

# Development of Sustainable Tourism Destinations and Poverty Alleviation of Bangladesh

Md. Imran Sheikh

Department of Management, Jashore University of Science and Technology, Jashore-7408, Bangladesh

## Abstract

Tourism sector has been considered as the crucial sectors of many different countries of the world. And sustainable tourism brings enormous scope as a rapid growing economic sector on the basis of foreign exchange earnings and generation of employment opportunity and thereby elevating poverty from the country. The central aim of this study is to investigate the role of sustainable tourism in alleviating poverty from developing countries, especially the northern part of Bangladesh. For this purpose, the different tourism sites have been selected that are situated in Rajshahi region like Padma Garden, Varendra Museum and Shaheed Kamruzzaman Zoo. Rajshahi, the major tourist destination region in Bangladesh which is very beautiful and flourished that has a great chance to contribute country's infrastructure and economic development. This study conducts a survey on 200 respondents in three different places of Rajshahi through the structured questionnaires, observation, interview and literature review. An exploratory research method was employed because the nature of the study was descriptive due to the fact that most of the respondents were illiterate or semi illiterate. Besides IBM SPSS Statistics 20 is being used to analyze the data. Through the factor analysis and other measurements tools this study expatiates the social, cultural, economic, environmental and other factors which touching the sustainability of Rajshahi and also provide recommendations about the required steps that needs to be taken into account to palliate and to manage the drawbacks of tourism to make Rajshahi as a sustainable tourism destination. Besides it reveals the relationship between tourism development and poverty alleviation in Bangladesh. The study also suggested few ways by which existing tourism can be promoted and well developed in Bangladesh thereby ensuring sustainable tourism development (STD) and economic growth.

**Keywords:** Sustainable Tourism Development (STD), Economic Growth, Employment Opportunity, Infrastructural Development.

## 1. Introduction

Tourism is considered to be the source of getting recreation, employment, refreshment, and spending leisure and also done for the family travel and business purposes in modern times. The greater portion of the world economy is also depend on the first growing development of the tourism sector. It enhances the communication and infrastructural development in developing countries like Bangladesh besides all over the world [1-2]. Now almost 292 million people are employing in the tourism sectors, which is nearly 1 out of 10 people on the universe. With the plenty of more job opportunities the outlook for the sector in 2018 is predicted to be positive mentioned by the reports [3].

The chances of finding employment in this rapid growing industry are very high as it is mentioned by the Toronto School of Management. It's one of the major raising economic fields in the world. Besides the prime source of income for many countries is tourism which means it's a part of their economy. The tourism industry play a vital role to provide 10% of global GDP. On how much importance country give to tourism, it's calculated from 2-10% of a nation's GDP could be made up of it? The effect of the study reveals that tourism has on the environment and communities' engagement has been part of the tourism discourse since the 1970s, but has gained much greater attention in recent years due to debates on over tourism [4].

The tourism industry influences both positively and negatively on environment, transit, sociocultural, commodification of culture, demonstration, community participation, acculturation, sociocultural impacts, economic and employment. By the report of World Travel and Tourism Council (WTTC) in 2013 stated that travel and tourism industry generated 1,281,500 jobs in 2012 or 1.8 percent of the country's entire employment, in which Bangladesh got ranked 157 out of 178 countries of the world. It was also by the WTTC predicted that by 2023, travel and tourism will generate 1,785,000 jobs directly and support almost 3,891,000 jobs, or 4.2 percent of the country's most employment. Out of 176 countries of the world Bangladesh got ranked 142 in 2012 for travel and tourism's direct contribution to GDP [5].

In Bangladesh, there is a great probability for the development of tourism industry if we are capable of ensuring infrastructural development, development of transportation and communication system and safety tourist spot for the tourists. Bangladesh can pursue different developed and tourist oriented countries as model like French, Italy, USA, Canada, Nepal, Bhutan, Thailand, Kingdom of Saudi Arabia, , United Arab Emirates, Egypt, India and Sri Lanka [1]. There are so many beautiful places in Bangladesh that have the greatest attraction for the tourist inherently. It has a range of different startling tourism products comprising of both natural and man-made that makes Bangladesh as a heritage place. The lush green field, seashore with longest sea beach, hills with scenic beauty, mangrove forests with flora and fauna, heritage and archaeological sites like Shat Gambuj Mosque, thousands of year's practice of norms, values and culture have supported its uniqueness. From the view point of tourism all these are the valuable and saleable products to the tourists that has demand both domestically and internationally.

Bangladesh has great potential in the world tourism sector, due to its more natural variations e.g., hilly regions, sea beaches, mangrove forest and different historical places which are infrequent in different nations. Now the prime requirement for attracting the domestic as well as foreign tourists needs to be developed and reformed. The neighboring countries of ours like Sri Lanka, India, Nepal and Maldives attract significant number of tourists each year and thus engenders large amount of currencies from the foreign which uplifts the economy of the respective countries. But it has to be presumed that Bangladesh is geographically located in a very advantageous position. But the development and enhancement of tourism industries is not ensured as per the expectation. In order to get the proper amenities from the tourism sectors, the authority should take the appropriate steps to develop the tourism sites in a sustainable manner that ensure benefit to the people for a period of time that is everlasting and sustainable to maintain the natural environment from being spoilt.

Besides to develop and manage tourism based activities and to provide services in such a way that save the character of the place to be visited, benefits local people and preserves the resources and attractions that make tourism destinations covetable places to visit is the prime motive of sustainable tourism [22].

In this present civilization, the emergence of the tourism industry can be found as income-driving sectors in many developing countries of the world. A great deal of literature and studies reveals that tourism industry can be played a significant role for the elimination of poverty and creation of employment opportunity there by ensuring the development of countries. According to World Travel and Tourism Council data of 2018, the direct contribution to GDP by travel and tourism accounted for 4.4% of the total GDP of Bangladesh. The Parjatan Corporation of Bangladesh (BPC), reported that the total earnings from the sector of was 145.74 million US dollars in the year of 2015 compared to 158.09 million US dollars in the year of 2014. In the year of 2014, 1.9% came from tourism sector accounted by the World Travel and Tourism Council (WTTC) of the total GDP (296.6 Billion Taka) [6].

In the last decade, the tourism industry has grown in a haphazard way in different places of the world. So the development of tourism products needs to be protected in a sustainable and durable way. In order to protect the potential tourism products substantial measure should be taken on the basis of nature and culture. The United Nations-World Tourism Organization (UN-WTO) has defined that “an enterprise that achieves an effective balance among the environmental, economic, and sociocultural aspects of tourism development in order to guarantee long-term benefits to recipient communities” is regarded as sustainable tourism. The Sustainable Tourism tries to ensure that development for the local people; tourism related companies or organizations; and tourists themselves in a positive way.

## **1.1. Rationale of the Study**

The last six decades, the industry of tourism has become the rapid growing economic arenas worldwide. The contribution to the economy, GDP contribution, destination image, service quality, and perceived value of any tourist destination are essential for the survival of any tourism destination. By conducting the survey, it is possible to determine the perceptions of the tourism related people on the role of sustainable tourism sites in reducing poverty from Bangladesh and ensure the sustainable tourism destination. This study will be helpful to identify the economic importance of tourism sites in improving the economy of the developing countries like Bangladesh.

Although, it is potential to be improved and promoted the Rajshahi as one of the sustainable tourism destinations in Bangladesh, but there is a huge gap exists there to reach the desired destinations. The main hindrances behind this situation are lack of skilled and well trained local people, sound policy makers, and professional tourism service providers' awareness about sustainable tourism, its merits and its equitable impacts on the Rajshahi's natural environment, heritage of cultural society and local economy. Furthermore very few study and lack of proper initiatives to awaken the local peoples and stakeholders on improving and promoting Rajshahi as a destination of sustainable tourism that made the scenario deranged.

Consequently, this paper will also try to reveal the real condition of the respective tourists' experience at the time of visiting Rajshahi and whether there is any probability to enrich and promote Rajshahi as a destination of sustainable tourism or not. In order to promote sustainable tourism in Rajshahi, this study will also point out the some ways to preserve its cultural, natural and environmental heritage and beauties. Besides, the outcomes of sustainable tourism to the local people also be highlighted by the current study. In fine, this study will show the ways by which Rajshahi can be made as a sustainable tourism destination that will create different employment opportunities and other congenial benefits for local people and thereby alleviating poverty from the country by saving and ensuring the sound environment for present and future generations too.

## **2. Literature Review**

Sustainable tourism may be regarded as the tourism that accomplish the demands of present & potential tourists and local region by securing and expanding scopes for the days to come. [7]. With the help of broad-based community- inputs sustainable tourism should be initiated and the community should maintain control of tourism development by providing quality employment, a code-of-practice, guidelines for tourism operations, impact assessment of impact, ensure education and training sessions to improve and manage cultures, heritage and natural resources which is suggested by the Global Sustainable Research Center [8].

The sustainable tourism may be defined as "tourism leads to management of all resources in such a way that economic, social and aesthetic needs can be met while keeping and preserving cultural integrity, essential ecological processes, and biological diversity and life support systems" mentioned by the World Tourism Organization [9].

### **2.1. Poverty**

Income level is the most plainly used way to measure poverty defined World Bank Organization. A person is regarded to be poor if his or her income level decline below the minimum standard level which is necessary to meet basic needs. This minimum standard level is generally called as "poverty line". What is essential to fulfill the basic needs? It differs from time to time and societies to societies. So, the poverty lines changes due to the changes in time and place, and each of the country uses different poverty lines which are adequate to its level of development, cultural values and societal norms [10].

### **2.2. Poverty Alleviation Weapons**

In light of the Bangladesh: The International Monetary Fund (IMF) experienced that; the main elements of the poverty reduction strategy comprises of some policies and programs that include promoting growth through better productivity; expanding the opportunities of employment in lagging areas by promoting connectivity with the poles of growth through better infrastructure and by inducing in human capital; improving to quality of education and poor households' access, services of health and nutrition;

coverage and targeting of social security programs etc. can be improved by sustaining labor productivity and creation of job in manufacturing and services; enhancing farm aggregate income. After going through this paper, it is palpable that the main weapon of poverty alleviation is employment creation, entrepreneurship development, community development and economic development [11].

### **2.3. Poverty Alleviation and Sustainable Tourism:**

The significance and role of sustainable tourism marketing was studied by Kafle in order to palliate poverty in Nepal. According to him the nature/biodiversity, culture, historical, adventure, religious and other segments of the Nepali tourism industry has a great impact on meeting the capacity of sustainable tourism's demand for major producing markets. Nepal requires to uplifts the sustainable tourism development as well as marketing strategies to touch to the potential tourists and market segments which also predicted by him [12].

Lean and Tang they found the valid and stable causality relationship over the sample period. The study encompassed the Gunduz and Hatemi-J investigation on the tourism-led growth hypothesis with the Malaysian data. In order for the validity and stability demonstrate of tourism-growth causality relationship the rolling sub-sample causality test was induced [13].

UNWTO mentioned that for the contribution to make sustainable development of tourism is in a special position in developing countries. At first, it is the key contribution that it builds to the economies of various countries and regional destinations due to the dynamism and growth of the sector. The second reason is the activity of tourism involves a special relationship among the customer (visitors), the industry, local communities and the environment [14].

According to Ali and Parvin, tourism sector brings a large number of opportunities as a rapid-growing economic field in terms of foreign exchange earnings, employment creation, income increasing, rising purchasing power and alleviating poverty from a country [15].

Weinz and Servoz concluded that, its enterprises often engage in sourcing relationships with foreign suppliers although its more potential for the creation of local employment, rather than seeking local supply linkages the tourism sector can be a prime mover of social development and reduction of poverty, and can enhance local incomes. These "leakages" in tourism spending and earnings are ranging between 40- 50% of gross tourism earnings for most developing countries and between 10-20% in developed countries and more multifarious developing countries [16].

According to Das and Chakraborty, tourism provides incommensurate potentiality for maintaining ecological balance, alleviation of poverty and generation of employment. It is comparatively a recent phenomenon, which conducts a vital role in the economic and social development of most country of the world [17].

The people traveling to and staying in different places apart from their usual atmosphere for not more than one consecutive year for vacation, business and any other purposes as tourists stated by the World Tourism Organization (2010) [18]. Cooper et al. stated that tourism has turn out an exoteric leisure activity globally, it might be domestic or international too. The International tourism has incoming as well as outgoing exposition on a country's balance of payments and earning huge foreign currency. Nowadays tourism is a principal source of earnings for many other countries of the world, and impact on the economy of both countries, besides it has its material importance too [19].

Likewise, many authors have defined that within the geographical perimeter of their own country of residence 'people's visiting activities to various destinations' as domestic tourism [20].

### **3. Methodology**

This research study was absolutely done through the descriptive method. The research which speaks about the form of research question, analysis of data and research design together with descriptive statistics that terminology known as descriptive research, while presumptive statistics find out the cause, effect and probable solution [21]. This study finally identified 17 variables (items) and have been incorporated to develop questionnaire that was entirely the literature review based, information initially from the in-depth interviews and also take into account the earlier

corresponding studies. The survey questionnaire was parted into three one demographic another is 17 identified variables and last portion is based on open ended opinion from the respondent. The respondents (tourists) were directed to fill the questionnaire for identified 17 factors and the importance of the items being measured entirely based on seven-point Likert scale. Different variables are introduced at the close ended questions designed under the seven points Semantic Scale with “Strongly Believe (SB)” dictating the highest level of support on the given statement, “Strongly Disbelieve (SD)” as the lowest level of support on the given statement and so on. Where, 1 = Strongly Disbelieve (SD), 2 = Disbelieve (DB), 3 = Somewhat Disbelieve (SWD), 4 = Neither Agree nor Disagree Neutral (N), 5 = Somewhat Believe (SWB), 6 = Believe (B), 7 = Strongly Believe (SB) are considered. The questionnaires are uplifted after considering the recommendation of the experts of related field and also pre-tested with a few respondents to ensure the standard of the questionnaires. Data were gathered both primary and secondarily. Primary data collected through a survey and a structured questionnaires to the Businessman, Entrepreneurs, tourism expert, tourist and the residences of the different tourist destination situated at Padma Garden, Varendra Museum and Shaheed Kamruzzaman Zoo in the northern area of Bangladesh. The secondary data and information are amassed from a range of various sources, including books, articles, e-journals, periodicals, the daily newspapers and the websites. However, due to the absence of authentic size of population and exact frame of sampling, non-probabilistic judgmental sampling is used by the current study. Furthermore, based on the findings of the present study used 200 valid responses for analyzing data to ascertain the representative of population and ensuring the generalization. Additionally, Cronbach’s Alpha, KMO & Bartlett’s Test, Spearman-Brown coefficient and split-half coefficient of Guttman techniques are being used to experiment the reliability and validity of the gathered data. Moreover, the current study used descriptive statistics, index analysis, and variance table and factor analysis to analyze the procured data. Finally the study has considered the precious suggestion from the tourism experts and the conscious parts of the tourist destination area with an open ended questionnaire for generalizing to fulfill the purpose of the study.

#### 4. Result and Discussion

##### 4.1. Reliability of Survey Data

The verification of the reliability of data was done through using alpha as well as split half techniques. The subsequent tables (Table 1 and 2) demonstrate the findings of the survey data reliability.

**Table 1:** Reliability Statistics (using cronbach alpha technique)

Cronbach's Alpha	N of Items
.765	17

The experiment was taken on hand to measure and to ascertain the internal consistency and reliability of the questionnaire items by standardized Cronbach Alpha tab (Zikmund and Babin, 2010). Malhotra, (2010) mentioned any study that holds at least 0.70 score as Cronbach Alpha shows the reliability of current study. The present study depicted that Cronbach Alpha score was 0.765 for the 17 identified predictors thus, it indicates the reliability of the procured data.

**Table 2:** Statistics of Reliability (based on split half technique)

Cronbach's Alpha	Part 1	Value N of Items	.586 9 <sup>a</sup>
	Part 2	Value N of Items	.854 8 <sup>b</sup>
Correlation Between Forms	Total N of Items		17 .174

Coefficient of Spearman-Brown	Identical Length	.296
	Unbalanced Length	.297
Split-Half Coefficient of Guttman		.280

The chosen 17 factors (predictors) were ramified into two parts in which first one is consisting of 9 items and second one is consisting of 8 items that indicate feasible value for the respective parts.

#### 4.2. Rajshahi a Sustainable Tourism Destination (STD) and its Future Potentiality

Depending on the findings of the index value, the subsequent table (Table 3) shows the Rajshahi to be a Sustainable Tourism destination (STD) and its future potentiality.

**Table 3:** Future Potentiality Level of Rajshahi as a Sustainable Tourism Destination

Descriptive Statistics on Various Factors		
	N	Mean
1. Tourism contributes a lot to the economy of Bangladesh.	200	6.255
2. Tourism helps to promote the living standard of the people.	200	6.245
3. Sustainable tourism helps to develop the infrastructure condition.	200	5.695
4. There is a scope of creating employment through tourism.	200	5.855
5. Tourism plays a significant role in preserving the natural resources.	200	5.385
6. Tourism sector helps to promote the local culture among the whole world.	200	5.98
7. Local business can be influenced through the tourism industry.	200	6.26
8. Tourism ensures the optimum use of the available resources.	200	5.15
9. Tourism industry attracts the foreign direct investment.	200	5.24
10. Tourism earns revenue for the Govt., which results the societal development of the country.	200	5.5
11. Transportation development is possible through the tourism industry.	200	6.19
12. Tourism industry uses skilled as well as unskilled labor in the same time.	200	6.36
13. Human resource development is the result of tourism.	200	5.005
14. Super structural development is ensured by the potential tourism destination.	200	5.175
15. Technological advancement is possible through the expansion of tourism.	200	5.55
16. Investment intensity can be grown among the people by the tourism industry.	200	5.38
Valid Number of N (as par list wise)	200	
Value of Index = (Summation of Mean/16)		5.70

The study showed (Table-3) that 16 items were picked to illustrate the future potentiality of Rajshahi as a major destination of sustainable tourist. The mean (Value of Index) of the 16 simple items was 5.70 of 200 samples. Besides, the value of mean of the 17th items entitled 'Rajshahi has the potential and core sustainable tourism destination' which mean value was found 5.60 that was the measurement of the direct future potentiality of Rajshahi to be a better sustainable tourism destination in the days to come.

**Table 4:** Similarity between the indexed and the future potentiality level of the sample

Value of Index	Future Potentiality	Resemblance*
5.70	5.60	98.25%

The study shows that the value of index and the future potentiality level of the sample are mathematically very close and explain the resemblance (Table-4).

#### 4.3. Findings of Index Analysis:

The present study mentioned that tourists visiting in Rajshahi are more interested regarding the development sustainable tourism explained by the 'Index Analysis'. At the same time there are many opportunities for improvements, if Rajshahi wants to set up a sustainable tourism destination in Bangladesh. The Table- 4 showed that the Index Value and Future Potentiality of mean are closed. The difference between the mean of index value and future potential is only 0.10 that showed the 98.25% similarity. This study has taken into account those variables for ascertaining the future potential of Rajshahi to be a sustainable tourism development.

#### 4.4. Factor analysis

Factor Analysis assists to find out the principal variables which are availing most to the model detailing. But before the Factor Analysis, it is essential to test the KMO for cocksure that whether the procured number of data is sufficient to conduct the analysis or not. The ideal value of KMO test should be greater than 0.5 (Malhotra & Birks 1997). The present study exposes the KMO & Bartlett's test (Table 5).

**Table 5:** KMO & Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.782
Bartlett's Test of Sphericity	Approx. Chi-Square	949.564
	Df	136
	Sig	.000

In this study the value of KMO was .782, which is larger than the standard value 0.5. So this signifies that the required number of data gathered under this study is sufficient to conduct the analysis.

**Table 6:** Explanation Total Variance by Factor Analysis

Total Variance Explained			
Component	Initial Eigenvalues	Extraction Sums of Squared	Rotation Sums of Squared

	Loadings			Loadings			Loadings		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
1	4.178	24.576	24.576	4.178	24.576	24.576	3.828	22.515	22.515
2	2.466	14.504	39.080	2.466	14.504	39.080	1.868	10.988	33.503
3	1.453	8.550	47.630	1.453	8.550	47.630	1.658	9.751	43.254
4	1.306	7.684	55.314	1.306	7.684	55.314	1.577	9.279	52.532
5	1.039	6.110	61.424	1.039	6.110	61.424	1.512	8.892	61.424

Through the factor analysis, it can be noticed that initial Eigenvalues can reveal 61.424% of the data variance and the variance can be marked through the 5 factors.

From the Table-6, 5 factors were found by 136 Varimax Rotations. And the following table (Table-7) presented these 5 factors in which also relates the groups of main variables that are critical to establish Rajshahi as a sustainable destination for the tourist.

**Table 7: Key 5 Factors of Factor Analysis**

Factor	Variables	Factor Loading	Variable Explained
Factor-1:	Tourism industry uses skilled as well as unskilled labor in the same time.	.799	24.576%
	Transportation development is possible through the tourism industry	.790	
	Technological advancement is possible through the expansion of tourism.	.727	
	Investment intensity can be grown among the people by the tourism industry.	.677	
	The potentiality of Rajshahi to be a better sustainable tourism destination.	.657	
	Human resource development is the result of tourism.	.615	
	Super structural development is ensured by the potential tourism destination.	.589	
Factor-2:	Tourism earns revenue for the Govt., which results the societal development of the country.	.578	14.504%
	There is a scope of creating employment through tourism.	.748	
	Local business can be influenced through the tourism industry.	.705	
Factor-3:	Tourism helps to raise the living standard of the people.	.630	8.550%
	Tourism industry attracts the foreign direct investment.	.817	
	Tourism contributes a lot to the economy of Bangladesh.	.601	
	Sustainable tourism helps to develop the infrastructure condition.	.541	



Factor-4:	Tourism ensures the optimum use of the available resources.	.826	7.684%
	Tourism plays a significant role in preserving the natural resources.	.778	
Factor-5:	Tourism sector helps to promote the local culture among the whole world.	.877	6.110%
Total=			61.424%

#### 4.5. Findings from the Factor Analysis

Through the factor analysis, 5 factors are identified. But 3 factors are revealed as the most significant factors among those 5 factors that affects the potentiality of Rajshahi to be a sustainable tourism destination in future. And 47.630% of the total variance is explained by the top 3 factors.

The top 3 prime factors that dominance the potentiality of Rajshahi to be a sustainable tourism destination in future are depicted in (Table-8).

**Table 8:** The Top Prime Factors and their Variables

Factor	Variables	Factor Loading	Variable Explained
Factor-1:	Tourism industry uses skilled as well as unskilled labor in the same time.	.799	24.576%
	Transportation development is possible through the tourism industry	.790	
	Technological advancement is possible through the expansion of tourism.	.727	
	Investment intensity can be grown among the people by the tourism industry.	.677	
	The potentiality of Rajshahi to be a better sustainable tourism destination.	.657	
	Human resource development is the result of tourism.	.615	
	Super structural development is ensured by the potential tourism destination.	.589	
	Tourism earns revenue for the Govt., which results the societal development of the country.	.578	
Factor-2:	There is a scope of creating employment through tourism.	.748	14.504%
	Local business can be influenced through the tourism industry.	.705	
	Tourism helps to raise the living standard of the people.	.630	
Factor-3:	Tourism industry attracts the foreign direct investment.	.817	8.550%
	Tourism contributes a lot to the economy of Bangladesh.	.601	
	Sustainable tourism helps to develop the infrastructure condition.	.541	

## 5. Conclusion

We came to know from the present conducted research that various significant aspects which affects the potentiality of Rajshahi to be a major sustainable tourism in the days to come and that can be played a vital role for the creation of employment opportunities thereby ensuring poverty alleviation of Bangladesh. Besides eliminating poverty from the country tourism sectors ensure the sustainable tourism development (STD) which contribute a lot for the protection of environment and human welfare. Due to the absence of proper maintenance and adequate policies cultural heritages, and sites of Rajshahi are losing their beauty and attraction frequently although it has some potential natural sites. The concerned authority should be more conscious, strict and careful in implementing proper policies to ensure the long-run sustainability of the social, cultural and natural attractions of Rajshahi especially for Padma Garden, Varendra Museum and Shaheed Kamruzzaman zoo. Another important consideration that should be taken into account in case of utilizing the natural resources properly. Besides the tourists and the regional people need to rise their consciousness in utilizing the resources prudently for maintaining the balance of ecology of Rajshahi.

From the study it is crystal clear that our tourism sectors are not properly limitations free. Security problem, underdeveloped road, transportation and communication system, negligence of the higher authority and improper management are the main obstacles for the tourism sector development in Bangladesh. Besides political instability, hostile politics, illegal residents, snatching, unethical incident, moral turpitude and skilled manpower also regarded as the main drawbacks of tourism sectors in Rajshahi Region. Moreover negligence of the concerned authority leads to the dissatisfaction of many foreign and local tourists. Finally Parking problem and lack of sound environment foreign tourists are not showing their interest to visit those sites.

With the change of time the demand, preference, and taste of tourists are altering day by day. Nowadays, a huge number of tourists who want to spend their leisure time in tourists destination without facing any risk and negative situation. The Sustainable Tourism should commence positioning themselves as a Sustainable, risk free and safety zone it is the main essence of the present time. In order to attract in tourism spot safety and security of the tourists should be ensured properly. So for the sustainable tourism destination huge investment is essential in order to ensure safe and risk free environment and enhances more facilities for the present and potential tourists.

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