welfare of community for helping to improve different projects and to develop infrastructures. On other hand they can think sometimes as social responsibly for the society: to give finances and benefits for non-governmental organizations so they can participate in tourism development and various activities aimed at the skills development of local people: to promote investment to produce essential goods, supplies and equipment supporting local tourism activities and services to help reduce imports: to support investment in the production of reasonably priced international standard goods, appliances and equipment for use by tourism entrepreneurs.

**Encourage Public/Private Sector Cooperation:** The government should develop implementation mechanisms to ensure public and private partnership cooperation. The government can select places and among them can treat some spots as specific in the country where tourism-related public and private investment can be encouraged in order to reduce poverty. Government can choose the specific zones on the base some criteria such as where the high poverty levels but there are an existing or a potential tourism potential. Another condition is the places where tourism can contribute to the local economic growth which ultimate add economic value in national level as well. The places where have environmentally friendly forms of tourism that can contribute to cultural and natural resource preservation, conservation and sustainable use in a sustainable manner.

**Create Tourism-related Small- and Medium-sized Enterprises:** The government has to invest in the creation of small- and medium-sized enterprises. In case of Bangladesh there is

no way expect to do it in a proper way. Government should encourage more private sectors and to support them. It is not just to support financially but to support them in different ways also such as tax incentives, to make ensure a friendly investment environment for all.

**Provide Soft-loan or Micro-credit to Tourism Entrepreneurs:** Micro-credits already on in the rural areas of Bangladesh, which contribution has already been acclaimed across the world. Micro credits can be provided to small entrepreneurs in the rural areas for promotion of traditional handcarts, artisans, and clay and wood items. Local hand made things can be sold to the tourist to earn money for their livelihoods. Not just to provide micro credit but also there need proper monitoring and marketing of their products. The farmers also should provide more micro credit facilities to cultivate bamboo, cane, straw etc. which can be used for making hand crafts.

**Work together with Donors and International Agencies:** The government should work closely with donors and international agencies as well to ensure that international agencies are very willing to support vision and policies for tourism development which are related to poverty reduction.

**Pro Poor Tourism Projects:** For Bangladesh government to develop pro-poor tourism projects is very important. The government must be incorporated with other countries where pro poor tourism project are working in a successful manner or the projects was being done successfully like Nepal, Thailand, Africa. The government should learn about from other exiting projects and to provide evidence of the poverty/tourism relationship. This recommendation is the most effective way of gaining more knowledge through “learning by doing” (ESCAP 2003).

**Define Pro Poor Tourism Markets:** To define proper pro poor tourism market is another essential task for government to achieve the above goals. And the way to do it in cooperation with various tourism industry groups, should work to identify tourism markets suitable for the range of attractions and products with the potential to reduce poverty.

If it is possible to make a very successful sustainable pro poor tourism development at the destinations (Cox's Bazar and St. Martin) then in future it can work in more effective way in other areas of Bangladesh. At least the government should an initial initiative to make a very successful pro poor tourism development which can really help to reduce poverty in Bangladesh and for being successful the above points should be considered significantly. One successful story can be an evident that pro poor tourism efforts can be a better tool to alleviate poverty in Bangladesh rural areas if it would be better supported by a national policy making process and decision-making structure that recognizes the importance of tourism as a tool for poverty reduction.



Bangladesh government should focus on some points for developing a successful pro poor tourism which can really plan an important to reduce poverty in Bangladesh. It is not just to develop new products, to improve destination marketing policies, to make new destination management policies but also it is important to think about the local people who are directly or indirectly linked with tourism. So policy makers should think about over all process under one theme. Vocational skills development is also necessary for the local people like tour guides, shopkeepers, local employees. Most of the people are illiterate in the rural areas so education of the issues that should be considered. Water and sanitation system also should be improved in the rural areas. For doing all of these Public Private Partnership and International agencies, donors should work together. The below chart has been recommended for PPTS.

## **5.2 CONCLUSIONS**

This study mainly investigated the role of tourism in poverty alleviation in Bangladesh rural areas. The main study area was in Cox's Bazar and St. Martin Island areas. The purpose of this study was to find out the contribution of the sustainable tourism in poverty alleviation in Bangladesh and other developing countries and to prove the belief that tourism is an important to reduce the poverty rate in the developing world. From the outcome of the study it is very clear that tourism is the suitability tool for poverty alleviation and sustainable development. Several economic activities are practiced in the areas of the study area. But basically, tourism related activities are commonly practiced in the study areas. Specially, in St. Martin Island people mostly are related with tourism related activities. However, taking into account that all area are of rural setting, there is also significant participation in agricultural

sector both farming and livestock in Cox's bazar. The people of the study areas do supply tourist related products such as tour guide, handicrafts, supply and sale of agricultural products.

The main objective of this study was to analyze the direct and indirect livelihood impacts from sustainable tourism and their implications for poverty alleviation. The sector can be a very important part for the economic growth and poverty reduction in Bangladesh. The study intended to investigate the benefits and cost as well of the tourism on the society in general and on the poor in particular. And there was another objective to analyze critically the pro poor and its implications for sustainability. In order to achieve those objectives, the study questionnaires were made related to generation of foreign exchange earnings and employment, incomes, accessibility to assets and basic needs and their effects on the poor and the linkages of the tourism to the local economy. On the other hand, both positive and negative aspects were also studied in the study areas.

In the whole study both qualitative and quantitative information collected was subsequently used in the analysis of the data. Using the results of the field study data and data from secondary sources, the study has established that:

- ◆ Tourism is contributing to the national economy of Bangladesh though the contribution is not so much through employment generation, foreign exchange earnings and public revenues. Especially it has significant impact on the poverty reduction in the study area. However, the new tourism policy and regulation should be made immediately.
- ◆ Tourism is an important economic activity in the areas of study particularly in activities such as tour operation, grocery shops and handcraft sales. However, agricultural activities are also practiced at Cox's Bazar and other areas. But at St. Martin people are fully

depend on the tourism and fishing activities.

- ◆ Tourism is significant on both direct and indirect employment opportunities. Directly, it is observed that there was substantial employment generation in hotels, restaurant, photo studios, and market and also in handcrafts industry. It's expected to support directly 1,509,000 jobs (1.9% of total employment) in 2011, rising by 2.6% pa to 1,951,000 jobs (2.0%) by 2021. Total contribution of tourism to employment, including jobs indirectly supported by the industry, is forecast to rise by 2.7% pa from 3,326,000 jobs (4.2% of total employment) in 2011 to 4,322,000 jobs (4.4%) by 2021 (Travel & Tourism Economic Impact 2011). In Cox's Bazar areas, there was insignificant local direct participation in tourism activities where 18 respondents among 66 people but if we consider indirect participation then it will be increased significantly. On the other hand, there was significant participation in tourism related activities at St. Martin Island where 14 respondents were directly attached with tourism.
- ◆ There is no observable general pattern of increasing contribution of incomes from tourism to households. But there is a general increase in the number of people receiving incomes from tourist related activities. But always it is difficult to get income data from individuals/households, the increase in number may be interpreted as a reflection of increasing opportunities for getting incomes from tourist activities. Moreover, the results reveal significant direct and indirect employment opportunities. Those opportunities provide important sources of incomes to the households.
- ◆ Tourism is emerging as an important tourist activity especially in the study areas, at Cox's Bazar and St. Martin. People are getting money from this sector but on the other hand in off season life of rural people become very difficult. The people who are directly

related with tourism it become difficult to survive. Local people perceive tourism to be important and that it generally complements and supports rather than conflicting other economic activities. About 78 percent of the respondents answered that tourism helps to reduce poverty and to create new job opportunities for the community directly and indirectly in both way.

- ◆ Tourism has strong linkages to other sectors both at national level and at local levels as well. It has strong backward linkages to sectors and activities that most poor people participate in. The linkages thus create opportunities for locals to benefit and alleviate poverty. Tourism has lots of positive impacts on their livelihood. But it is not enough there so many barriers to participate in this industry for the poor which should be considered very carefully if Bangladesh government really wants its success which can really contribute lots to alleviate poverty in rural areas. On the other, there are some unquantifiable negative impacts of tourism that may act against the positive impact on poverty alleviation. These include, among other things, loss of access to resources, environmental impacts, price-hike, distortion of traditional culture and immoral behavior, prostitution and so on.
- ◆ Sustainable tourism not only benefits the poor in economically directly but also, greater awareness of the natural environment and its economic value as well, a sense of ownership and reduced vulnerability through diversification of income sources. In Bangladesh sustainable tourism has a great opportunity in the tourism industry; it can be a very essential tool to use as medium to reduce poverty and pro poor tourism also can be a part of this share. The infrastructure required by the tourism industry, such as new hotels, motels, restaurants, transport and communications, water supply and sanitation, public



safety and security, education and medical services, can also benefit the poor people.

- ◆ The last, but not the least, the concept of “poverty alleviation through sustainable tourism” is very natural and meaningful in Bangladesh. The concept should be included in tourism master plan. It has a huge opportunity to develop new products which can directly or indirectly alleviate poverty in Bangladesh and to help to achieve millennium development goal where the first issues in poverty reduction. But it requires extensive preparations with a huge financial backup for achieving this goal. For being successful in this industry it may take some time. Government should take this very seriously and also to follow other countries’ project on same issues. On the other hand, an awareness campaign for pro poor/sustainable tourism in Bangladesh is also needed badly. Step by step, the seed of pro poor/sustainable tourism concept will give birth to a sense of urgency, and consequently the tourism campaign across the country will be forceful and evocative.

## REFERENCES

- Ashley, C., Goodwin, H. & Roe, D. (2001): *Pro-poor tourism briefing No 1*. Overseas Development Institute. April.
- Ashley, C. & Jones, B. (2001). Joint ventures between communities and tourism investors:
- Ashley, C. Roe, D. & Goodwin, H. (2001a). *Pro Poor Tourism Strategies: Expanding Opportunities for the Poor*, Overseas Development Institute.
- Ashley, C., Roe, D. & Goodwin, H. (2001b). *Pro Poor Tourism Strategies: Making Tourism Work for the Poor*, Overseas Development Institute.
- Ashley, C. & Haysom, G. (2006). From philanthropy to a different way of doing business: strategies and challenges in integrating pro-poor approaches into tourism business.
- Development Southern Africa Vol.2, No. 2, June 2006*
- Bangladesh Parjatan Corporation (BPC). *Tourism Statistics of Bangladesh-2007*. Dhaka, Bangladesh.
- Blamey, R.K. (1995). *The Nature of Ecotourism*, Occasional Paper No. 21, Bureau of Tourism Research, Australia, 1995
- Bolwell, D. & Weinz, W. (2008). *Reducing poverty through tourism*, International Labour Office, ILO Sectoral Activities Programme – Geneva, p-22
- China National Tourism Administration (CNTA) (2003). *The Plan for the Investment in Western Regional Tourism*. Beijing: CNTA.
- Crouch; Sunny Crouch, Matthew Housden (2003) *Marketing research for managers; The Marketing Series; Chartered Institute of Marketing*. Butterworth-Heinemann. p. 19.
- Denzin, Norman K. & Lincoln, Yvonna S. (Eds.). (2005). *The Sage Handbook of Qualitative Research* (3rd ed.). Thousand Oaks, CA: Sage.

Developing Asian Countries, *ESCAP Tourism Review No.8*. P.11-16, New York.

Dimoska T. (2008). FACTA UNIVERSITATIS, *Economics and Organization Vol. 5, No 2*, p. 173 – 178

Experience in southern Africa. *International Journal of Tourism Research* 3 (2), 407-427.

eTurboNews (2005). World leaders: Use tourism in war on poverty, WTO praised.

eTurboNews, September 16. On WWW at

<http://www.travelwirenews.com/eTN/16SEP2005.htm>.

Hall C. M. (2007). Pro-poor Tourism: Who Benefits? Perspectives on Tourism and Poverty reduction, p-9, 29, 37. ISBN-13:978-1-84541-075-9 (hbk)

Haque Z.B. (2007). Globalization and Tourism Development of Bangladesh. Pleasure Grove, Dhaka, 2007

Harvard University (2007). *The role of the tourism sector in expanding economic opportunity*. Cambridge, United States.

IIED, (2008). International Institute for Environment and Development. WWW at

<http://www.iied.org/SM/tourism/themes/tourpov.html>. 2008

Islam I. (2008). Tourism in Bangladesh: Challenges and Opportunities, *The Daily Star*, 5 June, 2008.

Islam, M. M. (2008). Developing Tourism. *The Daily Star*, 25 January 2008.

Janet, C. (2008). Asian Tourism: Growth and Change, p.1-7

Jamieson, W. & Pallavi, M. (2002). *Exploration of the National Policy Issues Related to the Use of Tourism Development in Poverty Reduction in Southeast Asia*, Conference proceedings, Tourism in Asia, Hong Kong Polytechnic University, Hong Kong.

Jenkins, C. L. (1991). "Developing Tourism Destinations, Policies and Perspectives", Longman, Harlow, 1991.

Jenkins, C.L. (1991). "*Tourism policies in developing countries*", in Medlik, S. (Ed.), *Managing Tourism*, Butterworth-Heinemann, Oxford, pp. 269-78

Kashaga F, (2007) *The Role of Cultural Tourism in Poverty Alleviation-The Case of Arusha Region*, University of Dar es salaam.

Kumar, K. (1987). *Rapid, Low-Cost Data Collection Methods for A.I.D.* Washington, D.C., United States Agency for International Development.

Luvanga, N. & Shitundu, J. (2003). *The Role of Tourism in Poverty Alleviation in Tanzania*. Research Report No. 03.4. ISBN 9987-686-65-6

Ministry of Culture, Tourism, and Civil Aviation (MoCTCA) (2001). *Tourism for Rural Poverty Alleviation Program*. Nepal: MoCTCA.

Peak, D. (2008). *Poverty alleviation through tourism: a case study from Paraguay*, e-Review of Tourism Research (eRTR), Vol. 6, No. 1

Roe D. (2001). Pro-Poor Tourism: Harnessing the World's Largest Industry for the World's Poor. *World Summit on Sustainable Development. IIED*, 2001

Shah, K., and Gupta, V. (2000). *Sustainable Tourism and Poverty Elimination Study. A Report to the Department for International Development*, April.

Shams, B. Q (2008). A land with potential for tourism, *The Daily Star*. 31 January. Tourism in Bangladesh: An Evolution, Journal of Bangladesh Asiatic Society, Bangladesh, December 2001

Sheikh S. A. (2010). *Impact of Tourism in Cox's Bazar, Bangladesh*. Department of General and Continuing Education, North South University, Bangladesh

United Nations (1993). *The Economic Impact of Tourism in Bangladesh*, Economic and Social Commission for Asia and the Pacific, United Nations, New York, 1993

United Nations (1999). Facilitation of Travel in the Asian Region; *ESCAP Tourism Review* No.20. p.3-5, New York

United Nations (2001) Investment and Economic Cooperation in the Tourism Sector in

United Nations (2003) *Poverty Alleviation through Sustainable Tourism Development*. New York: United Nations

United Nations World Tourism Organization (UNWTO) (2001). *Guide for Local authorities on Developing Sustainable Tourism*. Madrid: UNWTO ISBN 92-844-0280-8

United Nations World Tourism Organization (UNWTO) and United Nations Conference on Trade and Development (UNCTAD) (2001). *Tourism in the Least Developed Countries*.

Madrid: UNWTO.

United Nation World Tourism Organization (UNWTO) (2002). *Tourism and Poverty Alleviation*, P-15, 17, ISBN: 92-844-0549-1, Madrid/ Spain.

United Nations World Tourism Organization (UNWTO) (2004). *Tourism and Poverty Alleviation: Recommendations for Action*. Madrid: UNWTO.

United Nation World Tourism Organization (UNWTO) (2006). *Poverty alleviation through Tourism*, World Tourism Organization, Madrid, Spain.

United Nation World Tourism Organization (UNWTO) (2007). Tourism will contribute to solutions for global climate change and poverty challenges, Press release, *UNWTO Press and Communications Department*, March 8, Berlin/Madrid.

United Nation World Tourism Organization (UNWTO), *International Campaign Against Sexual Exploitation of Children in Tourism*, web

site, at [www.unwto.org/protect\\_children/campaign/en/campaign.php?op=1&subop=1](http://www.unwto.org/protect_children/campaign/en/campaign.php?op=1&subop=1) and

*Slavery now!* Jermyn, at [www.globalaware.org/world/slavery](http://www.globalaware.org/world/slavery), 29 July 2002

Wahab, S. & Prgram, J.J. (2000), *Tourism, Development and Growth-the change of sustainability*. Routledge, New York, ISBN-0-415-16001-4, 2000. P-4,,44,45,130,135,287)

Weiss, Carol H. (1998) *Evaluation*. Upper Saddle River, NJ, USA: Prentice-Hall, Inc White A. and Trinidad. 1998. *The Values of Philippine Coastal Resources*.

World Tourism Organization (2000). *Tourism 2020 Vision, Volume3. East Asia and the Pacific*, World Tourism Organization, ISBN: 92-844-0387-1

World Travel and Tourism Council (WTTC), (2011). *Travel & Tourism Economic Impact, The Economic Impact of Travel & Tourism- Bangladesh, 2011*.

Yotsumoto, Y. (2007). *Does Tourism Help to Alleviate Poverty? - A Case of Vendors in Rizal Park in Manila, Philippines*. ISSN 0287-3303

Yunis, E. (2005) *Tourism enriches? Poverty reduction, tourism and social corporate responsibility*. Presentation on 16 June 2005, Wageningen University, Netherlands. On

WWWat <http://www.idut.nt/Yunis.doc>. Accessed 7.3.06