

# **Status and Potentiality of Homestay Tourism in Bangladesh:**

## **A Case Study of “Khagrachari” Districts.**

### **Submitted By**

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### **Submitted To**

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Supervisor of

Final Seminar Course.

Ritsumeikan Asia Pacific University

March 2019

Master’s Thesis / Independent Final Report Presented to

Ritsumeikan Asia Pacific University

In Partial Fulfillment of the Requirements for the Degree of

Master of Asia Pacific Studies / International Cooperation Policy

## ABSTRACT

The Researcher has been conducted a survey about the plan of tourism development, SWOT analysis of Homestay tourism, Homestay tourism development in “Khagrachari” districts and recommends for Homestay tourism to achieve the sustainable tourism development in “Khagrachari” districts.

The qualitative data were collected from the community’s people by using the questionnaires with 200 respondents and also conducted interviews with the government officials and tourism business operators in “Khagrachari” districts. Quantitative data also collected by using surveys, quantitative data analyzed by using SPSS in terms of t-test, one way ANOVA and descriptive statistics.

The research results showed that a “Khagrachari” district has high potentiality of Homestay tourism in this area. Community’s people satisfied with the Homestay tourism development in this area and they were getting benefits from the Homestay tourism such as infrastructural, social and economic benefits. They also faced the problems in Homestay tourism development such as security, lack of knowledge about tourism activities, lack of human resources. They also were getting support from the government, different types of financial organization and private sectors.

The research study also mentioned the challenges of homestay tourism development in “Khagrachari” districts. First challenges of homestay tourism development in “Khagrachari” are security problems of the tourists or visitors. Security is not only for tourists but also for properties. It might be participation of the local people is very few.

Secondly communication is one of the important parts of the tourism, most of the tourism operators or communities have very few ability to speak with international tourists. It’s one of the challenges for homestay tourism development in this area.

They also recommend some point to achieve homestay tourism development in “Khagrachari” districts. Firstly, the respondents were talking about the human resource management of the homestay tourism in this area. Most of the respondents want government, NGO or any other private organization should give support for infrastructure, environmental stability, human resources and cultural things. Secondly, Processing is one of the important things for implementing the sustainable homestay tourism in “Khagrachari” districts. Community’s people participation is core for homestay tourism development. For implementing the homestay tourism community’s people participation and tourism activities are also important things. They should increase the awareness about the environmental conservation. They should obey the environmental rules and take necessary steps to protect the negative impacts of the environment. Finally, planning, study of the backgrounds, decision-making, evaluation and problem-solving these kinds of factors play a vital role in implementing the homestay tourism development in “Khagrachari” districts.

**Keywords:** Sustainable tourism, community’s people participation, Homestay tourism development in “Khagrachari” districts.

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## **Certification Page**

I, ISLAM Samiul(Student ID 51217005) hereby declare that the contents of this Master's Thesis / Research Report are original and true, and have not been submitted at any other university or educational institution for the award of degree or diploma.

All the information derived from other published or unpublished sources has been cited and acknowledged appropriately.

ISLAM, Samiul  
2018/1/25

## ACKNOWLEDGEMENT

Now I am very clear to understand that a researcher cannot complete his research without others support. Many organization or institution and people deserve appreciation and thanks for their valuable contribution. So I would like to thanks some ones for their support.

First of all I would like to express my sincere gratitude and thanks to my honorable supervisor Professor TODOROKI Hiroshi for his continues support and caring and excellent guidance. Professor TODOROKI Hiroshi as my supervisor played a significant role in my APU masters life. He is really invaluable source of knowledge and his guidance for my research by being available at any time despite his hectic schedule. His inspirational guidance was a true gift for me.

With gratitude I acknowledge the valued support of Professor VAFADARI M. Kazem I am really indebted for his precious inspiration and contribution. I would also like to thanks Professor YOTSUMOTO Yukio, Professor BUI, Thanh Huong and Professor COOPER M.J.M for their inspirational guidance and kind assistance regarding my thesis. Sincere thanks also to my friends specially Mohammad Tariqul Islam, Muhammad Rofiqul Islam and Helal Uddin and others who gave me dedicated support and valuable comments regarding my thesis. I cordially thank all of the private and public organizations or institutions and respondents who gave me their valuable time and information which is enrich to my Master's thesis. I would also like to express my gratitude to all of the staff of Ritsumeikan Asia Pacific University (APU) and specially thanks and gratitude to the APU research office for their kind assistance for my thesis.

Finally I would like to thank my family members who gave me their caring support and inspiration. I am indebted to my father, mother, brother and sister for their contribution in my whole life.

Samiul Islam

# **Chapter-1**

## **Introduction:**

Homestay tourism is the important things of the “Bangladesh” tourism. Day by day Homestay tourism is gaining importance throughout the world. Homestay tourism is fastest growing industry in Bangladesh. Every community has unique characteristics so Bangladesh communities special characteristics is such as traditions, customs, culture, food habit, traditional places, etc. Finally Bangladesh has potentials in Homestay tourism that is why we need to take promotional activities to explore the community tourism.

### **1.1 Research Question:**

1. What is the barriers and supporting factors for homestay tourism development in “Khagrachari” districts?
2. What are the most important things for homestay tourism development in this area that needs to be improved?

### **1.2 What is Homestay Tourism?**

Hospitality and lodging is a main thing of Homestay tourism whereby visitors rest and sleep at the residence of a community’s people when they are traveling. The visitors can stay one day to over a year, may be it, will take money or free. The visitors can enjoy to the communities peoples tradition, culture and food habit, etc. Homestays are instances of synergistic utilization and sharing.

So homestay tourism is a tourist travelling to a communities, and they can take taste of local community’s food, tradition, culture and customs.

### **1.3 Statement of the problem:**

To see the Bangladesh natural beauty every year huge amount of domestic and foreign tourists visits the Bangladesh. In 2012 around 6 hundred thousand visitors enjoy and visits the beauty of Bangladesh. In 2013 the total tourism contribution to GDP was 4.4%, to employment 3.8% and to investment 1.5%. (Sanjay Chandra Roy, 2015).6 hundred thousand tourists is not a large number relative to the population but day by day the total number of tourists are increasing dramatically because of the government has been taken some necessity steps for example the government has been taken proper security for the tourist, the government also encourage to the private sector for building homestay tourism area in Bangladesh.

Though Bangladesh has abundant potentiality in Homestay tourism but lack of the marketing strategy or promotional activities foreigner or tourists have less idea about Homestay tourism in Bangladesh. The overall objective of this research is through marketing strategy to explore Homestay tourism in Bangladesh, creates the opportunity to work of communities people and the contribution of Homestay tourism in Bangladesh economy.

Most of the respondents thought that there was lots of people are illiterate they have very little knowledge about tourism and also people have less idea about how to deal the foreign tourists properly. Respondents also thought that Bangladesh laws about foreign tourists are not strict therefore some terrorist organization can take chance. There is also infrastructural problem like roads condition are not good enough and also there is lack of roads. There is huge electricity problem means electricity demand is higher than supply. So government should produce more electricity for homestay tourism development in this area. Availability of clean water is not enough to this place. For developing the homestay tourism supply of clean water should be available. This place is very long, but sanitation facilities are not good enough. There is also security problem, so government should provide the security for the tourists in this place. Respondents also thought that there is very less others a tourism activity. So government should concentrate about others tourism activity in this area. There are very few travel agencies and hotel; the government should give the more permission to build the guest house, hotel and travel agencies. There are indigenous communities but they did not get enough benefits from the homestay tourism. There are also ecotourism systems but which are not completely focused on local communities.

In conclusions, the main purpose of this homestay tourism development in “Khagrachari” districts such as: increasing the awareness of the communities people about environment and communities culture, enhancing the tourism facilities, generating the economic benefits for the communities people,

#### **1.4 Research Hypothesis:**

Now Bangladesh is low-middle income level country. Bangladesh average GDP growth rate is 6.5%. Bangladesh economy is highly depended on agriculture sector, readymade garments (RMG), remittance, pharmaceuticals and shipbuilding etc. The rate of employment is not expected level and employment low wage rate is rising and people also want to migrate to others country to better life. Now in Bangladesh illegal migration rate is high because of lack of opportunity to work. (Islam, 2017) So Homestay tourism is one of the best ways to stop the illegal migration and improve the employment rate. So Bangladesh government has to take necessary steps and policies to improve the Homestay tourism. Homestay tourism is directly related with local communities. There are lots of ethnic groups and they have own traditions, customs, culture, food habit, traditional places etc. The Bangladesh government should equal emphasis on Homestay tourism policies and development of Homestay tourism sports over the country. So Bangladesh government support is too much important to develop the Homestay tourism in “Khagrachari” districts. Homestay tourism will create the employment opportunity, it is helps the Bangladesh economic development and also influence the Bangladesh tourism development.

#### **1.5 Significance of the research:**

Homestay tourism is the important part of the tourism industry. Bangladesh is the most populated country over the world but they have limited opportunity to work that is why

unemployment rate is high in Bangladesh. If Bangladesh government takes necessary steps to develop Homestay tourism, remove all the barriers for the investor in Homestay tourism it will create the opportunity to work for community's people.

Homestay tourism creates positive image of local country to the world because Homestay tourism main things are community's traditions, customs, culture, food habit, traditional places etc. If community's people show their good hospitality to the tourist it will increase the positive image about the local communities.

If Bangladesh government take different types of promotional activities, support to the Homestay tourism increase the opportunity to study about Homestay tourism, it will explore to the world. Now people have very few ideas about Bangladeshi Homestay tourism. So when it will be explored to the over the world people will know about Bangladeshi Homestay tourism.

Collaboration and co-operation is very much important for homestay tourism development in "Khagrachari" districts. When it is very easy to invest in Homestay tourism, and it will create the positive image to the world's people, it will be explored to the over the world and it will create the opportunity to work for communities people finally it will bring the revolutionary change of Bangladesh economy.

## **1.6 These areas are more suitable for building homestay tourism in Bangladesh:**

Bangladesh has a huge natural beauty; it has sea beaches, religious holy places, archeological site, historical monument, beautiful monument, Sundarbans and hill tracts etc. that is why everywhere can be successful homestay tourism. The most possible successful area where we can establish homestay tourism.

- Rangamati, Bandarban, and Khagrachhari.
- Paharpur
- Bagerhat
- Sundarbans
- Sylhet
- Coxes Bazar
- Mainamoti
- Kuakata
- Places which is famous for the handicraft and craftsmanship area.

These are the areas which are more suitable for building homestay tourism in Bangladesh. Homestay tourism Bangladesh will be more successful if Bangladesh government and others international organization will help to the owner of the homestay tourism.

(Hasan, Community-Based Tourism for Socio-Economic Development: Bangladesh Perspective)

## 1.7 Objective:

The objective provides appropriate perspective on the problem.

Objective as follows:

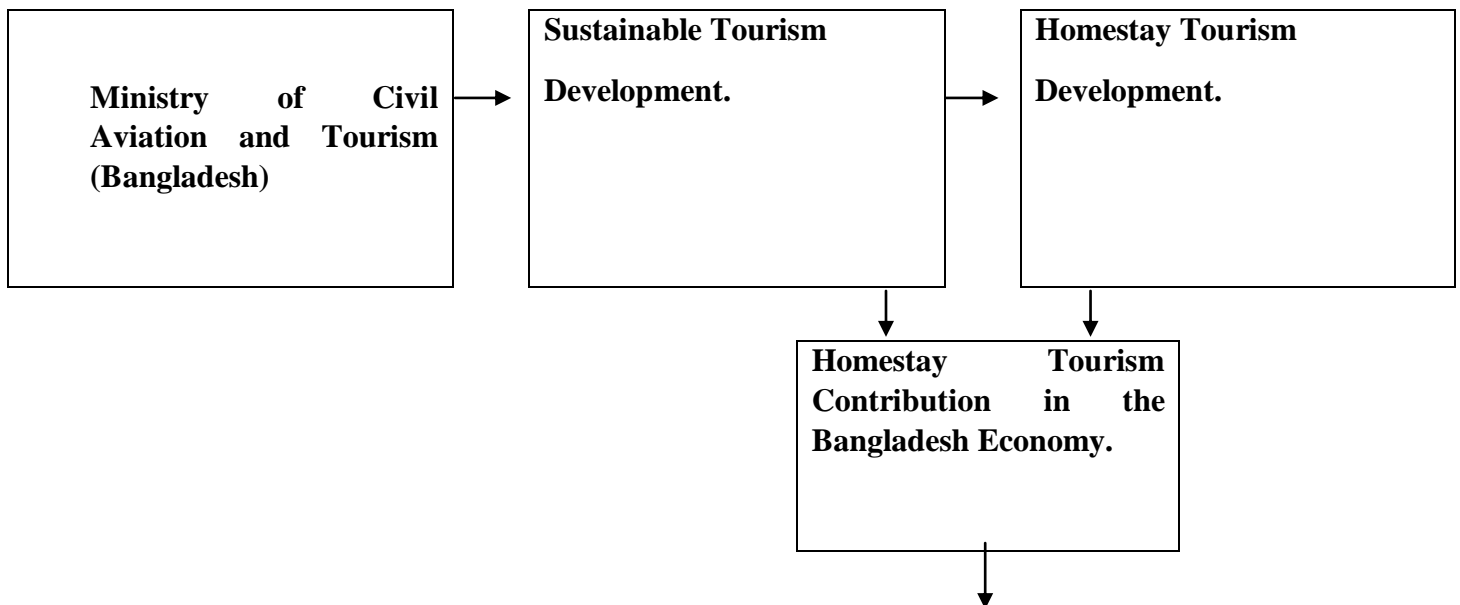
- Study about the current situation of the homestay tourism development in “Khagrachari” districts.
- Study about the potentiality of the homestay tourism development in “Khagrachari” districts.
- Recommendations for achieving the sustainable tourism development in “Khagrachari” districts.

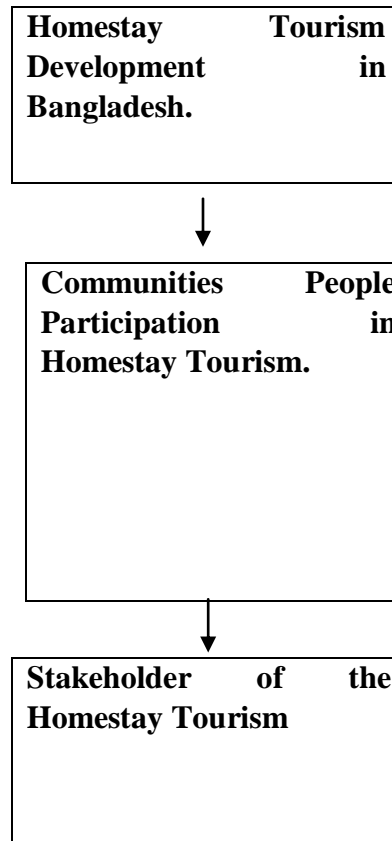
## 1.8 Limitation.

In Bangladesh Homestay tourism is a new concept that is why there is limitation of secondary data. Another thing is most of the tourists they are enjoying homestay tourism they do not concern about the expense and service that is why information from the visitors may not accurate.

## 1.9 Conceptual Framework:

Conceptual framework is very much important for thesis because it is guide to complete the whole thesis. Basically it is guide to the researcher how to complete a thesis on structured way. Conceptual framework as follows:





### **1.10 Scope or possibility of the study:**

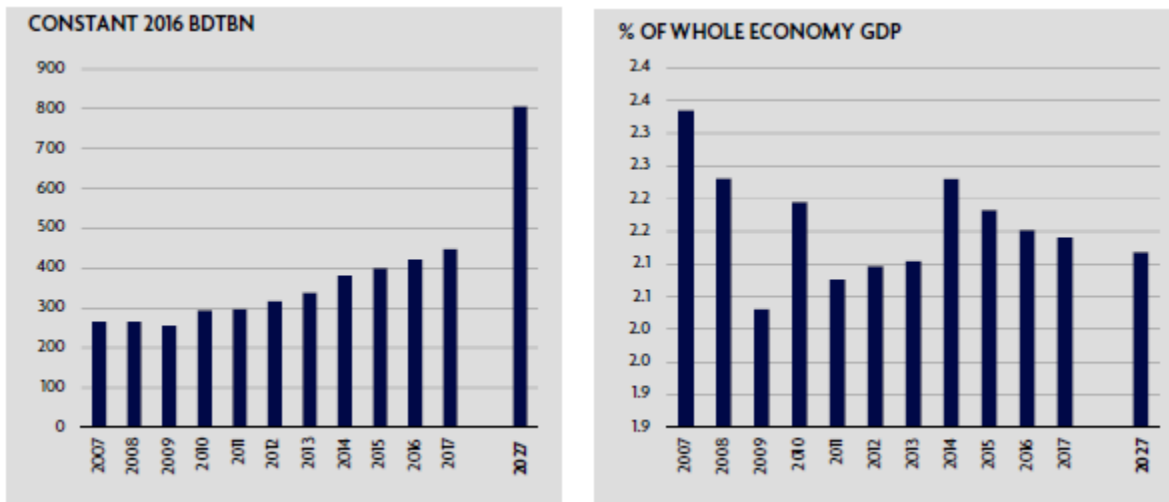
Basically this research was conducted to determine how Homestay tourism contribute to the economic wellbeing of the “Khagrachari” districts economy. Community’s people participation on the Homestay tourism, Homestay tourism interconnects the community’s sustainability and livelihoods. Homestay tourism have lots of opportunity and scope likes participation of the women on Homestay tourism, increase the local production, employment of the artisans and handicrafts, biological diversity and the role of local communities people etc.

### **1.11 Tourism contribution in the Bangladesh economy:**

World travel and tourism council 2017 reported that direct contribution of the travel and tourism activities to GDP in 2016 was 2.2% of GDP which was in BDT 421.4bn. Forecasting to rise BDT 447.6bn which is 6.2% pa in 2017. This is a reflection of the Bangladesh economic activity which is generated by the tourism industry such as: hotels, motels, restaurants, transportation, airlines and travel agencies.

Expected direct contribution of the Travel & Tourism rise by 6.1% pa to BDT 806.6bn which is 2.1% of GDP by 2027.

**Figure 1.1: Direct contribution of Travel & Tourism to Bangladesh GDP.**



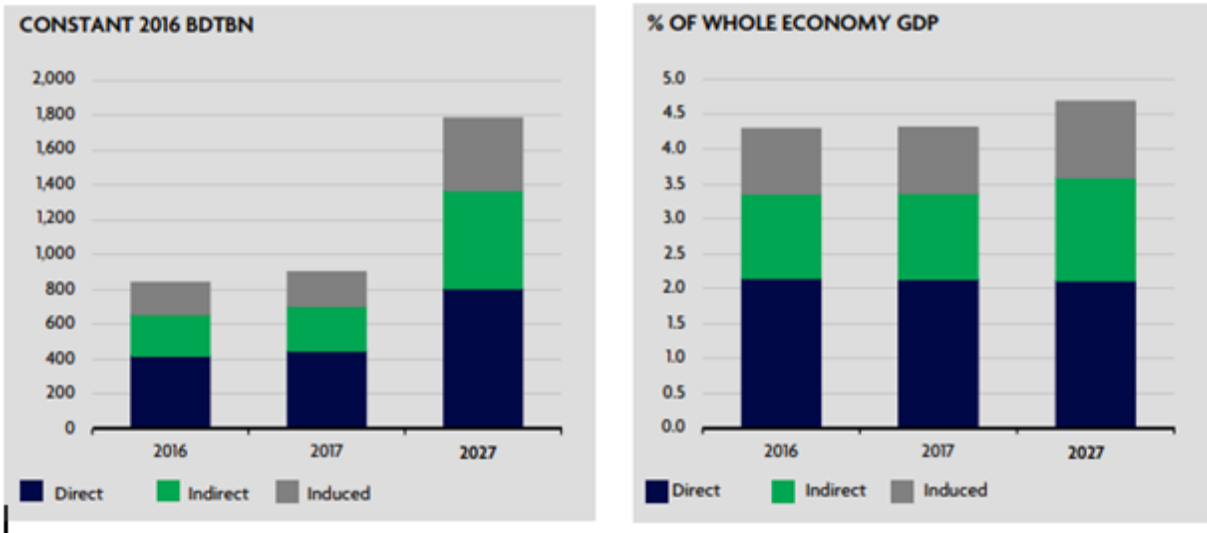
Source:(Scowsill, 2017)

The total contribution of Travel & Tourism to Bangladesh GDP was BDT 840.2bn which was 4.3% of GDP in 2016. Economic activity such as supply chain, induced income impacts and wider effects of investment. Forecasting to rise 7.2% to BDT 900.7bn which is 4.3% of GDP in 2017.

Expected total contribution of the Travel & Tourism rise by 7.1% pa to BDT 11783.0bn which is 4.7% of GDP by 2027.

**Figure 1.2: Total contribution of Travel & Tourism to Bangladesh GDP.**





Source:(Scowsill, 2017)

World travel and tourism council 2017 reported that direct contribution of Travel & Tourism in Bangladesh employment was 1,057,000 jobs (1.8% of total employment) in 2016. Forecasting to rise 1,076,000 of total employment in 2017. Employment is excluding commuter service hotels, motels, restaurants, transportation, airlines and travel agencies.

Expected direct contribution of the Travel & Tourism rise is 1,138,000 jobs which is 0.6% pa over the next ten years by 2027.

**Figure 1.3: Direct contribution of Travel & Tourism to Bangladesh Employment.**

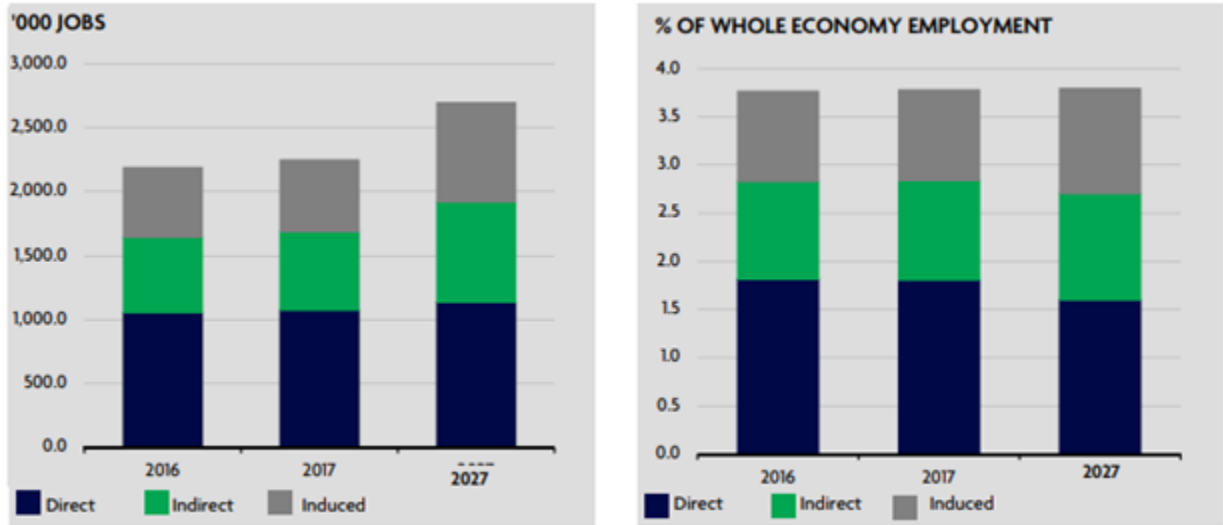


Source:(Scowsill, 2017)

The total contribution of Travel & Tourism to Bangladesh total employment was 2,187,000 jobs in 2016 which was 3.8% of total employment. Economic activity such as supply chain, induced income impacts and wider effects of employment. The forecast to rise 2,247,000 or 2.7% of total employment in 2017.

Expected total support of the Travel & Tourism rise is 2,695,000 jobs which is 1.8% pa over the next ten years by 2027.

**Figure 1.4: Total contribution of Travel & Tourism to Bangladesh Employment.**



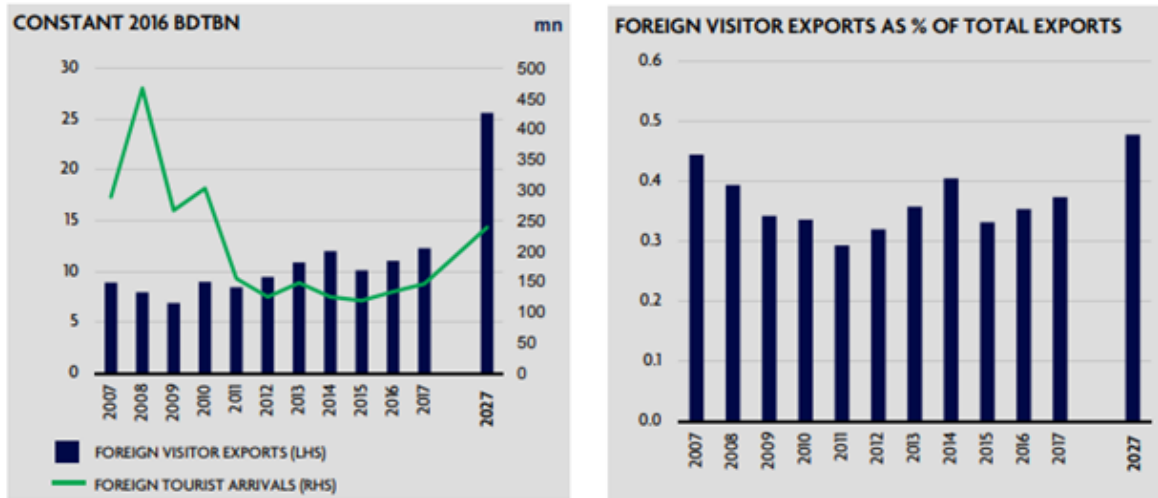
Source:(Scowsill, 2017)

**Visitor Exports:**

Direct contribution of Travel & Tourism is a main factor of the visitor exports. Bangladesh generated visitor exports BDT 11.1bn in 2016. Expected to grow 11.2% which means 147,000 international tourists will arrivals in Bangladesh in 2017.

Expected to grow 239,000 international tourists will arrivals in Bangladesh, expenditure will generate BDT 25.6bn that means it will increase 7.6%pa by 2027.

**Figure 1.5:** International tourist visits in Bangladesh.



Source:(Scowsill, 2017)

**Note:** So above this information is related with the whole Bangladesh not only “Khagrachari” districts. We have been asked or searched several time to the government officer or tourism business operators or communities people or google about “Khagrachari” districts tourism contribution on Bangladesh economy but they don’t have any information about only “Khagrachari” districts information.

## 1.12 Homestay tourism Development:

Homestay tourism is directly involve in tourism development, its ensure to the empowerment of the communities economy. Developed and developing countries homestay tourism is a forefront of community’s development (Honey, 2008). Aims of the homestay tourism is consume the local resources with protect the local environment and enhance the local capacity. Sustainable tourism development is manage financial assets, human resources, as well as natural resources for community’s development (Stabler& Goodall 1996).

Homestay tourism is a host family’s share their daily life experience, local culture, traditional things with the tourist this is called homestay tourism (Tourism Malaysia, 2011). Homestay tourism gives the opportunity to the visitors to feel the village life experience and chance to

observe the communities people culture, customs and values (Devote, 2010). Homestay tourism offers to the visitors to visit the new tourist destinations and untapped places which is developing by the communities people, tourism business operators as well as government and homestay tourism also offers to the communities people homestay tourism is an alternative source of income (Gangotia, 2013).

Homestay tourism contributes on the economic development, to create the employment and to preserve the environmental sustainability (Devkota 2008).

Homestay tourism has positive impacts on the rural economy and society which has identified by the Devkota (2008) as follows:

- Homestay tourism helps to expose the communities people customs, nature, tradition and culture to the homestay tourists.
- By promoting the local industry and agriculture to decentralize the overall development of a country.
- Homestay tourism increase to consumption of local resources which is contributes to the local developments.
- Homestay tourism contributes to protect the local environment and culture.
- Homestay tourism increase economic, social and cultural benefits for the community's people.
- Homestay tourism enhances the quality life for the indigenous people.

### **1.13 About “Khagrachari” districts:**

“Khagrachari” is a hill tracts district also known as “Chengmi” it is situated south-eastern part of the Bangladesh. Total area of the Khagrachari is 2749.16 SQ km. This districts under the Chittagong division. There are three municipalities one is khagrachari, second one is Matiranga and third one is Ramgor. There are 9 sub districts named- “Khagrachari”, panchori, Matiranga, Manikchori, Merung, Ramgor, Mohalchori, Dighinala and Luxmichori. This district bounded by north and west part of the Tripura (Indian State) south and west part of the Chittagong districts and east part of the Rangamati districts. In different times the Sultans and the Arakans ruled this region before came under the control of British East India company in 1760. Khagrachari districts total population is 6,13,917 ( Male is 3,13,793 and Female is 3,00,124). The ratio of sex is 105:100, tribal and non-tribal ratio is 52:48. There are lots of rivers Bingri, Karnafuli, Feni, Maini, Chingri, Halda and Kasalong. (<http://www.pbm-cht.org/>)

**Geography of the “Khagrachari” districts:**

Khagrachari districts basically it is a hilly area. It is bounded on the south by the Chittagong and Rangamati districts, in the north part bounded by the Tripura state of India, east part also bounded by the Rangamati districts and west part bounded by the Tripura state of India and Chittagong districts.

“Khagrachari” districts has three rivers maini, Chengi and feni. The longest river of the “Khagrachari’ districts is chengi. In Khagrachari districts there is lots of tribal groups but main tribal group is Tripura, Marmas, Chakmas and Bangalis. (<http://www.pbm-cht.org/>)

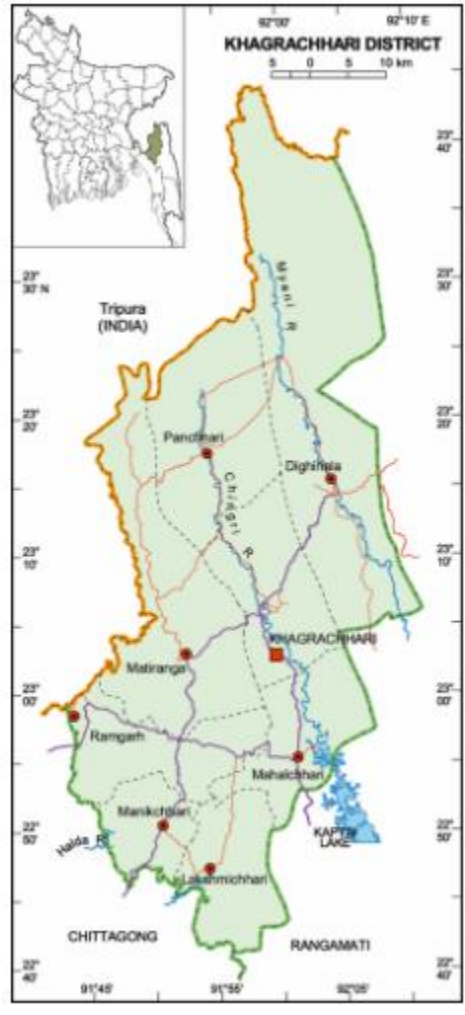
**Figure 1.6: Map of Bangladesh**



**Location of Khagrachhari in Bangladesh**  
**Coordinates:**  **23.0417°N 91.9944°E**

**Source:** ([https://en.wikipedia.org/wiki/Khagrachhari\\_District](https://en.wikipedia.org/wiki/Khagrachhari_District))

**Figure 1.7: Map of “Khagrachari” districts:**



**Source:** (<http://www.bandarbantours.com/search/khagrachari-tourist-spot/>)

### **Economy:**

In “Khagrachari” districts people they have different types of professions such as farmer, businessman and teacher. Most of the people live on jhum cultivation. Most of the people are involve in agriculture sectors which percentage is 59.92%, commerce is 10.67%, service is 7.94%, non-agricultural 9.33% transport and communication is 1.11%, construction is 0.92%, industry is 0.44%, remittance and rent is 0.37%, religious service is 0.24% and others is 9.06%. (<http://www.pbm-cht.org/>)

### **Tourists places of “Khagrachari” districts:**

Residence of Mogh Raja in ManikChori, Tea garden and lake in Ramgor, Agricultural institute project in Hill tract, waterfall in Richhang, Debota pond in Nunchhori, Yonged Buddha Bihar,

ManikkerDighi in Dighinala, Waterfall in Touduchhori, Reserve forest, Marissa and shajekVally,  
Hundreds years Banayan tree in Matiranga etc



## **Chapter-2**

### **Literature Review:**

#### **Literature Review:**

Sustainable Tourism Development, Homestay Tourism development, Homestay Tourism planning in Private public partnership and Homestay Tourism Environment content of the study as follows:

#### **2.1 Sustainable Tourism Development:**

A sustainable tourism development is one of the important things for an economics. Sustainable Tourism development is depends on environment, social culture and economic balance between among three things as follows:

- Host communities social culture, norms, traditional things must respect by the tourists.
- To ensure the uses of natural resources.
- Distributed the socio-economic benefits among the stakeholder are fairly.

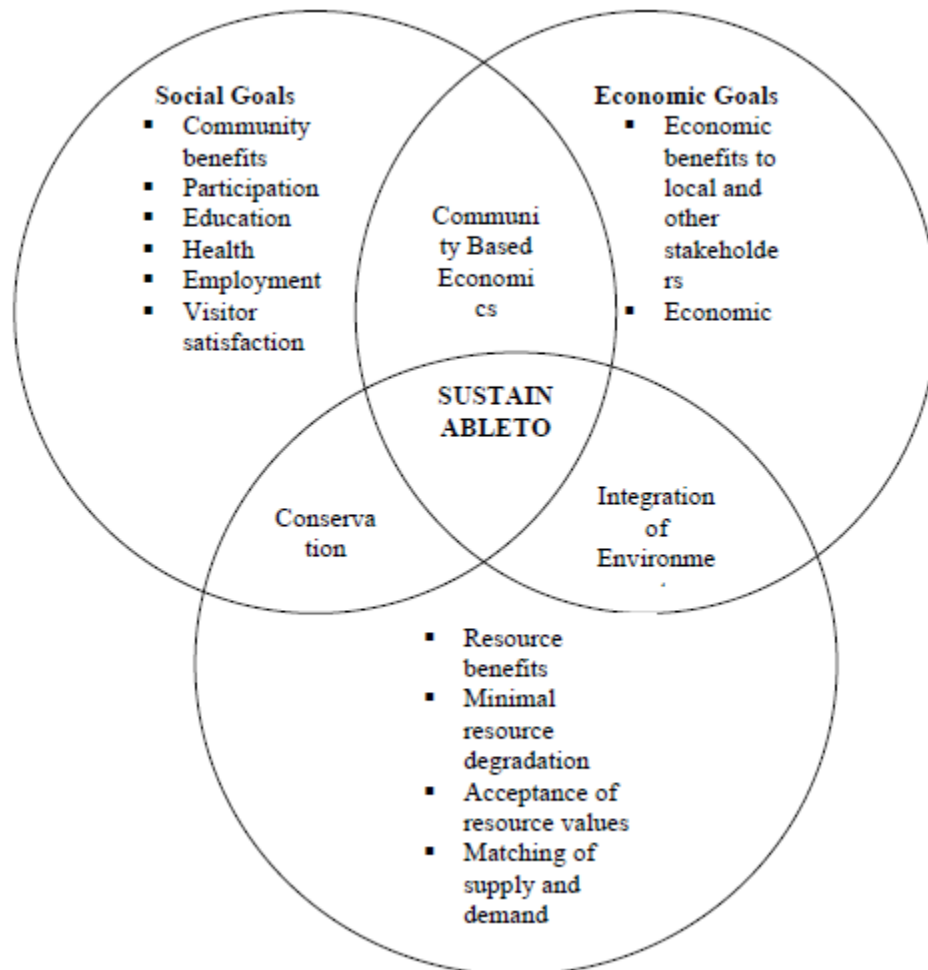
A sustainable manner is one of the core factors for ecotourism. McKercher (2003) defined the principals of sustainable tourism as having 4 pillars: economic, culture, ecological and homestay sustainability. A sustainable tourism development helps to generate income of the community's people.

- Tourism business operators should create the positive image to the tourists and minimize the negative image.
- Increase human resource capacity of homestay tourism.
- Increase the government support to the community's people and tourism business operators.

Inskeep (1991) reported that for tourism development needs to take plan and policies so that community's people get socio-cultural and economics benefits, protect the historical places and natural environment. Tourism plan and policies can contribute on sustainable tourism development in Khagrachari districts.

Knowles, Mourhabi, and Diamantis (2004) authors reported that natural resources, social-cultural and economics things have direct impacts on sustainable tourism development.

Figure 2.1: Values of sustainable Tourism.



Source: William F. Theobald

Lars (2000) reported that different types of tourism which is contribute on the sustainable tourism development as follows:

- Tourism assists to increase the profits to the all classes of the community.
- Tourism contributes to the local communities small scale development.
- Tourism protects the ecology and environment from the different problem.
- Cultural architecture and cultural heritage also needs for homestay tourism.

Secure sustainability of tourism resources is called sustainable tourism developments. Homestay tourism makes a balance between the conservation needs of the resource and the growth of tourism potential.

## **2.2 Homestay Tourism development:**

Homestay tourism development basically depends on the communities people support. Beginning of sustainability empowerment and homestay skills development is necessary in ecotourism.

- Employment, government revenue, income, earning foreign exchange other sectors such as fisheries, agriculture these kinds of homestay tourism activities help for infrastructural development.
- Environments, cross cultural factors, ethnic group of people, local culture these kinds of social activities encourage to homestay tourism development.
- Cultural and environmental conservation objective to achieve by using of homestay tourism.

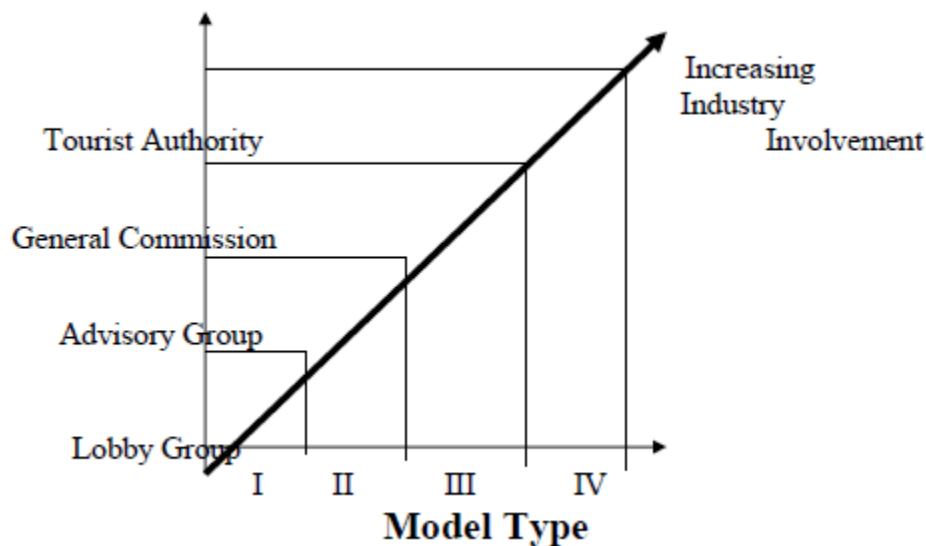
Fridgen (1991) authors reported that, for attracting tourists tourism development is one of the long term process. For attracting tourists planning, accommodation, transportation, building these kinds of facilities serve to the tourists. World Tourism Organization encourage to the countries, society and regions to tourism development. Homestay tourism development is quite easy other than industries development or other things. Benefits of homestay tourism development as follows:

- Increase the awareness about community's culture, pride, attractions and history.
- Homestay tourism development encourages conservation of tourism resources.
- Homestay tourism development helps to increase the sale of goods.
- Homestay tourism makes employment for the community's people.
- Homestay tourism helps to increase the tourism business activity.

## 2.3 Homestay Tourism planning in Private public partnership:

Private and public sectors are separately to implement the homestay tourism planning is very difficult. Now different types of tourism model is using in the homestay tourism planning. Private public partnership is one of the effective co-operation organizations in the homestay tourism planning.

Figure 2.2 Model of Partnership:



**Source:** Collin and Baum (1995:56)

Above model have four categories it is start from lobby group, advisory group, general commission and tourists' authority. Model type shows that industries involvement is increasing for marketing and development of tourism.

**Lobby Group:** Basically the government makes the tourism policy and a private sector finds a position through some antagonistic process. Lobby group one kinds of governing structure, private sectors gives the input through the lobby group. Lobby group is one of the traditional government forms.

**Advisory group:** Characteristics of this group is advisory council which is conducted by the private sectors. These kinds of advice are not mandatory for government to implement. The government makes the tourism policy but private sectors will advise for implement.

**General commission:** This commission consists of prominent members of the community's people. This commission has control power about strategic decision making process. They will take strategic plan for a country or some specific part of the tourism industry. General commission would take decision by the board meeting.

**Tourist Authority:** Tourist authority is totally separate from the government, tourist authority controlled by the board of directors. Basically board consist of the government officials, tourism industry and tourism business operators. The board would take responsibility for making the strategic plan.

**Collin and Baum (1995) authors basically talked about the five potential tourism benefits of the tourist authority.**

**Reduce conflict among the stakeholders:** Basically tourist authority called the meeting with the stakeholders; each and every member gives the opinion about strategic plan and policies, they discussed about all the matters then they make decision about strategic plan and policies. Basically these kinds of decision are less controversial.

**Reduce the chance of duplication:** Board of directors of the tourist authority is government officials, tourism industry and tourism business operators including hotels, motels, restaurants and other tourism related business organization. Every organization accepts the decision when the tourist authority makes the decision about strategic plan and policies therefore very easy to avoid the duplication.

**Availability of expertise:**The tourist authority made up by the private and public sectors that is why they have lots of expertise about the tourism activity. Private sectors have sound knowledge about customers' needs and demand as well as marketing efficient operating methods. Public sectors have knowledge about the economic benefits of the tourism sectors and infrastructure development therefore tourist authority is a kind of combined areas of expertise.

**Availability of funding:** Tourist authority helps to reduce the chance of duplication therefore stakeholder spend their money more effectively. Stakeholder have idea how to money is spend to

get benefits. Stakeholder giving the tax to the government that is why government reserve also increase. The stakeholder contributes to the tourism activity directly and indirectly.

**Create win/ win situation among the stakeholders:** Basically private sectors invest more money to the tourism activities and getting the profits from those kinds of investment. These kinds of activities to strong the economic condition of a country and also increase the tax and revenue of the government. So tourist authority create win/ win situation among the stakeholders.

## **2.4 Homestay Tourism Environment:**

Basically environment control to the homestay tourism planning process, homestay tourism protects the environmental degradation and eliminates the existing problems. The government or homestay tourism business operators have to take necessary steps for maintaining the environmental quality. Some necessary steps which can be reinforce positive impacts and reduce negative impacts as follows:

- Reflect local architectural things during the design tourists place and hotels.
- Training to the communities people so that they can work every stage of tourism.
- Conduct the educational training to the communities people so that they have knowledge about homestay tourism plan and policies, tourism benefits and tourism problems.
- Maintain the community's people traditional customs and culture.
- Increase tourism facilities, attraction and services.
- Make strict law for controlling the prostitution, crime and drugs (Inskeep, 1991).

When the tourist visit to the local area they not only bring their money for purchasing some things they also bring their culture, customs tradition and behavior which are transfer to the community's people. Thus, communities people loss their own tradition, customs and culture (WTO, 2001). The government or tourism business operators should observe environmental changes on the local areas.

Social and cultural activities are very much important for tourists and communities people because they are directly affected by the impacts of social and cultural activities (Fridgen, 1991). The visitors meet new places, environment and people's social behavior. Impacts of social and cultural factors is describing as follows:

**Table 2.1** Impacts of social and cultural factors.

<p><b>Social interactions</b></p> <ul style="list-style-type: none"> <li>- Dissolve social barriers</li> <li>- Generate cultural understanding and awareness between societies</li> <li>- Reduce social conflicts between members of other societies</li> <li>- Depersonalize relationships, commercialize relationships</li> <li>- Generate resentment due to social comparison with tourists</li> <li>- Modify the rates of diseases and changes in health</li> <li>- Enhance international understanding and peace</li> </ul> <p><b>Morality and religious norms</b></p> <ul style="list-style-type: none"> <li>- Change sexual norms of behavior</li> <li>- Changes in crime rates, prostitution, theft, gambling</li> <li>- Add new norms of behavior to moral codes of community</li> <li>- Shift in importance of traditional religious practices</li> </ul> <p><b>Social Norm</b></p> <ul style="list-style-type: none"> <li>- Shift in dress and behavior to reflect that of the tourist</li> <li>- Weaken family structures and shifts in family behaviors</li> <li>- Changes in gender or family role behavior and expectations</li> <li>- Generate conflicts within community</li> <li>- Shift in response to strangers and outsiders (hospitality)</li> <li>- Generate conflicts between tourists and residents</li> <li>- Development of new social norms of behaviors (e.g., dress)</li> <li>- Sharing national holiday or regional celebrations with tourists</li> </ul>	<p><b>Cultural ways and activities</b></p> <ul style="list-style-type: none"> <li>- Increase awareness of cultural history and customs</li> <li>- Increase appreciation of cultural artifacts and architecture</li> <li>- Breakdown of traditional cultural activities and customs</li> <li>- Change in role of traditional foods and languages among residents</li> <li>- Opportunities for cultural and educational exchanges</li> <li>- Change in the role of handicrafts and folkways within the community</li> </ul> <p><b>Day-to-day activities</b></p> <ul style="list-style-type: none"> <li>- Increase in the pace of life</li> <li>- Experience rapid change within the community</li> <li>- Activity patterns determined by tourist flows</li> <li>- Project positive impressions of destination to outsiders</li> <li>- Awareness by community that they are part of a larger world</li> <li>- Increased congestion and crowding</li> <li>- Competition for local resources-beaches, restaurants, museums</li> <li>- Changes in entertainment opportunities within the community</li> <li>- Shift in work patterns and methods (farming, service, etc.)</li> </ul>
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**Sources:** Joseph D. Fridgen (1991: 98)

Impacts of the environment basically measured by the degree. Tourism has positive or negative impacts on the environment. Tourism create job for the communities people, it can generate revenue for the government, tourism protect to the environment from any kind of degradation, it increase the communities people awareness about environment, it also creates the communities pride, tourism has grater impacts on the infrastructural development such as: building, roads, sewer and park etc. Tourism not only has positive impacts it has also negative impacts on the environment. The road condition fall into disrepair, tourism is responsible for degrading the park, if waste management is not work well it might be threaten for the public health. Preservation of

environment, roads, culture, customs, tradition and other things it will attract to the tourists, they can willingly spend money for tourism.

Table 1.2 shows that positive and negative tourism impacts on the environment (Fridgen, 1991)

**Table 2.2** Tourism impacts on the Environment

Positive	Negative
<ul style="list-style-type: none"> <li>- Historic preservation</li> <li>- Biological preservation</li> <li>- Improved road systems</li> <li>- Improved infrastructure</li> <li>- Creation or preservation of parks, nature preserves</li> <li>- Development of public spaces</li> <li>- Improved level of development</li> <li>- Better use of marginal lands</li> <li>- Improved waste management</li> <li>- Generated concern for the environment</li> </ul>	<ul style="list-style-type: none"> <li>- Loss of historic sites</li> <li>- Loss of habitat</li> <li>- Littering, vandalism</li> <li>- Degradation of parks and preserves</li> <li>- Loss of parks and open space to tourism – development</li> <li>- Wear and tear on infrastructure, extensive resources consumption</li> <li>- Extensive development</li> <li>- Negative changes in land use</li> <li>- Excessive waste generation</li> <li>- Water and air pollution</li> </ul>

Sources: Joseph D. Fridgen (1991: 172)



## **Chapter-3**

### **Methodology of the Study:**

This chapter included population, sampling group and methods, research instruments, types of research, the data collection and data analysis.

#### **3.1 Population:**

Homestay tourism development in “Khagrachari” districts which was conducted on the 3 classified groups of respondents as shown below:

Group 1: The local communities group: Representative of this group aged over 18 years.

Group 2: Tourism business operators: Representative of this group was tourists guide, travel agencies, hotels and restaurants.

Group 3: The government officials: Representative of this group was Ministry of Civil Aviation and Tourism (Bangladesh), “Khagrachari” districts tourism office and city hall.

#### **3.2 Sampling group and methods:**

The sample size of this research has collected from the total populations of the 3 districts which was “Dhaka, Chittagong and Khagrachari” districts. Sample size selected by using the following methods:

Sample size was collected from the total number of community’s people. By using the purposive sampling tourism business operators and governments officials was selected.

<b>Districts</b>	<b>Percentage</b>	<b>Sample Size.</b>
<b>Khagrachari</b>	<b>50%</b>	<b>100</b>
<b>Dhaka</b>	<b>25%</b>	<b>50</b>
<b>Chittagong</b>	<b>25%</b>	<b>50</b>

### **3.3 Research Instrument:**

**Questionnaires were used for getting the respondents opinions regarding homestay tourism development in “Khagrachari” districts as follows:**

Communities people opinions collected by using the questionnaires. Open-ended and multiple choices used in the questionnaires.

#### **Four parts included in questionnaires:**

1. Individual information.
2. Community’s people opinion about Homestay tourism development in “Khagrachari” districts as well as in Bangladesh.
3. Community’s people participation in Homestay tourism development in “Khagrachari” districts.
4. Suggestions of local people.

#### **Interviews conducted for getting the opinions of the respondents as follows:**

1. Tourism business operators.
2. Government officials.

### **3.4 Types of Research:**

This research were used both methods quantitative and qualitative methods that is why I could interpret the research in both ways one is number and another is in depth of feelings of the respondents.

#### **Quantitative Method:**

These kinds of data collected from the respondents by the using of structured interviews and questionnaire with the target group. Quantitative methods was using for collecting the primary data. Community's people gave their opinion about homestay tourism plan and policies, strategies, management and tourism activities by using questionnaires.

#### **Qualitative Method:**

This information collected by using semi-structured in depth interviews with the tourism business operators and government officials. In qualitative methods used open-ended, in-depth interviews with the respondents. Qualitative method discussed about the environmental awareness, benefits of the homestay tourism and rules and regulation of the homestay tourism etc.

### **3.5 Research Design:**

First of all determined theories, related studies, principals and information which was related with the sustainable homestay tourism development in "Khagrachari" districts. Then collected general information about the homestay tourism in "Khagrachari" districts and secondary data. After getting the secondary data researcher conducted surveyed with community's people, tourism business operators and government's officials etc.

### **3.6 Data Collection:**

For collecting the data used cross-sectional approach. Perception of the tourist and current situation of the Homestay tourism information has been collected from the respondents by using of questionnaire. For the purpose of this study, the research has conducted initially with a review of secondary data and thereafter by collecting primary data. The purpose of the study was to get data not only using the questionnaires but also through the interviews. There are 3 groups of

respondents for collecting Homestay tourism information by using questionnaire survey or interview. The sample has been selected based on the respondent's convenience.

**Primary Data Source(s):** Primary data has collected from the 3 groups of respondents as shown below:

- Structured questions and in-depth interviews with the local community's people.
  - Tourism business operators.
  - Government officials.
- ✓ **Secondary Data Source(s):** Local newspapers, books, studies related to the topic, internet, journals, Bangladesh tourism development plan, articles, strategy and policies.

### 3.7 Data Analysis:

Analyzed the questionnaires data by using the SPSS program which version was 16 as a tool. Frequencies have utilized to dissect homestay operators and tourists statistic qualities, for example, age and sexual orientation. Variables of questionnaire were open-ended questions, recommendations and suggestions according to the essential information. Interviews results with the governments officials were analyzed by using the content analysis.

The interest level means the respondents desire level to participate in the homestay tourism development. The ranged was 5 levels which were very high levels to low levels as follows:

Interval Scale	Mean Scores	Interest Levels of Participation
5	4.21-5.00	Very High
4	3.41-4.20	High
3	2.61-3.40	Medium
2	1.81-2.60	Low
1	1.00-1.80	Very Low

# **CHAPTER 4**

## **Data Analysis and Finding**

The primary data was collected by the questionnaires among the Homestay operators and Homestay tourists, and observation, interviews with tourism officers.

The results were divided into several sections, basically this part made opinion of the local people and observation. Significant of results were as follows:

1. Individual information.
2. Community's people opinion about Homestay tourism development in "Khagrachari" districts as well as in Bangladesh.
3. Community's people participation in Homestay tourism development in "Khagrachari" districts as well as in Bangladesh.
4. Suggestions of local people.
5. Interviews with tourism officials in Bangladesh.
6. Questionnaires with Homestay operators and Homestay tourists.

### **4.1 Individual information.**

The respondents individual information has been analyzed into different frequency and percentage. There were gender, age, religion, marital status, education, monthly income and working in hospitality.

Described the individual information as follows:

1. Gender  
Male respondents were 105 or 52.5% and the rest of 95 or 47.5% persons were female. This result was shown that in Bangladesh majority of local residents were male.
2. Age  
Most of the respondents age range was 22-40 years old, 95 persons or 47.5%, second respondents was 47 persons or 23.5% whose ages were 41-49 years old, third respondents was 30 persons or 15% whose age range were over 58 years old, and the last was 28 respondents or 14% whose age range were 18-21 years old.
3. Education level  
This area most of the peoples had reached secondary school which 67 respondents 67 or 33.5%, high school, bachelors, and master's degree was 107 respondents or 53.5% and primary school was 15 respondents or 7.5% and non-education was 11 respondents or 5.5% of total respondents. Majority of respondents are secondary and high school. They

thought their education is sufficient for fishermen, agriculture, garments, rickshaw pulling and occupation in tourism business.

#### 4. Marital status

This society is modernizing because of their single respondents was 34 or 17%, divorced was 20 or 10%, widowed was 60 or 30%, and the majority of respondents were married which was 86 or 43%. This area single people play a vital role to the agriculture, garments, rickshaw pulling and occupation in tourism business.

#### 5. Religion status

The majority of respondents were Muslim's people which was 125 or 62.5% second largest was 49 or 24.5% Hindu's and other religion was 26 or 13%. It is shown that Hindu's, Christian, Buddhist and other religion is very few live in the surrounding area.

#### 6. Monthly Personal Income

Monthly personal income of the majority respondents were 200-250USD per month which percentage was 81 or 40.5%. Occupations of the majority respondents were agriculture and tourism business. The second largest income range was 180-200USD and 350-500USD which earned by both 40 or 20%. Monthly personal income was less than 150USD per month which was 14 or 7%. Very few people monthly income was over than 1000USD per month which was 25 or 12.5% this kind of people mostly were business man working around this area. Usually most of the people occupations were agriculture, local some business and tourism business.

#### 7. Working in Hospitality

This area's most of the people were working in the hotel industry. There are 103 or 51.5% people were working in hospitality; restaurant, guesthouses and tourism sector and rest of the people were working in different types of job. 97 or 48.5% people were working in massage shop, taxi boat, souvenir shops and water sports.

**Table 4.1: Personal Information of Community.**

Personal Information	Frequency	Percentage
1. Gender		
Male	105	52.5
Female	95	47.5
Total	200	100.0
2. Age group		
18-21 years	28	14
22-40 years	95	47.5
41-49 years	47	23.5
over 58 years	30	15
Total	200	100.0
3. Education		
Non education	11	5.5
Primary school	15	7.5
Secondary school	67	33.5
Others(High school, Bachelor, Masters)	107	53.5
Total	200	100.0
4. Marital status		
Single	34	17
Married	86	43
Widowed	60	30
Divorced	20	10
Total	200	100.0
5. Religion		
Islam	125	62.5
Hindu	49	24.5
Others religion	26	13.0
Total	200	100.0
6. Monthly Personal Income		
<150USD	14	7
180-200USD	40	20
200-250USD	81	40.5
350-500USD	40	20
>1000USD	25	12.5
Total	200	100.0
7. Working in Hospitality		
Working in hospitality(Yes)	103	51.5
Working in others (No)	97	48.5
Total	200	100



## **4.2 Local Community's opinion about Homestay Tourism development in "Khagrachari" districts as well as in Bangladesh.**

Analyzing the local community people opinion about Homestay tourism development in Bangladesh. Divided the questionnaires into sixteen questions. Basically focus on economic benefits, socio-cultural benefits, environmental benefits, environmental, communities people participation on homestay tourism and homestay tourism effects on society. There is five levels that was started from strongly agree to strongly disagree.

Table 3.2 showed that the questions was for their community homestay tourism is a good things 66 persons or 33% were strongly agreed (Mean= 3.93), some of the peoples were agree which was 74 or 37% respondents and some of the respondents were neutrally trusted that homestay tourism is a good things for their community which was 47 respondents or 23.5%.

Communities people believes that tourist spend money in the homestay tourism 38 or 19% respondents rated at the neutral level(mean=3.85). 57 or 28.5% respondents strongly agree with this statement. Respondents 84 or 42% believes that tourist spend money in the homestay tourism. 7 respondents or 3.5% people strongly disagree with this statement. Respondents 7 or 7% disagree that tourist spend money in the homestay tourism.

Community's people satisfy on homestay tourism development in Bangladesh, the majority of the respondents, 76 or 38% people agree with this statement(mean=3.78). Others 50 or 25% respondents strongly agree with this statement. Respondents 60 or 30% were rated at the neutral level. Respondents 7 or 3.5% were strongly disagreeing with this statement. Respondents' 7 or 3.5% people disagree with this statement.

Local people believes that homestay tourism brings benefits for the communities people that is why they have interested in homestay tourism development in Bangladesh. The majority of the respondents, 91 or 45.5% people agree with this statement(3.64). Respondents 24 or 12% strongly agree with that homestay tourism brings benefits for the communities people that is why they have interested in homestay tourism development in Bangladesh. Respondents 77 or 38.5% rated at the neutral level. Respondents 4 or 2% strongly disagree with this statement. 4 or 2% respondents disagree with this statement.

Next questions was homestay tourism play a vital role to create job for communities residents in homestay tourism and benefits from the homestay tourism to communities people.

They were agree of the first question 76 respondents or 38% (mean3.72) and 52 respondents or 26% (mean=3.46) was agree with the second question. Strongly agree with create job for local residents in homestay tourism was 44 or 22% respondents and strongly agree with the benefits from the homestay tourism to communities people was 44 or 22% respondents. Neutrally rated of these two questions as follows 64 or 32% respondents and 72 or 36% respondents. Disagree rated of these two questions as follows 12 or 6% respondents and 16 or 8% respondents. Finally strongly disagree of the first

questions was 4 or 2% respondents and strongly disagree of the second questions was 16 or 8% respondents.

Communities people could obtain service from the homestay tourism the opinion from the respondents was 80 or 40% (mean=3.58) respondents agree with this statements. Neutral level of the respondents was 64 or 32%. The opinion from the respondents was 32 or 16% respondents strongly agree with this statements. Disagree and strongly disagree of this statement as follows respondents was 20 or 10%. And respondents were 4 or 2%.

Communities people can control homestay tourism because they has power majority of the respondents, 68 or 34%(mean=3.52) rated at the agree. While the others 64 or 32% respondents agree with this statement. Respondent's 36 or 18% people strongly agree with this statement. Respondents 28 or 14% people disagree that communities' people can control homestay tourism and 4 or 2% respondents were strongly disagree with this statement.

Homestay tourism helps renovate the local natural and handicraft with this statement 28 or 14%(mean=3.42) respondents were strongly agree and 64 or 32% respondents agree with homestay tourism helps renovate the local natural and handicraft. Neutral level with this statement was 76 or 38% respondents. 28 or 14% respondents were disagreeing with this statement. 4 or 2% respondents strongly disagree with these statements.

On the other hand, Communities people believe that other cultural event will be affected for the homestay tourism, there are 58 or 29% (mean=3.71) respondents rated at the neutral level. Another 62 or 31% respondent who agrees that other cultural event will be affected for the homestay tourism. While the other respondents 55 or 27.5% expressed strongly agree with this statement. Respondents 20 or 10% were disagreeing with this statement. There are respondents 5 or 2.5% rated at the strongly disagree level.

Community's people thinking about local peoples morality will decrease for homestay tourism, there are 55 or 27.5%(mean=3.70) respondents were neutral level. Next 92 or 46% respondents expressed their opinion at the agree level. Other respondents 13 or 6.5% at the disagree with this statement. Another respondent 35 or 17.5% rated at the strongly agree level. Other 5 or 2.5% respondents expressed their opinion at the strongly disagree level.

The opinion from the respondents 98 or 49%(mean=3.83) rated at the agree they thought homestay tourism uses local resources which is needed for the communities people, there are 51 or 25.5% respondents neutral with this statement. While the other respondents 5 or 2.5% rated at the disagree. Another respondent 5 or 2.5% strongly disagree with that homestay tourism uses a local resource which is needed for the community's people. Other respondents 41 or 20.5% strongly agree with this statement.

Prices are increasing day by day for homestay tourism, the majority of the respondents, 88 or 44%(mean=3.89) of the respondents have been given the agree level. Respondents 50 or 25% rated at the neutral level. Respondents 52 or 26% rated at the strongly agree

level. Respondents 5 or 2.5% disagree with this statement. While the other 5 or 2.5% respondents strongly disagree with this statement.

The majority of the 75 or 37.5% (mean=3.73) respondents rated at the strongly agree they thought that the local environment will be affected by the homestay tourism. There are 75 or 37.5% respondents agree with this believe. While the other 12 or 6% people strongly disagree with this statement. Another respondent 75 or 37.5% neutral level with this statement. Other 12 or 6% respondents disagree with the local environment will be affected by the homestay tourism.

The majority of the respondents 72 or 36% (mean=3.47) rated at the neutral level and they thought that social activities will be affected for the homestay tourism, other 55 or 27.5% respondents agree with this concerned. Another respondents 41 or 20.5% expressed strongly agree with this. There are respondents 12 or 6% rated at the strongly disagree level. Respondents 20 or 10% at the disagree with this statements.

Moreover, Communities people thinking about rate of crime will increase for homestay tourism, the majority of the respondents 95 or 47.5% (mean3.89) people rated at the agree level . Another respondent 46 or 23% were neutral with this statement. Respondents 49 or 24.5% who have given at strongly agree level. While the other 5 or 2.5% respondents who disagree with this statement. There are only 5 or 2.5% respondents rated at the strongly disagree level.

**Table 4.2: Local Community’s opinion about Homestay Tourism development in “Khagrachari” districts as well as in Bangladesh.**

Factors	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		Mean
	F	%	F	%	F	%	F	%	F	%	
1.For their community homestay tourism is a good things	66	33	74	37	47	23.5	6	3	7	3.5	3.93
2. Communities people believes that tourist spend money in the homestay tourism.	57	28.5	84	42	38	19	1	7	7	3.5	3.85
3. Communities people satisfy on homestay tourism development in Bangladesh	50	25	76	38	60	30	7	3.5	7	3.5	3.78
4. Local people believes that homestay tourism brings benefits for the communities people	24	12	91	45.5	77	38.5	4	2	4	2	3.64
5.Create job for communities residents	44	22	76	38.0	64	32	1	6	4	2	3.72
6. Benefits from the homestay tourism to communities people.	44	22	52	26	72	36	1	8	1	8	3.46
7. Communities people could obtain service from the homestay tourism.	32	16	80	40	64	32	2	10	4	2	3.58
8.Communities people can control homestay tourism because they has power	36	18	68	34	64	32	2	14	4	2	3.52
9.Homestay tourism helps renovate the local natural and handicraft	28	14	64	32	76	38	2	14	4	2	3.42

## Negative effects

1. Communities people believe that other cultural event will be affected for the homestay tourism.	55	27.5	62	31	58	29	20	10	5	2.5	3.71
2. Community's people thinking about local people's morality will decrease for homestay tourism.	35	17.5	92	46	55	27.5	13	6.5	5	2.5	3.70
3. Homestay tourism uses local resources which are needed for the community's people.	41	20.5	98	49	51	25.5	5	2.5	5	2.5	3.83
4.prices are increasing day by day for homestay tourism	52	26	88	44	50	25	5	2.5	5	2.5	3.89
5. The local environment will be affected by the homestay tourism.	53	26.5	75	37.5	48	24	12	6	12	6	3.73
6.Social activities will be affected for the homestay tourism	41	20.5	55	27.5	72	36	20	10	12	6	3.47
7. Communities people thinking about rate of crime will increase for homestay tourism.	49	24.5	95	47.5	46	23	5	2.5	5	2.5	3.89

### 4.3 Communities people Participation in Homestay Tourism development in “Khagrachari” districts as well as in Bangladesh.

For homestay tourism development communities people participation one of the major things. We have to consider some of the respondent's factors which will show respondents interest level for homestay tourism development such as planning, problem solving, inventory, implementation, evaluation, decision making and tourism activities.

#### 4.3.1 Communities people participations level of the interest for homestay tourism development.

Most of the respondents had high interest in tourism activities, implementation, problem solving, evaluation and decision making. They were thinking about that if their participation will increase in homestay tourism development they can get more advantage or benefits from their communities. Respondents required experience, special knowledge and skill for participate in homestay tourism development.

On the contrary, if the respondents had medium interest in planning and study of backgrounds they required experience, skill and strong knowledge.

**Table: 4.3 Communities people Participation in Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

Factors	Very High		High		Medium		Low		Very low		Me an	Level Of Inter Est
	F	%	F	%	F	%	F	%	F	%		
1.Study of backgrounds	9	4.5	81	40.5	85	42.5	15	7.5	10	5.0	3.32	Medium
2.Planning	19	9.5	76	38	78	39	19	9.5	8	4	3.40	Medium
3.Decision Making	26	13	77	38.5	66	33	26	13	5	2.5	3.47	High
4.Problem Solving	42	21	78	39	56	28	20	10	4	2	3.67	High
5.Implementation	46	23	81	40.5	54	27	17	8.5	2	1	3.76	High
6.Evaluation	48	24	71	35.5	58	29.0	20	10	3	1.5	3.71	High
7.Tourism activities	39	19.5	80	40	65	32.5	14	7	2	1	3.70	High

#### **4.3.2 Statistical Comparisons between Communities People Participation and Gender Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

The respondents mean score shows that their interest level of participation for Homestay tourism development which is divided by gender. The results of independent samples T test and p value were used to show significant level which is 95% ( $p < 0.05$ ) of difference between gender and factors.

The male had high interest in implementation which was 3.87 and also this factor is a highest mean score. On the other hand the female had highest interest in evaluation which is also highest mean score among these factors.

Study of background is a lowest mean score of male which is 3.30 or medium level interest. The female lowest level mean score is also study of background which score is 3.34 or medium level of interest.

The P value of the 7 factors was over 0.05 that means there is not any statistic significant difference among the gender of local community.

**Table 4.4 Statistical Comparisons between Communities People Participation and Gender Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

Factors	Genders (Mean)		t-Test	
	Male	Female	t-value	P-value
1.Study of backgrounds	3.30	3.34	-.259	.920
2.Planning	3.41	3.38	.232	.737
3.Decision Making	3.32	3.62	-2.206	.082
4.Problem Solving	3.68	3.66	.093	.566
5.Implementation	<u>3.87</u>	3.64	1.702	.317
6.Evaluation	3.62	<u>3.81</u>	-1.354	.507
7.Tourism activities	3.65	3.76	-.868	.503

Remarks:

1. T value = independent sample t test.
2. P value = Level of statistically significant difference. 95% significant level ( $p < 0.05$ )

#### **4.3.3 Statistical Comparisons between Communities People Participation and Age groups Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

The respondents mean score shows that their interest level of participation for Homestay tourism development which is divided by gender. For the test result of F value and p value one way ANOVA were used to show significant difference between age and factors.

The highest mean score among this factors are implementation and Tourism activities for 18-21 years old which mean score both are 3.75, for 22-40 years old evaluation is highest mean score which is 3.77, for 40-49 years old are implementation and tourism activities both are highest mean score which are 3.81, for over 58 years old also implementation is highest mean score which is 3.93.

The lowest mean score for 18-21 years old is planning which mean score is 3.39 or medium level of interest for participation, for 22-40 years old is study of background which mean score is 3.25 or medium level of interest for participation, for 40-49 years old also lowest mean score is study

of background which mean score is 3.28 or medium interest level, for over 58 years old is planning is lowest mean score which is 3.27 or medium level of interest.

The P value of the 7 factors was over 0.05 that means there is not any statistic significant difference among the age group of local community.

**Table 4.5 Statistical Comparisons of Factors between Communities People Participation and Age groups Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

Factors	Age groups (Mean)				ANOVA	
	18-21	22-40	40-49	>58	F-value	P-value
1.Study of backgrounds	3.54	3.25	3.28	3.40	.880	.452
2.Planning	3.39	3.45	3.36	3.27	.329	.804
3.Decision Making	3.54	3.42	3.51	3.47	.150	.929
4.Problem Solving	3.71	3.67	3.60	3.73	.148	.931
5.Implementation	<u>3.75</u>	3.68	<u>3.81</u>	<u>3.93</u>	.590	.623
6.Evaluation	3.50	<u>3.77</u>	3.79	3.60	.730	.635
7.Tourism activities	<u>3.75</u>	3.70	<u>3.81</u>	3.50	.754	.521

Remarks:

1. P value = Level of statistically significant difference. 95% significant level ( $p < 0.05$ )
2. F value = One way ANOVA (computed) value.



**4.3.4 Statistical Comparisons between Communities People Participation and Education Levels Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

In this case, the respondents mean score shows that their interest level of participation for t Homestay tourism development which is divided by education levels. For the test result of F value and p value one way ANOVA were used to show significant difference between education levels and factors.

The highest mean score among this factors are problem solving for non-education which mean score is 4.09 or high interest level in problem solving, for primary school is tourism activities which mean score is 4.00 or high interest level in tourism activities, for secondary school is implementation which mean score is 3.87 or high interest level in implementation, for others (High school, Bachelor, Masters) is evaluation which mean score is 3.75 or high interest level in evaluation.

The lowest mean score for non-education is tourism activities which mean score is 3.18 or medium level of interest for participation, for primary school is decision making which mean score is 3.40 or medium level of interest for participation, for secondary school are two things one is study of background and another one is planning which mean score both are 3.33 or medium interest level, for others (High school, Bachelor, Masters) is study of background which mean score is 3.27 or medium level of interest.

The P value of the 7 factors was over 0.05 that means there is not any statistic significant difference among the age group of local community.

**Table 4.6 Statistical Comparisons between Communities People Participation and Education Levels Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

Factors	Education Levels (Mean)				ANOVA	
	Non education	Primary school	Secondary school	Others(High school, Bachelor, Masters)	F-value	P-value
1.Study of backgrounds	3.36	3.60	3.33	3.27	.635	.593
2.Planning	3.55	3.60	3.33	3.39	.451	.717
3.Decision Making	3.36	3.40	3.43	3.50	.148	.931
4.Problem Solving	<u>4.09</u>	3.73	3.75	3.57	1.200	.311

5.Implementation	3.73	3.80	<u>3.87</u>	3.69	.485	.693
6.Evaluation	3.91	3.47	3.67	<u>3.75</u>	.521	.669
7.Tourism activities	3.18	<u>4.00</u>	3.73	3.69	1.838	.142

Remarks:

1.P value = Level of statistically significant difference. 95% significant level ( $p < 0.05$ )

2.F value = One way ANOVA(computed) value.

#### **4.3.5 Statistical Comparisons between Communities People Participation and Marital Statuses Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

The respondents mean score shows that their interest level of participation for Homestay tourism development which is divided by marital status. For the test result of F value and p value one way ANOVA were used to show significant difference between marital statuses and factors.

The highest mean score among this factors are evaluation and tourism activities for single group which mean score are 3.79 or high interest level in evaluation and tourism activities, for married group is tourism activities which mean score is 3.80 or high interest level in tourism activities, for widowed is evaluation which mean score is 3.90 or high interest level in evaluation, for divorced is evaluation which mean score is 4.15 or high interest level in evaluation.

The lowest mean score for single is planning which mean score is 3.12 or medium level of interest for participation, for married is study of backgrounds which mean score is 3.29 or medium level of interest for participation, for widowed are two things one is study of background and another one is decision making which mean score both are 3.40 or medium interest level, for divorced is study of background is lowest mean score which is 2.95 or medium level of interest.

The P value of evaluation was not over .05 which means the interest level in participation is statistically significant difference among the marital statuses level of respondents in evaluation.

**Table 4.7 Statistical Comparisons between Communities People Participation and Marital Statuses Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

Factors	Marital Statuses (Mean)				ANOVA	
	Single	Married	Widowed	Divorced	F-value	P-value
1.Study of backgrounds	3.47	3.29	3.40	2.95	1.756	.157
2.Planning	3.12	3.44	3.52	3.30	1.507	.214
3.Decision Making	3.47	3.44	3.40	3.75	.692	.558
4.Problem Solving	3.53	3.69	3.73	3.65	.322	.809
5.Implementation	3.76	3.79	3.73	3.70	.074	.974
6.Evaluation	<u>3.79</u>	3.44	<u>3.90</u>	<u>4.15</u>	4.360	.005
7.Tourism activities	<u>3.79</u>	<u>3.80</u>	3.53	3.60	1.277	.283

Remarks:

1.P value = Level of statistically significant difference. 95% significant level ( $p < 0.05$ )

2.F value = One way ANOVA(computed) value.

#### **4.3.6 Statistical Comparisons between Communities People Participation and Religions Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

The respondents mean score shows that their interest level of participation for Homestay tourism development which is divided by religions. For the test result of F value and p value one way ANOVA were used to show significant difference between religions and factors.

The highest mean score among this factors is tourism activities for Islam which mean score is 3.80 or high interest level in tourism activities, for Hindu is implementation which mean score is 3.84 or high interest level in tourism activities, for others religion is implementation which mean score is 3.85 or high interest level in implementation.

The lowest mean score for Islam is decision making which mean score is 3.39 or medium level of interest for participation, for Hindu is study of backgrounds which mean score is 3.16 or medium level of interest for participation, for others religion is planning which mean score is 2.96 or medium interest level, for others (High school, Bachelor, Masters) study of background is lowest mean score which is 3.27 or medium level of interest.

The P value of planning was not over .05 which means the interest level in participation is statistically significant difference among the religions level of respondents in planning.

**Table 4.8 Statistical Comparisons between Communities People Participation and Religions Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

Factors	Religions (Mean)			ANOVA	
	Islam	Hindu	Others religion	F-value	P-value
1.Study of backgrounds	3.42	3.16	3.12	2.43	.091
2.Planning	3.42	3.57	2.96	3.85	.023
3.Decision Making	3.39	3.63	3.50	1.125	.327
4.Problem Solving	3.59	3.82	3.77	1.07	.345
5.Implementation	3.71	<u>3.84</u>	<u>3.85</u>	.436	.647
6.Evaluation	3.70	3.73	3.73	.032	.968
7.Tourism activities	<u>3.80</u>	3.50	3.65	2.45	.087

Remarks:

1.P value = Level of statistically significant difference. 95% significant level ( $p < 0.05$ )

2.F value = One way ANOVA(computed) value.

**4.3.7 Statistical Comparisons between Communities People Participation and Personal Monthly Income Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

The respondents mean score shows that their interest level of participation for Homestay tourism development which is divided by personal monthly income. For the test result of F value and p value one way ANOVA were used to show significant difference between personal monthly income and factors.

The highest mean score among this factors is implementation for <150USD which mean score is 4.00 or high interest level in implementation, for 180-200USD is tourism activities which mean score is 3.68 or high interest level in tourism activities, for 200-250USD is evaluation which mean score is 3.78 or high interest level in evaluation, for 350-500USD is evaluation which mean score is 3.70 or high interest level in evaluation, for >1000USD is implementation which mean score is 4.20 or high interest level in implementation.

The lowest mean score for <150USD is study of backgrounds which mean score is 2.36 or medium level of interest for participation, for 180-200USD is planning which mean score is 3.33 or medium level of interest for participation, for 200-250USD is study of backgrounds which mean score is 3.40 or medium interest level, for 350-500USD is planning which mean score is 3.20 or medium level of interest, for >1000USD is study of backgrounds which mean score is 3.28 or medium level of interest.

The P value of study of backgrounds was not over .05 which means the interest level in participation is statistically significant difference among the personal monthly income level of respondents in study of backgrounds.

**Table 4.9 Statistical Comparisons between Communities People Participation and Personal Monthly Income Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

Factors	Personal Monthly Income (Mean)					ANOVA	
	<150USD	180-200USD	200-250USD	350-500USD	>1000USD	F-value	P-value
1.Study of backgrounds	2.36	3.53	3.40	3.33	3.28	5.419	.000
2.Planning	3.64	3.33	3.48	3.20	3.40	.920	.453
3.Decision Making	3.57	3.50	3.41	3.35	3.72	.708	.587

4.Problem Solving	3.86	3.53	3.70	3.58	3.84	.644	.632
5.Implementation	<u>4.00</u>	3.60	3.72	3.65	<u>4.20</u>	2.132	.078
6.Evaluation	3.43	3.60	<u>3.78</u>	<u>3.70</u>	3.84	.592	.669
7.Tourism activities	3.86	<u>3.68</u>	3.75	3.65	3.56	.365	.833

Remarks:

1.P value = Level of statistically significant difference. 95% significant level ( $p < 0.05$ )

2.F value = One way ANOVA(computed) value.

#### **4.3.8 Statistical Comparisons between Communities People Participation and Working in Hospitality Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

The respondents mean score shows that their interest level of participation for Homestay tourism development which is divided by Working in Hospitality. The test results of independent samples T test and p value were used to show significant level which is 95% ( $p < 0.05$ ) of difference between working in hospitality and factors.

The highest mean score among this factor is evaluation for Yes which mean score is 3.84 or high interest level in evaluation, for No is tourism activities which mean score is 3.78 or high interest level in tourism activities.

The lowest mean score for Yes is study of backgrounds which mean score is 3.27 or medium level of interest for participation, for No is study of backgrounds which mean score is 3.38 or medium level of interest for participation.

The P value of the 7 factors was over 0.05 that means there is not any statistic significant difference among the age group of local community.

**Table 4.10 Statistical Comparisons between Communities People Participation and Working in Hospitality Homestay Tourism development in “Khagrachari” districts as well as Bangladesh.**

Factors	Working in Hospitality (Mean)		t-Test	
	Yes	No	t-value	P-value
1.Study of backgrounds	3.27	3.38	-.910	.059
2.Planning	3.41	3.39	.169	.061
3.Decision Making	3.52	3.41	.864	.627
4.Problem Solving	3.65	3.70	-.339	.170
5.Implementation	3.81	3.72	.654	.364
6.Evaluation	<u>3.84</u>	3.56	1.998	.349
7.Tourism activities	3.63	<u>3.78</u>	-1.181	.485

Remarks:

1.T value = independent sample t test.

2.P value = Level of statistically significant difference. 95% significant level ( $p < 0.05$ )

#### **4.4 Suggestions of the Communities People:**

**Community’s people own opinion regarding homestay tourism development in Bangladesh. Their recommendations were as follows:**

Community’s people believed they would get more benefits from homestay tourism if the tourists were increasing. When people get more benefits from homestay tourism they were willingly pay more attention to the homestay tourism. Community’s people also hoped that homestay tourism create jobs for everyone such as: youth, educated people, businessmen, illiterate people, and rickshaw puller and so on.

Community’s people thought that environment is one of the important factors for their homestay tourism. So they have to protect their environment any harmful factors and increasing social awareness for cleaning the environment. They also very concerned about their social norms, local culture and local language because of the foreign tourists. They believed that their cultural activities will not be harmed by tourists. They also concerned about their English and tourism knowledge they thought regarding this they have very little knowledge. Communities people

hoped get more support from the government regarding their English and tourism knowledge. Government would take more necessary steps to teach the local people.



Directly involve with Homestay tourism.

Indirectly involve with Homestay tourism.

Directly involve with Homestay tourism described as follows:

**Local food in Homestay Tourism:** Communities people thought that when tourists come to their place they will enjoy and take local food. Local people very much encourage about learn new coking item and they will serve to the tourists that is why they will invest to this sector and get more benefits from this sectors.

**Local transportation service:** In Bangladesh homestay tourism area there is lots of local transportation like rickshaw, boats, bicycle, van (local vehicle), various bullock cart, horse carriage etc. In homestay tourism area tourists enjoy this vehicles and local people gets financial benefits from this sectors.

**Handicraft in Homestay Tourism:** In Bangladesh various kinds of handicraft. The handicraft described as follows:

**NakshiKantha (quilts):** It is basically embroidery colorful work. The meaning of the nakshikantha is patterns of decorative. It is one of the demanding handicrafts product of the Bangladesh.

**Pottery and terracotta:** This kinds of product basically made by pal family. It is famous in dhamrai area in Dhaka.



Muslin: It is one of the famous cotton fabric in Bangladesh and also globally adored.

Bamboo Craft: In Bangladesh lots of house made by bamboo and also stools, hand fans, baskets, and mats also made by bamboo.

Shitalpati: This kinds of product made by plant fibers which is making in comilla, Sylhet and barishal. It is basically use for house decoration.

Jute: Bangladeshi jute product is very famous over the world. Jute product such as:handbags, hammocks, slippers and shika etc.

Lungi, silk, jamdani and tant also famous handicrafts in Bangladesh.

**Homestay tourism service:** Traditional and archeological things, local culture, societies norms and food habit one of homestay tourism services. From this kinds of things local people benefited.

**Owner of the Homestay Tourism:** Owner of the local food restaurant, handicraft, local transportation services and homestay tourism services were benefited from these kinds of business.

These kinds of tourism activities are directly involve in homestay tourism in Bangladesh.

**Specialty of this Area:** The primary census report of 2011 gives the number of ethnic tribal groups of Bangladesh as 27 such as Chakmas, Marmas and Tripuras etc. Basically a Khagrachari district is a capital city of the ethnic tribal groups. If someone go there they can enjoy all kinds of ethnic tribal groups culture, traditions, customs and food.

Indirectly involve with Homestay tourism described as follows:

**Agriculture:** Above these things directly involve in Homestay tourism but fish, rice, vegetables, poultry products are not directly involved in homestay tourism but one of the important part of the homestay tourism in Bangladesh.

### **Community's people Suggestions for the government are as follows:**

Bangladesh governments have to build basic infrastructures around the homestay tourism area such as transportation, roads, telecommunication, water, electricity, health care etc. They also recommend that government should build tourists information center each and every bus terminal, railway station and gathering place.

Government should fix the target regarding homestay tourism, they have to fix short term, mid-term and long term targets and they also recommend that the government should decide the plans and policies regarding homestay tourism otherwise it would be very difficult to control.

Government should take different human resource programs such as different types of seminar regarding homestay tourism, orientation, employee training, behavior training etc. to build the quality man power. Homestay tourism is a new concept to the Bangladeshi people that is why

government should financial support to build the accommodation. Community's people also needed different kind of regional industry for quality assurance. Government should protect different archeological things, coastal area, traditional customs, wildlife etc. Government should arrange the security for tourists, controlling the quality and price of food, stopping the sexual behavior with women and children, cut down the taxes for the community's people, keep clean the homestay tourism area and arranging the different homestay tourism activities on this area.

#### **4.5 Government officials' interview:**

##### **Part 1:**

##### **1. Current situation of homestay tourism in Bangladesh.**

Bangladesh is a most densely populated country over the world. Bangladesh population has 160,411,249 and per square kilometers density is 1,113.98 (UN, 2015). Most of the populations of the Bangladesh are living in rural area. Bangladesh economy is depends on garments industry and agriculture sector. Change from a conventional agricultural economy to a modern economy is troublesome for some reasons as developing countries. Bangladesh could not develop tourism sectors for good governance and lack of capital and management. Though Bangladesh has huge potential in tourism sectors.

Elites and rich class people dominating the Bangladesh tourism sectors. Most of the luxurious hotels, motels, cottages restaurants and resort owners are the elite's classes' people of the Bangladesh. Local or poor people can work housekeeping, bearers, guards and waiters only. In Bangladesh most of the lower category job is very cheap and temporary job. Unemployment rate is very high in off season.

In Bangladesh homestay tourism has huge potentiality and it can play a vital role for poverty reduction. Also it can be changed local people socio economic conditions. So we have to take inclusive plan and policies for implementing the homestay tourism in Bangladesh. Government of the Bangladesh, tourism related organizations, NGOs and local community play vital role in homestay tourism.

Some of the advantages of the homestay tourism of Bangladesh described as follows:

- Huge amount of women labor force can work in homestay tourism in Bangladesh.
- It can be played a vital role in poverty reduction.
- Local entrepreneur has huge chance to involve in these kinds of business.
- Lots of youth employee can work in homestay tourism in Bangladesh.

##### **2. Government officials' point of view regarding homestay tourism development in "Khagrachari" districts described as follows:**

Most of the respondents think that homestay tourism is very much important for the local community. Community's people would get lots of advantage from the homestay tourism in "Khagrachari" districts such as: it will create strong relationship communities people with tourists, communities people income level will increase and it also create the job opportunities

for the communities people. Homestay tourism enhance the education level for the community's people such as: people feel interest to learn foreign language like English or Japanese etc. It also increases the community's people awareness to preserve their own customs and culture. Through homestay tourism specific area will be developed day by day it will spread over the Bangladesh. Thus homestay tourism will eliminates development gaps between rural areas with towns.

### **3. SWOT analysis of the homestay tourism in “Khagrachari” districts in Bangladesh.**

SWOT analysis is a process which is showed the advantages and disadvantages of the specific areas. Before implementation of the project you can get information about your project strength, weakness, opportunities, and threats through SWOT analysis. It will help us to decide something.

**Strengths:** “Khagrachari” districts nature and culture, this area is the economic hub of the Bangladesh. In “Khagrachari” districts there is main port of the Bangladesh. Lots of ethnic groups are live there, they have own language, religions, and tribal culture. There is a port facility that is why it's very easy to implement their plan. Chittagong hill tracks are tourism attractions areas like Buddhist monastery. Community's people are very much friendly that is why they will becomes a friend very easily. This area infrastructures quality, security for tourists is very good that is why this area very easily attract to the both (foreign and local) tourists.

**Weakness:** one of the main weaknesses is language barrier is there, I thought it is very inconvenience for attracting the tourists. In “Khagrachari” districts there is very few people for work in tourism sectors. There are lots of uneducated people that is why they have very few knowledge about tourism and foreign tourists. There are lots of poor people that is why they did not show their interest in homestay tourism in Bangladesh.

**Opportunities:** I think homestay tourism is a new thing in Bangladesh that is why it has lots of potentiality in markets. Day by day homestay tourism becoming more popular. Now a day's people want to take experience about culture and also community's life rather than scenic beauty. Government already took some project for developing this area. This area were one of the homestay tourism targets area that is why the government, communities people and business men promoting this area and local product that is why day by day people knowing this area, communities people getting jobs, businessmen setting new business in this area, GDP growth rate also increasing this area, economic condition of the local people are changing ultimately homestay tourism is developing in this area.

**Threats:** Water pollution is increasing this area because of oil are spills from the shipping operations. There was build lots of industries this kinds of industries also polluting this place. Tourists also throwing garbage here and there it also one of the cause for polluting environment. Environmental instability also increasing because of deforestation and land encroachment this place, government and communities people also allowed these kinds of things.

If the strength will increase more, take the advantage from the opportunities, weakness will overthrow and averted the threats it will be very easy to develop the homestay tourism in Bangladesh.

#### **4. Private sectors policies and planning regarding homestay tourism development in Bangladesh.**

Only Government or public sectors are not enough for the developing in homestay tourism in Bangladesh. So private sectors can play a vital role to develop homestay tourism in Bangladesh. Most of the respondents thought that government will make the plan discuss with the community's people. International partners or private sectors can implement the government plan and policies.

#### **5. Which are the barriers for developing the homestay tourism in “Khagrachari” districts?**

Most of the respondents thought that there is lots of people are illiterate they have very few knowledge about tourism and also people have less idea about how to deal the foreign tourists properly. Respondents also thought that Bangladesh laws about foreign tourists are not strict therefore some terrorist organization can take chance. There is also infrastructural problem like roads condition are not good enough and also there is lack of roads. There is huge electricity problem means electricity demand is higher than supply. So government should produce more electricity for homestay tourism development in this area. Availability of clean water is not enough to this place. For developing the homestay tourism supply of clean water should be available. This place is very long but sanitation facilities are not good enough. There is also security problem, so government should provide the security for the tourists in this place. Respondents also thought that there is very less others a tourism activity. So government should concentrate about others tourism activity in this area.

So if government build enough roads, make very strict law for tourists security, availability of clean water, produce more electricity, build others tourism activities, increase facilities of sanitation respondents thought that very easy to develop the homestay tourism in “Khagrachari” districts.

#### **6. Tourism industry is important for developing the economic condition for “Khagrachari” districts?**

The government officials thought that homestay tourism has possibility to expand the business over the country. This sector has highest potentiality than others. Homestay tourism can create the job opportunity for community's people more than large firms, enhancing the income level of community's people. Homestay tourism has chance to get remittance if foreign company invest in homestay tourism. Homestay tourism is a priority sector for Bangladesh government also they were believed that it can play a vital role for increasing the economic growth. So government officials thought that homestay tourism is important for developing the Chittagong hill tracks as well as the homestay tourism in Bangladesh.

#### **7. Government official's suggestion for developing the homestay tourism in “Khagrachari” districts?**

Government officials believed that homestay tourism brought change for the community's people. They also expect from the homestay tourism they will give the quality services to the tourists. They will very much aware about the environment, also community's people should educate and show the good manner to the tourists thus community's people get benefits from the homestay tourism.

### **8. What are the strategies and method to develop the homestay tourism in “Khagrachari” districts?**

First of all government should directly involve to the homestay tourism. Government should plan and policies to develop homestay tourism. Government will encourage to the communities people to involve to this business. Government will solve above the problem of homestay tourism. Government will protect the environment and cultural norms and values of the community's people. They will educate and show the manner to the tourists. Private sectors have to play a vital role in homestay tourism. Government officials believed that homestay tourism can reduce poverty in this place. Thus homestay tourism develops in “Khagrachari” districts as well as in Bangladesh.

**Part 2:** How essential are the following components for achieving the homestay tourism in “Khagrachari” districts.

The levels of important factors are employment quality, tourist gratification, natural abundance, resource productivity, biological diversification, social fairness, economic activity, local welfare, environmental cleanliness, community prosperity, community's regulation.

The importance of each factor individually analyzed mean, percentage and the number of each of the factors in table 3.11. The following factors are important for achieving the homestay tourism in “Khagrachari” districts. The result indicated that employment quality shows that important factors which mean is 3.82, tourist gratification mean is 3.70, natural abundance mean is 4.07, resource productivity mean is 3.72, biological diversification mean is 3.95, social fairness mean is 3.59, economic activity mean is 4.04, local welfare mean is 3.84, environmental cleanliness is very important which mean is 4.72, community prosperity mean is 3.68 and communities regulation is medium level of important which mean is 3.31.

So these kinds of factors are very important for achieving the homestay tourism in “Khagrachari” districts.

**Table 4.11** How essential are the following components for achieving the homestay tourism in “Khagrachari” districts.

Factors	Mean	SD	Level of Important
Employment quality.	3.82	.930	Important
Tourist’s gratification.	3.70	1.057	Important
Natural abundance.	4.07	.871	Important
Resource productivity.	3.72	.953	Important
Biological diversification.	3.95	.867	Important
Social fairness.	3.59	1.067	Important
Economic activity.	4.04	.791	Important
Local welfare.	3.84	.974	Important
Environmental cleanliness.	4.72	5.664	Very Important
Community prosperity.	3.68	1.012	Important
Community’s regulation.	3.31	1.108	Medium level of Important

## **4.6 Interview with Homestay Operators**

### **Part 1:**

#### **1. Current situation of homestay tourism in “Khagrachari” districts?**

In “Khagrachari” districts most of the tourism related business is doing by government. Government builds in here resort, restaurants, hotel, transportation and other business. But now in “Khagrachari” districts lots of homestay tourism in here. Government is taking new plan and policies for developing homestay tourism in “Khagrachari” districts. Homestay tourism changing homestay operators economic situation therefore they building new homestay tourism in this places, there is working lots of communities people. Homestay tourism in “Khagrachari” districts playing a vital role on economic growth of this area. They also mentioned that in “Khagrachari” districts has good environment, nature also helping the developing of homestay tourism in Chittagong hill tracks.

#### **2. Tourism operator’s point of view regarding homestay tourism development in “Khagrachari” districts described as follows:**

They thought that “Khagrachari” districts are one of the important places for homestay tourism in Bangladesh. If government enhances some facilities in this area more operators will work in these sectors. Homestay operators educational qualifications were not good in area therefore they were not able to handle the tourists properly so government has to take necessary steps to educate the homestay operators. Homestay operators learn foreign language; they will communicate with the tourist’s proper way thus tourists will increase on the homestay tourism. Homestay operators thought that they are playing a vital role for developing the homestay tourism in “Khagrachari” districts.

#### **3. Private sectors policies and planning regarding homestay tourism development in “Khagrachari” districts.**

Homestay operators thought that government have to set the plan and policies regarding homestay tourism in “Khagrachari” districts according to the government plan and policies private sectors can play a vital role for implementing the government plan and policies. Private sectors have to cooperate with the government, homestay operators, community’s people, and international partners.

#### **4. Which are the barriers for developing the homestay tourism in “Khagrachari” districts?**

Homestay operators thought that Bangladesh government have to easy the visa process and also it would be very fast. Bangladesh governments have to reduce the tax which is related with tourism activities. Law would be strict for tourist’s security otherwise it would be very difficult to attract the tourists in homestay tourism. Bangladesh government has to provide loan to the homestay operator with low interest rate so that homestay operator will encourage investing in homestay tourism in “Khagrachari” districts.

### **5. Tourism industry is important for developing the economic condition for “Khagrachari” districts?**

Homestay operator's thought that tourism industry is very much important for develop the homestay tourism in “Khagrachari” districts. Because Bangladesh is an over populated country, unemployment rate of Bangladesh is very high. Bangladesh first revenue generating sectors is a garments sectors second one is remittance and third one is tourism sectors. So Bangladesh government, NGO and others private sectors have to invest in homestay tourism so that it will spread very rapidly. If homestay tourism develops it will create job opportunity for community's people, homestay operators get profit from their business and government also get tax from this business. Homestay tourism will help for root level development in Bangladesh. So homestay operators thought that tourism industry is important for developing the economic condition for “Khagrachari” districts.

### **6. Homestay operator's suggestion for developing the homestay tourism in “Khagrachari” districts?**

Homestay operator's opinion regarding developing the homestay tourism in “Khagrachari” districts not only they were depends on government but also they were made plan and policies. Homestay operators provide to the quality service to the homestay tourists. They were played a role to protect the environment and their own cultural norms.

### **7. How impact of the climate change in Bangladesh on the homestay tourism sectors?**

Bangladesh has a natural beauty; homestay tourism is based on nature destinations. Climate change has direct impact on homestay tourism like: it loss the tourism infrastructure, damage the homestay tourism roads, minimize the tourism development activities, high level of wellbeing and proficiency prerequisite, loss indigenous cultures, communities people income is losing and losing the tourists of homestay tourism. So government has to take necessary steps to protect the climate change in Bangladesh.

### **8. How will homestay operators solve the homestay tourism related problems if they were authority?**

The homestay operators mentioned that first of all they were gave the clear strategy and plan for solving the homestay tourism related problems and also they will cooperate with tourism related organizations. They were discussed with the government and private sectors regarding the problems. They were made new homestay tourism related product and they were taken more necessary steps for tourism product attraction.

### **Part 2: How essential are the following components for achieving the homestay tourism in “Khagrachari” districts as well as Bangladesh.**

The levels of important factors are employment quality, tourist gratification, natural abundance, resource productivity, biological diversification, social fairness, economic activity, local welfare, environmental cleanliness, community prosperity, community's regulation.



The importance of each factor individually analyzed mean, percentage and the number of each of the factors in table 3.12. The following factors are important for achieving the homestay tourism in “Khagrachari” districts. The result indicated that employment quality shows that important factors which mean is 3.67, tourist gratification mean is 3.72, natural abundance mean is 3.61, resource productivity mean is 3.76, biological diversification mean is 3.73, social fairness mean is 3.81, economic activity mean is 3.90, local welfare mean is 3.92, environmental cleanliness mean is 4.02, community prosperity mean is 3.87 and communities regulation mean is 3.64.

So these kinds of factors are very important for achieving the homestay tourism in “Khagrachari” districts.

**Table 4.12 How essential are the following components for achieving the homestay tourism in “Khagrachari” districts as well as Bangladesh.**

Factors	Mean	SD	Level of Important
Employment quality.	3.67	.602	Important
Tourist’s gratification.	3.72	1.143	Important
Natural abundance.	3.61	1.097	Important
Resource productivity.	3.76	.816	Important
Biological diversification.	3.73	1.133	Important
Social fairness.	3.81	.937	Important
Economic activity.	3.90	.833	Important
Local welfare.	3.92	.904	Important

Environmental cleanliness.	4.02	.850	Important
Community prosperity.	3.87	.835	Important
Community's regulation.	3.64	.770	Important

Table 4.13 List of Interviewees:

No.	Designation	Organization
1	Officers of Government.	Department of Civil Aviation and Tourism
2	Officers of Government.	Dhaka North City Corporation.
3	Officers of Government.	Municipal Hall of "Khagrachari"
4	Officers of Government.	Tourism office in Chittagong
5	Officers of Government.	Community Based Tourism in "Khagrachari"
6	Officers of Government.	Department of Environment, Forest and Climate Change in Chittagong districts
7	Officers of Government.	Technical and Vocational Education and Training in "Khagrachari" districts
8	Officers of Government.	Chittagong Port.
9	Officers of Government.	Department of Agriculture in Chittagong
10	Managerial Staff	Tour operator in Bangladesh
11	Managerial Staff	Bangladesh International Hotel Association
12	Managerial Staff	Tourist Guide Association of Bangladesh
13	Managerial Staff	Media Association in Bangladesh

## **CHAPTER-5**

### **Conclusions and Recommendations**

This chapter basically conclusion, identify the research limitations and research recommendations. This summary chapter discusses about the survey results which was conducted with the local communities, tourism operators and government officials in “Khagrachari”. Also discusses about which are the main obstacles to implement the homestay tourism in “Khagrachari”. Also finding the opportunities and participation which are contribute on the homestay tourism economic growth. Lastly we tried to give some of recommendations point which is help to achieve the homestay tourism developments in “Khagrachari” districts.

#### **5.1 Conclusions:**

This research main objective was finding out the obstacles of the research and how to implement the homestay tourism in “Khagrachari” districts. For finding out the obstacles we conducted survey and interviews with the communities people, government officials and tourism operators.

##### **5.1.1 Survey with communities people:**

###### **Individual information:**

Most of the respondents was female their age range are 22-40 years old with secondary school. Most of the respondents were married, their religion was Muslims, and their monthly earning was 200-250 USD. This area’s most of the people were working in the hotel industry. There are 268 or 59.9% people were working in hospitality; restaurant, guesthouses and tourism sector and rest of the people were working in different types of job such as government jobs, self-employed, agriculture, rickshaw puller, and fishery.

###### **Community’s people opinion about Homestay tourism development in “Khagrachari” districts as well as in Bangladesh:**

If I analyzed the survey results of communities people in. “Khagrachari” districts They were expressed the variety of opinion, respondents have positive and negative effects on homestay tourism in “Khagrachari” districts.

###### **Community’s people’s positive effects were such as:**

If homestay tourism in “Khagrachari” districts they thought homestay tourism is a good for community’s people, homestay tourism employs for communities people, it creates the job opportunity for community’s people, it also bring the benefits for local the parties. Crafts and natural environment is one of the important factors for the homestay tourism. Community’s people have power to control the homestay tourism; most of the respondents believe that tourists will spend his money over the country and rest of the money remains in Bangladesh. Most of the tourists are satisfied with his or her homestay tourism in “Khagrachari” districts.

**Negative impression from homestay tourism was:**

Homestay tourism is harms for the environment as well as communities peoples. ; price would be increased for homestay tourisms, the rate of crime also increased, homestay disrupts communities activities, homestay tourism destroy the morality, tourists using natural resources which is needed for the communities peoples.

Most of the community's people strongly support the homestay tourism in their area. Most of the respondents believe that homestay tourism is a key things for their community developments because its create the job for the local peoples, homestay tourism encourage to the communities peoples to protect their environment and cultural norms. Homestay tourism regenerates the local handicrafts and nature, and also helps to poverty alleviation in "Khagrachari" districts.

Some of the people concerns about the homestay tourisms because of some negative impression on their communities.

**Communities People Participation in Homestay Tourism Development in "Khagrachari" districts:**

The results of the homestay tourism in "Khagrachari" districts, most of the respondents have interest in tourism activities, implementation and decision making. They also have interest in evaluation, planning, problem-solving and study of background in homestay tourism development. A respondent interest was differs to their age, occupation, educational level and each area homestay tourism activities.

**Communities people suggestions:**

Day by day the number of tourists is increasing in, "Khagrachari" districts most of the respondents believe that it would bring more infrastructural, environmental and economic benefits for the community's people but they have very few knowledge about the homestay tourism.

Most of the respondents believe that government has to play a vital role for homestay tourism development in "Khagrachari" districts otherwise it could not possible to develop the homestay tourism in their area. The government should develop the basic things such as: school, electricity, road, information center, water and health care.

The community's people have very few knowledge about the homestay tourism so government should build tourism learning center and also should take programs of human resource developments. Government should plan and policies for homestay tourism development in the area. Government have to encourage the communities people for participate in homestay tourism because homestay tourism is a key things for poverty alleviation

**5.1.2 Interview of governments officials:**

Most of the government officials believe that "Khagrachari" districts has huge potential for homestay tourism because there is eco-tourism very close to the "Khagrachari" districts. Day by day the number of tourists is increasing in Chittagong hill tracks. To achieve the homestay tourism in "Khagrachari" districts communities people participation should be encouraged. Government has to take some measurements such as: irregular plan for homestay tourism

development, security for tourists, infrastructural development of this areas and tourism impact on their health.

They also mentioned that for international and domestic tourists government should increase the nature tourism. Most of the government officials find out that for homestay tourism, tourism business and local developments communities people collaboration and participation is very much important.

### **5.1.3 Interview of Tourism operators:**

Tourism operators believe that foreign investment and local infrastructures are very much important for increasing the tourism capacity in this area.

In the SWOT analysis, they were finding out some information such as: strength: the strongest point of this area was nature and cultural things, also potentiality of homestay tourism developments, weakness are lack of knowledge about tourism and financial crisis, opportunities is day by day the communities people participation is increasing, access of free market and security is very friendly for increasing the tourists, threat is lack of knowledge about management and how to promote the local products in local and international markets.

They also mentioned some other constraints such as: unavailability of electricity, clean water, and sanitation in beaches and less tourism activities. However homestay tourism in “Khagrachari” has good opportunity to create the jobs and poverty alleviation.

## **5.2 Discussion:**

This section basically discusses the government plan and policies regarding the homestay tourism developments in “Khagrachari” districts.

### **5.2.1 The government of Bangladesh plan for developing the homestay tourism development in “Khagrachari” districts.**

“Khagrachari” is a one of the most tourism destination place in Bangladesh. Homestay tourism develop for sustainable tourism development in this area, communities people get benefits from homestay tourism in a long run. The government of Bangladesh has paid more attention to tourism development in “Khagrachari”. The government has taken some necessary steps for improving and developing the homestay tourism, tourism facilities, security, infrastructure and services such as: electricity, accommodation, water system, clean water, road, health care and main components of future tourism attraction in “Khagrachari” districts.

The government of Bangladesh is trying to support homestay tourism in “Khagrachari” such as cultural festivals, music concerts, handicrafts fair, and arranging exhibitions in this areas. “Khagrachari” municipality has paid attention to develop homestay tourism in this area. They also has taken plan and policies to healthy and clean tourist’s destination. They want to minimize environmental threat in this area through waste management systems. For tourism attractions they want to increase the beauty of this area. For increasing the tourism activities in this area needs far reaching consistency design includes homestay tourism plan, far reaching design plan and roadmap for preservation plan. Both tourism management and preservation depend on

services and utilities such as security protection, water and electricity etc. These kinds of things are very much important for developing the homestay tourism in “Khagrachari” districts.

### **5.2.2 The current homestay tourism development in “Khagrachari” districts.**

Day by day the number of tourists has been increasing in “Khagrachari” districts. Lots of factors are there which is contributing to increase the tourists in this area. In Bangladesh hill tracks regions has unique characteristic which is also reason to increase the tourists in this area. Another reason is service of quality is unique in this area, development of the product is also another reason for increasing the tourists in this area, increasing the awareness of the local people regarding tourism business and lastly hospitality of the communities people is very friendly for increasing the tourists in this area. Respondents of the community’s people are getting benefits from homestay tourism such as: homestay creates the job facilities for local peoples; it also helps modernizing the local handicrafts and natural. Communities people felt very satisfied the development of homestay tourism in this area. They have been offering different kinds of tourism products to the tourists such as: tires for swimming, jet skis and boats. Community’s people have been changing the stores decoration and design for attracting the tourists. Sustainable tourism development is also contributing on strengthens of the homestay tourism in this area such as: community’s tradition, arts, local culture and handicrafts etc. The WTO (2001) explains that when the tourist visits the homestay tourism they don’t only bring their purchasing power, they also bring their different types of behavior which can be profoundly disturb the community’s people traditions.

However, the main purpose of the homestay tourism is making stable and strong communities economic condition.

### **5.2.3 Homestay tourism development challenge in “Khagrachari” districts.**

Day by day tourism sectors is increasing everywhere on the other hand it’s also facing some challenges which is need to solution. Homestay tourism development challenge in “Khagrachari” districts such as: lack of participation of the communities people, less security for the tourists, homestay tourism management is very weak, shortage of quality full human resources, water and solid waste management is very weak, fluctuation of product prices and inflation rate and seasonality problems.

First challenges of homestay tourism development in “Khagrachari” are security problems of the tourists or visitors. Security is not only for tourists but also for properties. It might be participation of the local people is very few.

Communication is one of the important parts of the tourism, most of the tourism operators or communities have very few ability to speak with international tourists. It’s one of the challenges for homestay tourism development in this area.

Most of the tourism operators or communities have very few ideas about homestay tourism developments plan and policies. Communities people is participating or homestay tourism operators doing business but not proper plan and policies therefore homestay tourism could not go the desire level.

Quality of the recreational services, food and beverage is not good enough means is not good standard, so community's people and tourism operators have to idea about that. Its create the misunderstanding tourism operators with tourists.

Lack of participation of the tourism operators and community's people in the meeting with homestay tourism developers, stakeholders and local authorities therefore they have very few powers to make a decision.

Mutual understanding of the tourism operators and community's people are not good in this area. They thought that they have to work by individually therefore effectiveness of project is not good. It's also one of the challenges for homestay tourism development in this area.

Another challenge is community's people negative perception about homestay tourism development in "Khagrachari" districts. Fluctuation of product prices and inflation rate, crime rate, and environmental instability also challenge for homestay tourism developments.

Human resource management is not good in this area, so government should take necessary steps to develop the human resources management in this area.

The research shows that community's people and tourism operator's participation is increasing on homestay tourism development because of the potentiality of the homestay tourism. Respondents wish that after completing the tourists will be increased in this area as well as it will contribute to the poverty alleviation. The government and private organization should help to the community's people and tourism operators for development of "Khagrachari" districts and financial availability. "Khagrachari" is one of the international tourist's destination area because of uniqueness.

### **5.3 Recommendations:**

Considering the communities people, the government officials and tourism operators recommend some points which is help to achieve homestay tourism development in "Khagrachari" districts. This area natural environment, traditional customs and cultural things to enhance homestay tourism development in this area. Community's people play a vital role for implementing the recommendations. There are four components in recommendation such as: input, output, processing and development. Most of the community's people have interest in tourism activities, implementation and decision making. The main purpose of the homestay tourism is to achieve the sustainable tourism development in this area.

**Following the recommendations is help to achieve homestay tourism development in “Khagrachari” districts.**

### **5.3.1 Part A: Top downs or input:**

This part basically consist of two things number one is human resource management and another thing is resources support which is help or support to the homestay tourism development in “Khagrachari” districts.

#### **1: Human Resource Management:**

A good human resource management is encouraging to the communities people to participate the meeting more effectively to achieve the sustainable tourism development in this area. All of the stakeholder such as: communities people, government officials and tourism operators should take human resource training for homestay tourism development in “Khagrachari” districts as follows:

1. Learning various kinds of language for guiding the tourists such as: English, Hindi, and Japanese etc.
2. Getting the homestay tourism idea from the community’s people.
3. Give the training for tourism operators to learn the tourism business and travel media etc.
4. Give the training for community’s people to learn the environmental protection, cultural norms and values etc.
5. Give the training for all tourism activities, hospitality and homestay tourism etc.

#### **2. Resources Support:**

The research shows that, most of the respondents want government, NGO or any other private organization should give support for infrastructure, environmental stability, human resources and cultural things. Most of the respondents think that resource support is very much important for homestay tourism development in “Khagrachari” districts. For successful homestay tourism community’s people need to participate in problem-solving and implementation. Now this place most of the communities people human resources quality is not good, it should be improved for sustainable tourism development in this area. Communities people have interest for successful homestay tourism they need better skills in tourism activities. Most of the respondents suggest that for implementation of successful homestay tourism in this area they require education, proper guideline and training for tourism activities.

### **5.3.2 Part B: Process**



Processing is one of the important things for implement the sustainable homestay tourism in “Khagrachari” districts. The government, private organization and community’s people play a vital role in processing for sustainable homestay tourism. Most of the respondents want different types of tourism including homestay tourism is implement in their area but their education level is not that much I think it’s one of the constrain for implement the successful homestay tourism in this area. However, in processing they need proper guideline, human resource and education for sustainable homestay tourism in this area.

### **5.3.3 Part C: Output**

After completing the processing section output (implementation) is the most important section for homestay tourism. In this section community’s people participate for implementing the homestay tourism. Implementation section people getting benefits from infrastructure development, environmental, economic and social-cultural etc. This section is most important for community’s people as well as homestay tourism development.

#### **1: Community’s people participation**

Community’s people participation is core for homestay tourism development. If community’s people understand their participation is important for tourism development, it takes very short time for sustainable tourism development. Community’s people, the government officials and tourism operators could play role for tourism plan and implementation.

Communities people participation in homestay tourism development in “Khagrachari” districts as follows:

1. Promote the local market and product to the homestay tourists.
2. Awareness should be increased to the homestay tourists for environmental stability and social disturbers.
3. To encourage to the homestay tourists for joining the homestay tourism.
4. According to the tourism benefits all of the part should be divided.

#### **2: Tourism Activities:**

Tourism activities are one of the important parts for homestay tourism development in this area. For implementing the homestay tourism community’s people participation and tourism activities are also important things. It also plays a vital role for attracting the homestay tourism to the tourists. Seasonal fishery, cultural tourism activities and annual local festival these kinds of things is including to the tourism activities. These kinds of tourism products help to the community’s people to participate in the tourism activities.

Tourism activities in “Khagrachari” districts as follows:

##### **2.1: Benefits of the social-cultural activities:**

The community's people believed that their traditional and cultural activities will be attracted to the homestay tourists. They are supporting to develop the social cultural products for getting the benefits. Social cultural benefits as follows:

1. Creating the relation with the community's people.
2. To encourage to the communities people to participate in social cultural activities.
3. To encourage to the communities people to protect their traditional and cultural activities.
4. Creating the good relationship between community's people and homestay tourists.
5. To encourage to the tourism operators and communities people to comply with the rules of homestay tourism.
6. To create the more event to attract the homestay tourists excluding seasonal fishery, cultural tourism activities and annual local festival etc.

### **2.2 Benefits of the Environmental:**

Tourism operators as well as community's people take care of their communities. They should increase the awareness about the environmental conservation. They should obey the environmental rules and take necessary steps to protect the negative impacts of the environment. Environment is one of the important things of homestay tourism development.

Environmental Benefits as follows:

1. Tourism operators should be built large space for comfortable visiting in the homestay tourism.
2. For waste disposal tourism operators should be built more waste disposal bins.
3. To build the toilets according to the standard size and facilities.
4. They have to decorate the homestay tourism more systematically.
5. Community's people should clean their community.

### **2.3 Benefits of the Economic:**

Main income sources of this areas people are tourism that means "Khagrachari" districts most of the people depends on the tourism business. Some people are doing business and some people are working on the homestay tourism.

Economic benefits as follows:

1. The government should support the tourism operators and community's people.
2. Homestay tourism should attract to the tourists by culture, environmental and tourism activities.
3. The government should also support on the local culture and products.
4. The government, tourism operators and community's people should promote the local homestay tourism in internationally.

### **2.4 Benefits of the Infrastructural:**

For educational institution, medical service, telecommunication, sanitary systems, transportation and water supply basic infrastructure needs in “Khagrachari” districts. The community’s people suggest for infrastructure as follows:

1. Increase the sanitary systems and water supply near to the homestay places.
2. Develop the transportation services for the homestay tourists.
3. For tourism management build the educational institution.
4. Develop the telecommunication services for tourist’s rapid communication.
5. Increase the medical services very close to the tourists place.

## **2.5 Benefits of the promotional activities:**

Promotional activities is very much important for attract homestay tourism to tourists.

Benefits of the promotional activities as follows:

1. Strong promotional activities increase the demand of local products.
2. They can apply promotional activities by the online.
3. Should build the communities market for tourists e.g. handicraft, local fish etc.
4. They should know about the promotional activities.

## **5.3.4 Part D: Improvement:**

### **1. Planning:**

Planning is one of the important factors for implementing the homestay tourism in “Khagrachari” districts. Most of the community’s people wishing to participate in planning sectors because this part they are planning about the homestay tourism, decoration, environment, facilities of the tourists etc. They also are planning about how to increase their education level, income and how to increase the facilities of the homestay tourists.

### **2. Study of Backgrounds:**

Communities people also participating in the study of background after completing planning sectors. Most of the respondents expressed their interest to participate in study of background. This part is very much important for top down to lower level management.

### **3. Decision-making:**

Communities people have high interest in participate in decision making, they also suggest to the local authority if they arrange more tourism training program or tourism education they will contribute to the decision making sectors. Local authorities should encourage to the community’s people to make a decision. For successful homestay tourism implement in “Khagrachari” districts decision making is very much important.

#### **4. Evaluation:**

After visiting the homestay tourism community's people talking with the tourists about their need, demand, course of action and satisfaction. It's also helps for planning, study of action and decision making. Evaluation is a last part for evaluating the tourist's satisfaction level. These parts evaluate the homestay tourism plan, study of background and decision-making. It also evaluates the community's participation and tourism benefits of the homestay tourists.

#### **5. Problem-solving:**

Community's people talked with the homestay tourists about their satisfaction, need, and demand etc. and also talking about which kind of problem they were faced. In the meeting communities people discuss and explain about the problem-solving to the local authorities. During the processing part they evaluate themselves and solving their problems. After evaluating the homestay plan local authorities should find the problem-solving and suggestions of the problems that is why they have to call for meeting with the communities people and other private organizations that are related with the homestay tourists.

#### **5.4 Suggestions of the further study.**

The suggestion as follows:

1. Study community's people, government officials and tourism business operators should cooperate in homestay tourism development in "Khagrachari" districts.
2. Study sharing the homestay tourism experience between homestay tourism in "Khagrachari" districts to others develops countries experience.
3. Study tourism development in this area so that it will play a vital role to poverty reduction. For economic sustainability it should spread all over the country.
4. Study how to communities people get the maximum benefits from the homestay tourism. Encourage to participate all the parties such as community's people, tourism business operators and other stakeholders in homestay tourism development.

These kinds of studies help to implement the sustainable, successful and positive homestay tourism in this area. When these kinds of tourism activities will be done communities people, tourism operators as well as tourists will be beneficiary.

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## Appendix A

### Interview Questions with Government Officials:

#### Part 1:

1. Current situation of homestay tourism in Bangladesh.
2. Government officials' point of view regarding homestay tourism development in Bangladesh.
3. SWOT analysis of the homestay tourism in Khagrachari districts in Bangladesh.
4. Private sectors policies and planning regarding homestay tourism development in Bangladesh.
5. Which are the barriers for developing the homestay tourism in Bangladesh?
6. Tourism industry is important for developing the economic condition for Khagrachari districts?
7. Government official's suggestion for developing the homestay tourism in Khagrachari districts?
8. What are the strategies and method to develop the homestay tourism in Khagrachari districts?

#### **Part 2: How essential are the following components for achieving the homestay tourism in Khagrachari districts.**

5=Very Important, 4= Important, 3= Neutral, 2= Not so Important and 1= Not at all Important

Factors	Assessed Level				
Employment quality.	5	4	3	2	1
Tourist's gratification.	5	4	3	2	1
Natural abundance.	5	4	3	2	1
Resource productivity.	5	4	3	2	1
Biological diversification.	5	4	3	2	1
Social fairness.	5	4	3	2	1
Economic activity.	5	4	3	2	1
Local welfare.	5	4	3	2	1
Environmental cleanliness.	5	4	3	2	1

Community prosperity.	5	4	3	2	1
Community's regulation.	5	4	3	2	1

## Appendix B

### Interview with Homestay Operators

#### Part 1: Questions

1. Current situation of homestay tourism in Khagrachari districts?
2. Tourism operator's point of view regarding homestay tourism development in Khagrachari districts?
3. Private sectors policies and planning regarding homestay tourism development Khagrachari districts?
4. Which are the barriers for developing the homestay tourism in Khagrachari districts?
5. Tourism industry is important for developing the economic condition for Khagrachari districts?
6. Homestay operator's suggestion for developing the homestay tourism in Khagrachari districts?
7. How impact of the climate change in Bangladesh on the homestay tourism sectors?
8. How will homestay operators solve the homestay tourism related problems if they were authority?



**Part 2: How essential are the following components for achieving the homestay tourism in Khagrachari districts as well as Bangladesh.**

5=Very Important, 4= Important, 3= Neutral, 2= Not so Important and 1= Not at all Important

Factors	Assessed Level				
	5	4	3	2	1
Employment quality.	5	4	3	2	1
Tourist's gratification.	5	4	3	2	1
Natural abundance.	5	4	3	2	1
Resource productivity.	5	4	3	2	1
Biological diversification.	5	4	3	2	1
Social fairness.	5	4	3	2	1
Economic activity.	5	4	3	2	1
Local welfare.	5	4	3	2	1
Environmental cleanliness.	5	4	3	2	1
Community prosperity.	5	4	3	2	1
Community's regulation.	5	4	3	2	1

## Appendix C

### Questionnaires with Local Community

#### Part 1: Questions

1. Individual information.
2. Community's people opinion about Homestay tourism development in Khagrachari districts as well as in Bangladesh.
3. Community's people participation in Homestay tourism development in Khagrachari districts as well as in Bangladesh.
4. Suggestions of local people.

#### Part 1: Individual Information

1. Gender:
  - Male
  - Female
2. Age:
  - 18-21
  - 22-40
  - 41-49
  - More than 58 years
3. Education:
  - Primary School
  - Non-education
  - Secondary School
  - Others(high school, bachelors, and master's)
4. Marital status:
  - Single
  - Divorced
  - Widowed
  - Married
5. Religion status:
  - Islam

- Hindu
- Others religion

6. Monthly Personal Income:

- less than 150USD
- 180-200USD
- 200-250USD
- 350-500USD
- over than 1000USD

7. Working in Hospitality:

Your family members have what kinds of job are tourism industries or hospitality?

- Working in hospitality
- Working in others

**Part 2: Community's people opinion about Homestay tourism development in Khagrachari districts as well as in Bangladesh.**

What is your opinion about the Homestay tourism development in Khagrachari districts as well as in Bangladesh?

5=strongly agree, 4=Agree, 3=Neutral, 2=Disagree and 1=strongly disagree.

Factors	Assessed Level				
	5	4	3	2	1
1. For their community homestay tourism is a good things					
2. Communities people believes that tourist spend money in the homestay tourism.					
3. Communities people satisfy on homestay tourism development in Bangladesh					
4. Local people believes that homestay tourism brings benefits for the communities people					
5. Create job for communities residents					
6. Benefits from the homestay tourism to communities people.					
7. Communities people could obtain service from the homestay tourism.					
8. Communities people can control homestay tourism because they has power					

9. Homestay tourism helps renovate the local natural and handicraft					
<b>Tourism create some difficulties as follows:</b>					
1. Communities people believe that other cultural event will be affected for the homestay tourism.					
2. Community's people thinking about local people's morality will decrease for homestay tourism.					
3. Homestay tourism uses local resources which are needed for the community's people.					
4. prices are increasing day by day for homestay tourism					
5. The local environment will be affected by the homestay tourism.					
6. Social activities will be affected for the homestay tourism					
7. Communities people thinking about rate of crime will increase for homestay tourism.					

**Part 3: Communities people Participation in Homestay Tourism development in Khagrachari districts as well as in Bangladesh?**

5=Very High, 4= High, 3=Medium, 2=Low, and 1= Very low

<b>Communities people participation in Homestay tourism.</b>	<b>Assessed Level</b>				
<b>1.Study of backgrounds</b>					
1.1Identify the association and its parts					
1.2Identify imperatives and openings					
1.3Establish the terms of reference					
1.4Carry out the examination					
1.5Organize the examination exercises					
<b>2.Planning</b>					
2.1Study planning					
2.2Determination of targets					
2.3Survey everything being equal					
2.3.1Survey of the region					
2.3.2Survey of institutional components					

2.3.3Survey of existing and potential sightseers attractions and exercises					
2.3.4Survey of socio-social examples					
2.3.5Survey of natural attributes and ecological quality					
2.4Analysis and combination					
2.5Policy and plan definition					
2.6Formulation of different suggestions					
<b>3. Decision Making</b>					
3.1 Allocate the plan or project					
3.2 Set up the guidelines and controls					
3.3 Allocate the solution to the problems					
3.4 Organize people to work					
3.5 Select the tourism exercises					
<b>4. Problem Solving</b>					
4.1Investigate the reason for issues					
4.2Survey and gathering information					
4.3Analyze the issues					
4.4Possibility investigation of the critical thinking					
4.5Cooperate with other related parts					
<b>5.Implementation</b>					
5.1Involving in panel group					
5.2Involve in tourism exercises					
5.3Follow the improvement design					
5.4Induce other individuals to include					
5.5Collaborate with other related parts					
<b>6.Evaluation</b>					
6.1Evaluate the tourism advancement					
6.2Evaluate the board of trustees' execution					
6.3Evaluate the issue being developed					
6.4Create the strategy to enhance the execution					
6.5 Direct the principles and controls					
<b>7.Tourism activities</b>					
7.1Produce the specialties and agribusiness					

items					
7.2 Invest in tourism administrations for serving the vacationers					
7.3 Being the nearby visit control					
7.4 Sell the gifts to sightseers					
7.5 Sell the items from their homesteads to the restaurant					

**Part 4: Suggestions of the Communities People:**

1. What is the main problem or concern regarding homestay tourism development in Bangladesh?

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 .....

2. Which kinds of activities are directly or indirectly involve with Homestay tourism.

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3. How can community's people get benefits from Homestay tourism in Khagrachari districts?

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