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**THE SOCIO-ECONOMIC IMPORTANCE OF TOURISM AND ITS
IMPACT ON THE LIVELIHOOD IN SOUTH ASIA**

Case Rangamati, Bangladesh

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ABSTRACT

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| <p>South Asia offers the world's best places for vacations and chilling out. From beautiful beaches to incredible hill stations, fabulous backwaters, intricately carved temples and gorgeous heritage and culture but the situation of practicing tourism is not fully satisfied. The aim of this thesis was to identify the social and economic impacts of tourism on the livelihood and describe the ways to the development of tourism in Bangladesh and south Asian countries. This thesis also evaluated the present situation of south Asian tourism and its possibility.</p> <p>This research also exposed that the tourism sector needs creative people and developed quality of infrastructure related to the tourism. The research made suggestions for the government and private sector related to the improvement of tourism to increase the remunerations of this industry for the host community. Political stability should be established to improve the tourism image to the world. By confirming these actions Bangladesh tourism industry can arise as one of the main funders to the domestic economy of Bangladesh. The theoretical part of this research consisted of literature. In the empirical part, semi-structured interviews with local people and tourism employees were implemented as qualitative research methods. In addition, observation methods will be applied in the fieldwork in Bangladesh. The outcomes of this study exposed that proper practice of tourism creates economic and social welfare to local community. Tourism also brings job opportunities, develops lifestyle, creates of small businesses, develops of infrastructure and much more was identified.</p> | | |
| Key words Asia, Bangladesh, development, qualitative research, tourism | | |

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1 INTRODUCTION

The eight South Asian countries, which are occupied by natural inheritances and are the source of the orientate advancement, have been the attraction to people from any part of the world. Countries of south Asia are categorized as developing countries but the prospects of tourism business are generous with a great climate, heritage, beautiful nature and geographical location. Most South Asian countries are bounded by the sea which makes them more gorgeous to the tourist such as Cox Bazar sea beach, world's longest beach, world's highest mountain, Mount Everest, ancient and historically rich culture and traditions. With these resources tourism could be make strong economic development in South Asia if taken into consideration.

Tourism is the fastest growing industry in the world and plays a vital role in the economic development of a country. Many countries of the world survive upon the tourism sector. In this globalization era, third world countries started tourism to progress their economy, keep contribution to world peace, reduce poverty level and develop human resource and culture. Bangladesh is a growing country in the tourism industry. Bangladesh is trying to create interest in tourists, develop destinations and produce more foreign money from this area. Over the past, the statistics of tourism show that incomes from tourism in Bangladesh have improved. But statistically, Bangladesh is far behind in points of the neighbouring countries. In 2009 about 267,107 foreign tourists visited Bangladesh during the year and the country got about Tk 5562,70 million (€6266 million) from this sector in the same year.

Tourism market in the world has grown remarkably but Bangladesh tourism market has to go far. Deficiencies of proper care and political turbulence are the main reasons for slow development of the tourism industry in Bangladesh. The Bangladesh Parjatan Corporation (BPC) is playing its job properly as a national tourism marketing organization for promoting Bangladesh tourism worldwide.

Bangladesh is the land of natural beauty called a country of rivers. The world's longest sea beach and largest mangrove forest are in Bangladesh. The other natural attractions include: lakes, rivers, archaeological sites, historical architecture and memorials, resorts, beaches, forests, wildlife of several kinds, flora and fauna. The tourist activities are angling, water skiing, river cruising, climbing, paddling, sea swimming and several more. If Bangladesh can use this beauty in the tourism sector then tourism can contribute considerably to the Gross domestic product (GDP) in the national economy.

A well-thought master plan is massively important for the development of tourism in Bangladesh including Rangamati. The layout of tourism is developing fast day by day. New forms of tourism are coming, for example sustainable tourism, ecotourism, geo tourism and green tourism. Bangladesh is in force and government has framed an up-to-date strategy “The Tourism Policy 2015”. In this new policy, many new concepts are updated, highlighting the involvement of the local community in the tourism sector and especially in the development of tourism spots. Rangamati has got extraordinary devotion at the policy.

The aim of this research was to assess the importance of tourism and its impacts on the local inhabitants, income, employment, infrastructure, lifestyle and livelihood. Moreover, this study also focuses on some relevant problem of tourism of Rangamati, Bangladesh and resource limitations. It is also predictable that the outcomes and evaluation of this study will help the tourism strategy makers and the local community. The qualitative research method is used to handle the empirical part of this research, which contains interviews and opinions.

The findings of this study revealed that the tourism industry in Rangamati has been unsuccessful to promote its natural beauty and rich culture but Rangamati has a very good opportunity to create the impacts of tourism in terms of creating new jobs, Earning possibilities, enriched standard of living style, investing money, setting up business, developing infrastructure and many more opportunities. The socio cultural tourism impacts of Rangamati are proper education, women power and developed social security and safety.

2 TOURISM DEVELOPMENT IN SOUTH ASIA

Tourism business is the speediest business industry in the world. Tourism sector creates employment prospects and grossing foreign exchange etc. that are very essential for the economic development of a country. The tourism business should be planned in such a way that it minimises the social and environmental impacts and provides full economic benefit for society. It makes the economy growth in society. (Shapley & Telfer 2002.)

Every nation of the world tries to use their natural infrastructure as a tourism product to grow their economy. For example, The United Arab Emirates is very rich in oil and gold but they are practicing tourism very extremely for economic development. Now Abu Dhabi and Dubai are the role models for the tourism industry. The tourism sector is very dynamic in contribution to the economic development of developing country. South Asian countries classified as developing countries should pay attention to tourism industry because they are full of natural resources.

Currently, the tourism authority of Bangladesh and Bangladesh government understand the significance of tourism sector to the development of the countries economy and earned revenue. Bangladesh Tourism Board (BTB) and Bangladesh government have agreed to develop the tourism industry. On the other hand, private sectors are ready for the improvement of infrastructures such as hotels, motels, amusement park, resorts etc. The government of Bangladesh has expected at making US\$200 million by 2018 instructing the services at distinctive tourist attractions. The year 2016 has been announced Tourism Year to regenerate the tourism segment. (Daily Star 2015.)

The United Nations Steering Committee on Tourism for Development (SCTD) passes jointly the tourism proficiencies and tourism knowledge of every partner to form collaborations for extra corresponding, applicable and effective distribution of practical support to unindustrialized nations, therefore accompanying their powers to construct a reasonable nationalized tourism zone. To maintain the distribution of a combined package for tourism, the SCTD will figure out the power of each organization to recognize and organize economic capitals compulsory to react to developing countries requirements. As an inventive official structure for supplying for tourism, the SCTD will similarly investigate the prospect of forming a faith deposit for defensible tourism improvement in the future. (UNWTO 2013.)

2.1 Tourism development process

Tourism is a core sector of any economy. Development of tourism must be considered a driving force in any economy. While tourism is a very big industry on a global scale, at the local level it is very small. That is, the vast majority of tourism companies are small or medium sized operations, all offering a wide range of goods and services to the traveller in one form or another. This fragmentation in supply, however, can lead to variable quality in the local product, unnecessary competition; poor information flows and missed opportunities.

Tourism is merchandise that is based upon synchronized production and utilization. Before we look into tourism development, let us define the perception of tourism development. Tourism development indicates to all the actions related to delivering services for travellers in a destination. It includes accomplishments such as services improvement, employment and prosperity formation, and promotion. Presentation of several tourist destinations throughout connection, schooling and assistance of inhabitant tourism establishments stimulates tourism development. With the thought of tourism improvement we can realize the significance of tourism in developing countries and its commercial effect on them. (Ateljevic & Page 2009.)

The concept of tourism development process is organized with some specific future actions. It incorporates all sorts of planning: physical, economic, social and cultural. Planning should be implemented in the national and sub-national way as well as local involvement. It is important that planning is precise, clear, clear-cut, conflictless and realistic. When the development plan has been fulfilled it is essential to observe it closely to identify any abnormalities. Another form of tourism development process is distinguishing the threats.

Below is the graph of tourism development process. (Graph 1)



GRAPH 1. Tourism Development Process

The process of development planning involves a wide cross section of participants who may bring with them goals that are conflicting. Furthermore, different stakeholders may well bring with them incompatible perceptions about the industry and development process itself. Before looking at the process of tourism development planning it is worth considering some of the advantages and disadvantages associated with selecting tourism as a catalyst for general development. (Cooper, Fletcher, Fyall, Gilbert, Wanhill 2008.)

2.2 South Asian tourism development

South Asia includes of eight nations: The Maldives, Nepal, Pakistan, Sri Lanka, Afghanistan, Bangladesh, Bhutan and India. The South Asia has so many attractive structures to invite tourists due to wealthy traditional variety, long civilization. Especially for gastronomic pleasures, massive ecological fascinations, heritage sites, some unique beauty and specially the warm hospitality of people. Everest and K2 are the highest and second highest mountain in the world situated in South Asia. Coral reefs beach of The Maldives, Coxbazar sea beach and Sundarban mangrove forest of Bangladesh are located in this territory. Tajmahal, Ajantha, Sigiriya, Timpu architectures are the

symbol of elegant South Asia. The Maldives has already established a reputation as one of the best honeymoon destinations in the world.

Almost every south Asian country is flourishing with natural beauty and a possibility of tourism development. The Maldives and India are the highest foreign revenue earners within all South Asian countries. Nepal has also become a prosperous country in recent years and the government of Nepal declared 2012 as the year of tourism. Nepal implemented some long-term effective strategy to develop their tourism sector. India is also improving their tourism sector in every way achievable. Every state of India has developed their tourist destination places.

Before 1971, no one knew the Maldives. An Italian tourist Corbin found the new tourist destination on the Indian Ocean islands of the Maldives. The natural beauty of the Maldives impressed him as heaven on earth. This is how the name of the Maldives spread worldwide. In 1972, Maldives tourism industry started with two resorts with only 280 beds. Realizing the economic importance of tourism the government of the Maldives (1983-1992) started a variety of tourism policy. After a few years the Tourism Master Plan (1996-2005) was formulated and implemented. About 7 percent of the GDP comes from the tourism industry in the economy of the Maldives. Nearly two-thirds of the foreign currencies come from the tourism industry. The creation of job opportunities in the country is enormous. (The Telegraph 2015.)

The geographic diversity of India attracts many countries tourists. One side is concealed by sea, on the other side is hill; the barren desert and other sides are covered by ice. Various languages, culture, food, clothing division, religion, race, belief, etc. make India itself a strange diverse assembly. Nearly 75 million domestic tourists in India visit one end to the other end every year. The tourism industry provides employment to nearly 5 million people in India. India has the world's second position in the creation of employment in these industries. Tourism industry can play a significant role in socio-economic development, poverty alleviation, employment and foreign exchange. The contribution to the world economy, the tourism industry cannot be denied. The multidimensional tourism industry has become the source of much of the country's top foreign exchange. In this context, Switzerland, Greece, Italy, Egypt, Mexico, South Africa and Morocco are the proper example.

However, South Asia still remains the most clashed area in the world. 400 million people live below the deficiency line and 71 million are directly affected by assault, corruption or its risk. Health problem, poverty, dowry, sanitation problem, education, child and gender related problems are dragging the south Asian development. (World Bank 2015.)

2.3 Socio-economic importance of tourism development

In 2013 foreign trade profits from the tourism business globally are 1.4 trillion US dollars, about 4 percent better than in the former year. Tourism is the major business in the world nowadays. The tourism business share of the entire worldwide manufacture is about 5991.90 billion US dollars that is 9.1 percent of whole world manufacture. Approximately 2 per cent of the GDP arise from the tourism sector. (UNWTO 2015.)

A touristic country's socio-economic development depends mostly on the tourism industry. This industry creates foreign currency, raises foreign trade balance, creaties of employment opportunities. Mobility brings wealth, the income-multiplier effect on the economy and helps the development of other sectors. Moreover, tourism industry plays a vital role by forming the socio-cultural development in the destination, education, progress, and peace. As a result, human values, behaviour, good lifestyle, etc. are established. For many developing countries the tourism industry works like "Life Blood". Moreover, tourism activities are the supply of joy for people by bringing comfort and leisure opportunity. People know each other, gather experience and make friends with people and harmony can produce through tourism. The government has to give special importance to the industry to continue its development.

Meanwhile, creating employment opportunities in the tourism industry has taken place as the biggest sector. Creation of employment opportunities in the advancement of the tourism sector is almost double to other industries. Moreover, the activities of this industry run to every corner of the country, create employment opportunities for rural people as well. As a result, the benefits of these industries also create equality of income between rural and urban people. The rural people's employment prospects will be created by the development of tourism industry helping the low employment opportunities in Bangladesh. The quality of life is improved if tourism industry generates properly. The development of tourism industry and the development of tourism destinations are helpful for local people by creating small business opportunities and forming many more options. Moreover, the ties and friendship between the people of the world grow by tourism.

2.4 Challenges in developing tourism in South Asia

South Asia obtains many precious tourist resources and enchantments, which could be significant ways for reducing the wide-ranging deficiency. Most of the world's underprivileged people live in south Asia. Approximately 47 percent of the world's poor live in this territory, which make less than one dollar a day. As assessed in 2004, there are 969 million poor people in this world and 446.2 million of them live in South Asia. Also, this region is highest for child malnutrition with under weight and low growth. Tourism industry can change this kind of obstacle in South Asia. (Ahmed, Hill, Smith, Wiseman & Frankenberger 2007.)

The most serious problem in this region is visa procedures including border harassment. Border formalities are very complicated in most countries in South Asia. Only Nepal, The Maldives and Sri Lanka allow an on-arrival visa for international tourists. South Asian Association For Regional Cooperation (SAARC) can introduce a regional visa such as the European Schengen visa to avoid this kind of difficulty. There is proof that tourist business develops more where certification processes are efficient. The lengthy process of travel documents spoils the courage of tourists. The Association of Southeast Asian Nations (ASEAN) has accelerated their tourism industry in Southeast Asia by introducing a regional visa for all tourists from ASEAN countries.

Furthermore, the transportation (rail, road, air) connectivity in South Asia is very deprived. The poor connectivity of the transportation system hampered the development of tourism in this region. Although air transportation in South Asia has upgraded much road and rail connections remain modest and tourist destinations are difficulties to approach fast. Bus services are not sufficient in the region. Bus services between South Asia for example India- Bangladesh- Pakistan are running very inadequately. Only three buses are active in five days in a week between India and Bangladesh. Five buses operate between some towns in India and Pakistan but the services are not satisfactory.

Accommodation and additional services in South Asia are also unsatisfactory for tourists. Hotel rates are too excessive in most of the South Asian countries compared to Southeast Asia. There is a general perception of the sub region in the marketplace as poorly developed tourism destinations. Ecological

principles are modest. Functionalities and public facilities, such as water, sanitation, and waste controlling are insufficient and do not distribute secure and beautiful surroundings for tourists. In all of the traditional and environmental inheritance sites of tourism significance (incorporating Lumbini in Nepal, Sikkim's hermitage and natural spots, and heritage sites beside the Bangladesh Heritage Highway), transportation organization throughout the sites is incompetent; space is inadequate; tourist movement remains unfortunate; public facilities such as relaxation places and toilettes are unhealthy for tourist use; essential tourist information and spot clarification services are either unapproachable or unacceptable. (ADB 2009.)

Safety and security are another biggest concern in South Asia in the travel and tourism sector. Almost all of South Asian countries have the internal problem. Border clashes, hartal, Bombing, war, terrorism, rebellions, civil conflict are a common phenomenon in South Asia. Because of that, South Asia has been unsuccessful to become an enormous target for global visitors. Many developed countries inform their people to travel in South Asia with additional precautions. Many countries warn their people to avoid certain zones of South Asia. The foreign ministry of New Zealand has divided South Asia to three groups (some risk, high risk and extreme risk) and suggests their inhabitants to follow the chart when they travel. (GoNZ 2008.)

The image is a crucial issue of a tourist choice of destination. Many factors are responsible for South Asia's negative appearance in the world tourism. Usually, South Asia is measured as a problematic and unsafe region to travel due to complicated travel procedure, safety and security. Another serious problem is inadequate information about the safety condition, transportable networks, boundary matters, visa procedures, money exchange and many more issues. Besides, there is a shortage of information centers from where a traveller can collect information.

3 TOURISM AND ITS IMPACTS ON THE LIVELIHOOD

In the economic sense, tourism touches all the groups of people in a country. Over the last era, the conception of tourism development has become the increasing attention to the developing countries. Now-a-days tourism becomes an important device and very popular within developing countries for sustainable development. Tourism focuses on creating job opportunities, reducing poverty, investing in the deprived to build their own prospects, assisting their access to properties and developing the living style. Tourism also creates non-economic impacts related to livelihood such as chances for training, education, ability constructing, rising self-importance and self-confidence, progresses in health and other sorts of well-being, enhanced socio cultural status.

Tourism includes the connection of people to distinctive geological sites, and the creation of public relationships amongst people, exchanging cultures, civilization, belief, morals, existences, languages and points of wealth. Tourism can assist as a helpful intensity for harmony, promote superiority in racial customs and support not moving to the city by generating local employment. The community can take the respected characteristics of another community's culture and tradition throughout tourism. Tourism has positive consequences on the ecosystem by paying attention to environmental protection and maintenance. Tourism increases the consciousness of ecological prices and can work as a tool to funding the preservation of environmental zones. Natural sites are demanded for sustainable tourism and government and tourism authority give special attention to developing these spots. When the environment is preserved better then people's life style will be better.

The full influence of tourism business in South Asia to GDP was USD162.4 billion, that was 6.8 % of the total GDP in 2014, and it is estimated to increase by 6.9 % in 2015. Travel and tourism sector directly created 26,211,000 employments that are 4.7 % of the total jobs and it has grown by 1.9% more in 2015. (WTTC 2015.)

3.1 Tourism in Bangladesh

The People's Republic of Bangladesh is a country of South Asia. It is situated in the southern shoreline state of the Asian zone, with inhabitants of about 160 million. Bangladesh is blessed with all kind of natural resources especially famous for the longest sea beach and the largest mangrove forest in the world. Separately from this, Bangladesh is also popular with tropical forests, ancient monument, historical archaeological sites, wildlife, hill tracks, ancient mosques, tea gardens, lakes and rivers. Bangladesh is also world famous for handicrafts and art.

Tourism industry contributes to national economy creates employment. In the sector of tourism, the direct contribution to GDP in 2013 was BDT 222.6bn (€2.6bn), which was 2.1% of the total GDP. In 2014, it increased by 7.7% to BDT239.8bn. This is mainly produced from the different economic sectors such as accommodation, airlines, travel agents etc. Leisure industries also influence to this growth. Travel & tourism industry also contributed to the job sector in Bangladesh significantly. In 2013, tourism business created 1,328,500 jobs that were 1.8% of the total employment and in 2014 it grew by 4.0% to 1,381,500 jobs. Accommodation sector, travel agent, airlines, leisure industry and other passenger transportation filled this employment. Bangladesh produced BDT8.3bn in tourist arrivals in 2013 and in 2014 it grew by 7.1% and the number of total international tourist arrivals was 435,000. (WTTC 2015.)

Visitor entrance to Bangladesh has endured approximately 350,000 visitors a year for numerous years. Social disturbances, political volatility, border conflict, the contradiction in marketing work, and recurring changes in the management positions of the industry hold Bangladesh tourism from achieving its full prospective. However, Bangladesh has the possibility to become a big tourist country in the world. Bangladesh tourism needs a major renovation of its authority and administrative arrangements to understand its full prospective.

The tourism business in Bangladesh is suffering damages of 7.1 million US dollar a day on average because of barricades, according to a current report of the Dhaka Chamber of Commerce and Industry (DCCI). The present political condition is not only a bad sign for the business sector, but besides it makes a negative image of the country in the worldwide tourist market. Moreover, international and national travelers are scared of visiting tourist destinations because of the continuous obstruction that means not only losses for tourism related business but is also very harmful for local people who are

dependable on tourism. When travelers travel from one place to another, they expend cash for food, transportation, housing and mementos, enhancing the local economy. (Daily Star 2015.)

3.2 Tourism business and employment generation in Bangladesh

Bangladesh's tourism industry has a tremendous growth prospective. Small geographical boundaries of Bangladesh are so easy to attract tourists. Bangladesh is a small country with the world's longest sea beach in Cox's Bazar, the Sundarbans. The world's largest mangrove forest, The coral island of St. Martin, the region's scenic beauty of the mountains, over 200 rivers, historical and archaeological sites, different religions including the most important places of tourist attractions. Bangladesh can enter the competitive global market through the potential development of this industry. The development of tourism industry was not fair due to the lack of adequate funds and the shortage of necessary infrastructure to develop the scenic natural beauty of the land. The strategic development of the tourism industry could become the country's single largest foreign currency earner. The industry has a huge potential to take the initiative with national planning priorities then in the near future job creation and economic development of the tourism industry will be able to contribute significantly. Moreover, in view of the Digital Bangladesh the tourism industry could be a key component in achieving the desired goal.

Bangladesh Tourism Corporation was founded in 1972. Since then, the organizations of the various tourism facilities have developed some interesting places for tourists. But further development of the infrastructure needed for the creation of tourist facilities is desired. As well short, long and mid-term projects with prior private participation in various programs in the next 10 years, massive employment creation, poverty reduction and the Millennium Development Goals (MDGs) will be achieved. The current government is bound under the action plan identified by some projects from Bangladesh Tourism Corporation. The identification of the tourism product, as well as development activities, human resource development, training, organization, promotion and marketing of existing commercial units, standard development activities and construction of the subject is mentioned. It is possible to implement this provision by the necessary budget. . If the plan is implemented by 2017 the number of tourist arrivals and revenue will be double as well as the development of the tourism industry and the socio economic development would have a revolutionary change.

Unemployment is one of the significant problems in Bangladesh. Tourism creates an opportunity to open different kinds of businesses such as setting up hotels, resorts and touristic sites. This kind of tourism business has been producing employment in Bangladesh, which directly and indirectly supported the local people.

A journey to some traditional locations of Bangladesh – Paharpur, Mahasthagarh, Kantajeu Temple, Kuakata and Sixty-domed Mosque has exposed a massive prospective of community tourism improvement throughout the social business. Women have developed their life by social business and they sell their own products to the tourists. They also do other works such as photography, charring baggage, cooking food for picnic parties and so on. Some of the local women run different kind of shops such as tea stall at these heritage spots. Not only tourists but also local people buy their necessary things from these stalls. (Daily Star 2015.)

4 THE TOURISM PROSPECT OF RANGAMATI

Rangamati is well known to everyone for its tourism prospective and it has bright future in the tourism sector. The geographical diversity of Rangamati demands that is legitimately rich in flora and fauna. Rangamati is also suitable for eco-tourism. There are many kinds of plants and species found in Rangamati. Rangamati has all the requirements for a perfect tourism area but the tourism could not grow sufficiently due to the absence of proper guidelines. Presently, the government is giving attention, infrastructural planning is emerging, the private sector is coming forward and local people also understand the positive side of tourism.

4.1 Rangamati at a glance

The natural beauty of Rangamati hill district is located in 22° 07' and 23° 44' north latitude and 91° 05' and 92° 33' east longitude. Rangamati is the southeastern district of Bangladesh. The boundary of Rangamati in the north is Tripura, Bandarban south, east and west of Chittagong and Khagrachhari Mizoram. Rangamati is the largest district in the country in positions of volume. The total area of Rangamati is 6116.11-square km. The total population of Rangamati is 5,08,182. Rangamati is the city of no rickshaw and lakes surround the city area. There are 13 types of ethnic community live like Chakma, Marma, Tangchangya, Tripura, Murong, Bomb, Khumi, kheyam, Cak, Pankhoya, Lushai, Sujesaotala, and Rakhine.

Rangamati, Khagrachhari and Bandarban are the three hill districts of the Chittagong Hill Tracts region. The former name of this city was "Corpas Mahol". In 1981, Rangamati and Bandarban have separated Chittagong hill tracts. Still there is the traditional revenue collection system collected by Rangamati hill circle chief cakma. Cakma circle chief is the legitimate king of Rangamti.

From the British regime special administrative structures follow in Rangamti. A new dimension was added in Rangamati after the peace agreement in 1997 between the local community and Bangladesh government. Bangladesh government formed a separate ministry called the ministry of Chittagong Hill Tracts. The main function of this ministry is coordinating the three hill districts, controlling refugees,

rehabilitation of internal refugees and land allocation system. In order to implement development activities in the Chittagong Hill Tracts Development Board, the Hill District Council and the hat-market organizations have been formed. Rangamati is the only one of the National Assembly seats.

The density of the population is 85 per square kilometre. The quantity of houses is 1,03,474 having the house volume of 5.8 inhabitants. The region of Rangamati contains 11 upazilas, 1 municipality, 40 union parishads and 1447 villages. There are tribal and non-tribal inhabitants of distinctive religious views. The Buddhist, Hindu and Christians are the majority and a number of tribal religions. Most of the non-tribal are Islamic. Rangamati district has a usual literacy rate of 46.5. (Rangamati 2016.)

Karnafuli is the main river of Rangamati hill district. The river originates from Lushai hills in India. The length of this river is about 170 miles. This river has two waterfalls named Barkal and Uthatarate. There are plenty of fish and aquatic plants in this river. Rinkhyong River is beginning from the western hills of Assam and meeting together at the main part of the Rinkhyong. The river creates a nice journey through the deep forests and drops into Kaptai Lake. The river is glitzy and it is 89 km long. It is passable up to Myanmar during the rainy season and supplementary it is used only for floating wood and bamboo. The following picture shows the nature of Rangamati. (Picture 1).



Picture 1. Chimbuk hill (adapted from Bdprimeit 2016)

Blue watery Kaptai Lake is situated on the north side of Rangamati extending about 90 miles. This artificial lake was built for a hydroelectric project in 1960. This lake is very famous for boating, fishing and swimming. The well-known Kaptai Lake, The biggest “man made” lake, extending over 690 square km. of crystal clear water bordered by mountains and ever green timberlands lies in the Rangamati hill districts. The lake was made when Karnafuli River dam (154 feet high, 1850 feet long crest) was constructed for the reasons of hydroelectric power development at Kaptai. The old Rangamati town was sinking under lake water and a new town had to be formed later. The lake is filled with fish and offers the facility of swimming and skiing. There are also capabilities for fishing and a small tour by shampan, the local name for country boats. (Pandey 2004.)

Below is a view of Kaptai lake. (Picture 2).



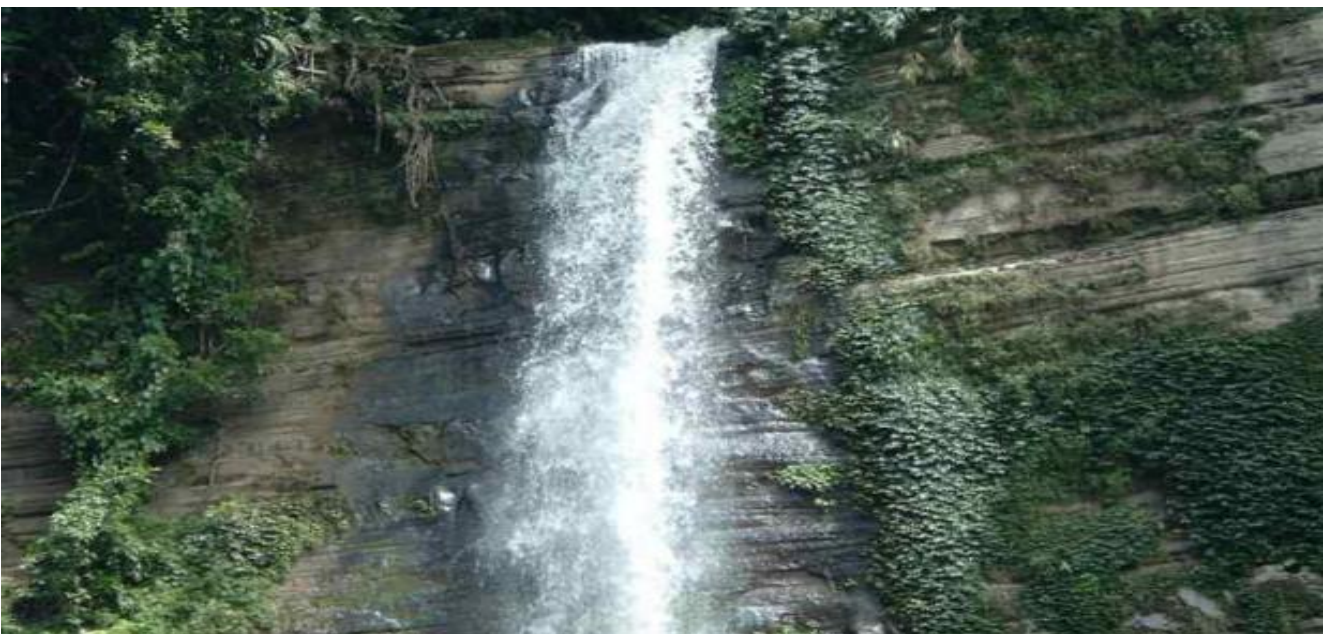
Picture 2. Kaptai lake (adapted from Go-bd 2016)

The Hanging Bridge is very attractive for tourists. The length of this bridge is 335 feet. Due to the interest of tourists the hanging bridge is standing today as a sign of Rangamati. Tourists are usually starting their tour from this bridge. Below is a picture of the Hanging Bridge of Rangamati. (Picture 3).



Picture 3. Hanging bridge (adapted from Daily Star 2016)

In the Barkal Upazila of Rangamati hill district Subhalam fountain is already widely known to tourists. The pure spring water creates a different feeling in the hearts of tourists. The fountain filled with water during the monsoon season runs down from almost 300 feet high. At present, some of the structures had been built in the area by the district administration. The distance of this fountain is only 25 kilometers from Rangamati center. Below is a picture of Subhalam fountain. (Picture 4).



Picture 4. Subhalam fountain (adapted from New Age 2016)

The life style of the ethnic people is exceptionally attractive. There are 13 types of the ethnic communities: Chakma, Marma, Tangchangya, Tripura, Murong, Bomb, Khumi, Kheyam, Cak, Pankhoya, Lushai, Sujesaotala, and Rakhine. Most of them are Buddhists and the rest are Hindus, Christians and Animists. Excluding the suppression of religion, simplicity is powerfully shown in their resources, habits and average life. The tribal families are matriarchal. The women are more dedicated than the man and they are the main useful intensity. (Pandey 2004)

Below is a picture of Chakma girls who wear their traditional cloths. (Picture 5)



Picture 5. Ethnic group of Rangamati (adapted from Prothom Alo 2016)

Rajban Bihar was constructed in 1974 over a space of 14.6 hectares. It is the most famous Buddhist temple in Bangladesh. From the city center of Rangamati it is just three kilometers far and one of the greatest recognized tourist temptations of Rangamati. Tourists must enter the temple with bare feet to respect the religion. There are many monkeys everywhere in the temple. It is a seven-story structure and local people call it 'Seven Haven'. Inside the temples there are four sections: Topoghar, Chainghar, Rest room and a Medical Center. Below is a picture of Rajban Bihar. (Picture 6)



Picture 6. Rajban Bihar (adapted from "Vision- 2030" 2016)

4.2 Problems facing tourism in Rangamati

The underdevelopment of Rangamati tourism industry can be credited to various causes such as lack of care of the tourism sector by government, small budget allowance and shortage of professional people in the tourism sector. There is also the scarcity of advertising and promotional actions. Tourism of Rangamati is staying behind due to lack of publicity of its natural magnificence to the international tourism market. There is the absence of suitable infrastructural improvement, construction development, no proper water and sewage system, no gas connection, deficiency of waste management techniques and sustainability. Electricity breakdown is a tremendous problem in Rangamati. Tourists cannot move easily due to electricity failure in the night.

Tourists are not satisfied with undeveloped transportations; roads and communication are the core problem of tourism in Rangamati even though this is the location of natural beauty. There are also local safety anxieties that make travelling to Rangamati precarious. The problem of accommodation is another fact in Rangamati. The guesthouses, motels and hotels are very few in quantity. Tourists either have to use uncomfortable cottage or they have to return early because of the shortage of accommodation facilities. The communication facility and transportation system are not satisfactory. There is no railroad from Chittagong to Rangamati. The roads and highways situation is the worst and road accidents occur frequently. The traffic system is not modern. (Daily Ittefaq 2013.)

Rangamati is a city of natural attraction and tourist destination but leisure events on the beach are very insufficient and short. There is no nightlife amusement activity anywhere in Rangamati and there is also the safety issue in the night. Sporting areas, water sports and gyms are important but there is no plentiful prospect for this. Another problem is that there are no professional tourism operator services. The most important factor in Rangamati is safety and security. Security is the highest priority to visit some place. Pick pockets, political clashes, fighting between tribales and many kinds of dysfunction happen in Rangamati regularly. In recent years, some local terrorist group created panic in here. The local people are not aware of the development of tourism in Rangamati.

5 RESEARCH METHODOLOGIES

Research methods are expanded in every arena of research incorporating leisure and tourism. Every field of information has its own way of research. For illustration, scientific research is mostly connected to laboratory experimentations whereas tourism research is done on social and human behaviour experiment. It is research of actions and appearances of people, habitation, culture and activities. Social science researches are of three types. They are descriptive research, explanatory research and evaluative research. Among all these research methods, evaluative research is made for the need to make a judgment on the success or effectiveness. Through evaluative research, the researcher attempts to find out the value and potentiality of the research field. (Veal 2006.)

This research paper was using the qualitative research method including interviews, observations and gathering information for tourism related employees. The reliability and validity of this research work will be based on the qualitative research method applied. Personally, the researchers went to Bangladesh in March 2015 to do this research work.

5.1 Qualitative research method

Surveillance and observation are the most important processes for qualitative research method. It demands that the researcher should be a partaker in the background or situation that is being experiential. The information on the member of observation reviews in what way to enter the perspective, the part of the scholar as a participant, the collecting and storing of ground reports, and the evaluation of ground records. Participant opinion frequently needs unspecific time of serious work since the scholar wants to become recognised as a regular part of the society in contemplation to confirm that the observations and explanations are of the ordinary fact. (Social research method 2006.)

5.2 Analysis

Semi-structured interviews were directed with one officer of Bangladesh tourist board, three tourism employees and four local people from the host group. The employees are working under Bangladesh Tourism Board as tourist guides in a government hotel in Rangamati. Between the local people, two people are government jobholders, one is unemployed and another one is a student. All of the interviews were conducted in Bengali. However, all interviewees were given very effective information to discover the importance of tourism, its impact, problem and initiative step. The tourist board officer requested to be unspecified in the interview for the private cause. All interviews were recorded with the permission of the interviewees.

5.2.1 Analysis of the tourist board officer's and tourism employee's interview

The researcher was personally going to Bangladesh tourist board head office in the capital city Dhaka to take an interview about Bangladesh tourism. After meeting the tourist board officer he agreed to talk only thirty minutes. The officer is one of the highest-level authorities in the tourism board. The officers explain type 1 was about the economic importance of tourism in Bangladesh. He said:

It is true that tourism can be measured as a main source of income and creates a great impact in the local society in Bangladesh. It can also play a role by creating job and changing the lifestyle that is badly needed for development of Bangladesh. We have the variety of tourist destination even some kind of best but we are totally failed to take hardly this business. We can follow Thailand, Maldives and Nepal. For this, we need a proper initial step and professional people. Our Government and private sector taking various steps to develop tourism industry but corruption and political disturbance spoil the entire goal.

Type 2 was about the future of tourism in Bangladesh. In this matter, the officer talks briefly about their plan and goal.

The government and Bangladesh Tourism Board set a goal to raise the number of overseas traveller arrival by next year by taking a chain of marketing activities starting in November 2015. As part of the marketing campaign, the Bangladesh Tourism Board will arrange an Asian tourism convention in November in Dhaka. Nepal, India, Srilanka, Malaysia, Bhutan, Maldives and Cambodia will be participating.

In addition, the government aims to develop another vision for tourists-health tourism. At present Bangladesh is the well known to Nepal and Bhutan for better treatment. We will concentration on health and religious tourism also. Bangladesh has many religious sites for Muslims, Hindus and other religions. Certainty the amount of tourist will noticeably rise if we can improve such religious places.

Bangladesh Tourism Board and Bangladesh government make some combined strategy to developing the tourism of the country. They already distinguish some important tourist destination like Cox Bazar and Shundarban as a tourism product and making a road plan to develop this kind of significant destination by improving its infrastructure and developing its facilities.

Type 3 was about personal suggestion about tourism of Bangladesh. The officer gives a very good suggestion on this topic.

Lots of foreign tourists are not interested to visit South Asia because of visa processing conflict. If we can begin tourist visas that would give entrance to any country then Bangladesh will be enormously profited. The best option is visa free for South Asian countries to enhance each other's tourism regions.

We should give attention to the development of agriculture sector that is also related to the development of tourism sector. When we try to increase the number of tourist arrival we should also increase the demand for food that will improve the livelihood and fulfil our food demand.

The tourism employees were very interested to give their opinion about tourism. Their opinions are very important to understand the real condition of tourism and economic impact of Rangamati, Bangladesh. In the point of type 1, all interviewees agreed that tourism is engineering, it can decrease poverty and deliver possible paybacks to the local people. Interviewee number 1 was giving more significance of government support to the tourism sector in Bangladesh. Interviewee number 2 included the importance of developing the infrastructure. Interviewee no 3 has a lot of work experience in the tourism sector and working in Bhutan as a tour operator for three years.

Interviewee 1. Tourism produces foreign money in the national economy that can be used as a source of revenue for economic development and decreases poorness. Also, it can create occupation for educative unemployment as well as normal people. Tourism is perhaps a wonderful enhancement to other industry expansion. Ultimately, the underprivileged peoples are profited due to development in tourism to an enormous level. In this sector, there are a huge position of employment such as a driver, a hotel employee, photographer, shopkeeper and many more byproduct occupations. Beneficial employment of this sector of the society is prospective to develop their position at least in terms of income insufficiency.

Interviewee 2. I strongly believe that tourism can change a country to eliminate poverty if good designed. For example in Bhutan, maximum tourist attractions are situated in remote areas where the unprivileged and mostly uneducated people live. Every local tourism authority gives back their 15% of income to the local communities to develop public services like water, road, transportation, school, hospital and so on. The local people also change their fate by selling handicrafts, local art, and cultural objects and even traditional dances.

Interviewee 3. Tourism can increase national and individual income, rise the foreign currency that is normally used in the countries development plans like the developing highway road, hospitals, school-college and developing the peoples status.

In the discussion of type 3, these people were given some practical suggestions to development the tourism of Rangamati. All agreed that political stability is tremendously important to earn the goal of tourism not only in Rangamati but whole Bangladesh.

Interviewee 1. Everybody should agree with me that Tourism Management School at Rangamati for research about tourism and local individuals could be founded to help the residents of Rangamati and development of local tourism industry.

Interviewee 2. The appearance of the tourist spot is an important issue to draw interest to the tourist. Bangladesh is facing image problem in recent years due to political unrest and violence. International media highlights the conflict situation of Bangladesh to the world that creates the negative impression to the tourist. Non-government organizations do the same thing. For this reason, foreign tourist loses their interest to visit this beautiful country. Bangladesh tourism authority should accurate this negative concept by the highlight on marketing procedures. Bangladesh government and Bangladesh mission office in overseas have a responsibility in this matter.

Interviewee 3. In my opinion, the most important factor for the foreign tourist is security system at the tourist destination. Every people keep in mind on the security system to choose an overseas country as a tourist destination. Visiting place should be distress free when it is an unfamiliar state. Our government should be aware of this matter and try to precise Bangladesh's dirty presence.

The main concept of tourism officers and tourism employees about tourism in Bangladesh is quite similar. All interviewees agreed about the importance of tourism in Bangladesh. The officer of the tourism board blamed the political unrest and corruption for the stressful tourism industry in Bangladesh but the officer also mentioned that Bangladesh Tourism Board and Bangladesh government make some combined strategy to develop the tourism of Bangladesh. The tourism employees were given some practical itinerary to develop local tourism. One employee proposed to found a tourism management school, which is an important way to understand tourism and apply in real. Another employee suggested that every local tourism authority gives back their 15% of income to the local communities to develop public services such as water, road, transportation, school, hospital and so on.

5.2.2 Analysis of the local's interview

Observation of the local people plays an important role to understand the impression of tourism and its module in society. However, this kind of study about tourism is quite new in Bangladesh but it is the best method to understand the pulse of the local people and their thinking about tourism. The local residents of Rangamati reacted to three questions and the question types are the economic impact of tourism, development of tourism and their advice on tourism.

Question type 1 was about the economic impacts of tourism in Rangamati. It is assumed that judgments of the local people in Rangamati about the consequences of tourism on the economy are encouraging.

Interviewee 1. I for myself believe that tourism industry actually supports enlightening the respectable living standard of the local communities and national economic develop, like Bangladesh as a modest nation. So Bangladesh should expose the tourism business widely to increase the movement of international tourist. Educated unemployment people get some way to living by tourism prosperity.

Interviewee 2. Tourism continuously supports the government to effort regarding decreasing deficiency, considering rising of tourists and its development. In specific, when tourism infrastructures were built ultimately the local town developed and people get some job to do. Tourism is developed not only in economically also in environmentally like natural places get special attention and tradition and culture preserve in a better way. The tourism industry also makes business prospects, job positions, revenue and foreign money.

Interviewee 3. The tourism industry is broadly invited financiers to invest into the tourism industry, which is usually offers many employments connected to different accommodation services like hotel, guest-house, transportation facility, tour-guide and tour-operator. Also, tourism inspires farmers to grow more product cause of high demand of tourism market. As a result agriculture sector is also develop a lot.

Questions type 2 & 3 were about the development of tourism and suggestions for the local tourism industry. It is assumed that local communities are practical for the matter of tourism industry and its development. They have given some tremendous advice regarding tourism of Rangamati.

Interviewee 1. Tourism in Rangamati is growing day by day but there is a lack of standard accommodation facilities. The authority should build some good hotel first. The infrastructure of Rangamati municipality is very old. There is no modern drainage system and waste management system is so worst. Around the tourist spot many commercial industries in constructed now. This kind of unplanned construction ruins the beauty of tourist spot. For example, the attractiveness of timeworn temple and hanging bridge are misplaced due to some unexpected commercial building.

Interviewee 2. The shortage of suitable roads and highway is a factor of Rangamati tourism. Roads conditions are not so good and there is no good connectivity to the popular tourist destination. Traveling by road, there are no enough bus station and washroom. The numbers of stations have to be increased and Highway restaurant facility should be developed and washroom should be clean. In Rangamati there is no rail or aviation transportation facilities. For developing tourism in Rangamati government should look first at accommodation ant transportation facilities.

Interviewee 3. The modern traffic system should be introduced in Rangamati. Inappropriate traffic management is the topmost in the negative impact list of tourism. Recently many big accidents were recorded including tourist vehicles. Another problem is the traffic jam in the city center of Rangamati. Gathering of inter-district busses is the main reason of traffic jam. Long distance bus should not permit to enter in the city area.

Interviewee 4. There is no hesitation that political instability will reason individuals to think twice about being a tourist in Bangladesh. In our country political unrest is a regular phenomenon. Even domestic tourist scared to travel because of this. Last year six international tourists were stuck in the hotel room due to road barricades by political groups. Political constancy is the important issue for tourism development in a country.

It was found that local residents of Rangamati are very interested and also worried about the local tourism industry. They have very positive thinking regarding the economic, environmental and socio cultural impacts of tourism in Rangamati. The main priorities of local people about tourism were employment and financial benefit. It is also found that local people are not directly involved in tourism development but they have very many good ideas and practical knowledge about tourism. The participations of local people in tourism decision-making should be included. That could be the key for tourism success. Residents' supports are very essential for planning tourism development policy and subsequently for an improved recognition of tourism by society. It is suggested that tourism policy makers of Bangladesh should organize campaigns and seminars especially for local people in order to develop tourism.

5.3 Reliability and validity

Reliability means the same result if the research were recurrent at a definite period and handling distinctive models or topics. The investigational results and evidence are generally constant even after an extended period of time similar to natural sciences. But this appearance is pretty contrary in social sciences especially in human behavior and society. However, the consistent subjects were about the same issue in the future, the consequence will absolutely be distinctive. It occurs for period, position, individuals and community capabilities. (Veal 2006, 41.)

In this research some tactical methods were practiced to confirm reliability. The writing procedure was developed in an organised method to simplify the accepting of argued facts to settle the internal reliability. The development processing of Rangamati tourism is very fast. The consequences of this research could not be true or same for the future. But the outcomes of this research might assist the authority who is functioning for the development of Rangamati as a proper tourism place.

Validity is the scope of the evidence that was gathered by the researcher sincerely being studied. For leisure and tourism research discovering valid and reliable data is hardly challenging. One of the reasons for this is that the information taken from the interviewees is really apprehensive because of their approaches, performance and capabilities. The mechanisms are the matter of inadequacies that means the information of leisure and tourism study are hardly as definite as in the natural sciences. (Veal 2006, 41.)

The data of this research was gathered from interviewees who have very sensible knowledge about tourism of Bangladesh. One of the interviewees was the top class officer of Bangladesh tourist board who has fifteen years of experience of working related with national tourism. The three interviewees were tourism employees who are working under Bangladesh Tourism Board as tourist guides in a government hotel in Rangamati. One of the employees has experience of work abroad as a tourist guide for three years. Two interviewees of the local people are government jobholders, one is unemployed and another one is a student. All interviews were conducted in Bengali. However, all interviewees were given very effective information to discover the importance of tourism, its impact, problems and initiative steps. All interviews were recorded with the permission of the interviewees.

6 KEY FINDINGS AND RECOMMENDATIONS

In the world perspective, the position of Bangladesh is extremely insignificant. Also, the position of Bangladesh is at a negligible level in Asia. Among the SAARC nations of south Asia Bangladesh is in at the 5th position below the top place of Bhutan. But Bangladesh is a country of natural attraction such as the world's longest sea beach, largest mangrove forest, cultural and historical heritage, attractive tribal culture etc. The main reason for unsuccessful Bangladesh tourism is political unrest in the country and inappropriate policy making. It is a demand of time that government, political groups and tourism authority of Bangladesh think carefully for the development of the valuable industry.

6.1 The present situation of tourism in Rangamati

In recent years, the amount of private investment in the tourism sector exceeded all previous records in Bangladesh. About a billion US dollars was invested in hotels, motels and resorts. Many five star hotels were built in recent years. Foreign tourist arrival was expected. The number of foreign tourists in the first five months of 2015 has been recorded in at least 10 thousand. Last year, nearly six million foreign tourists visited Bangladesh. (Tourist Operators of Bangladesh)

Local tourist of Bangladesh expending rose 5.35 percent in 2014, that is 7 percent lower according to London based research organisation. In 2014, tourism industry of Bangladesh produced 384.7 billion Tk that was 1.9 percent of GDP (Daily Star 2015)

Developing a country like Bangladesh security and safety are very important on tourism improvement in any area. The security system in any tourist destination in Bangladesh is not prevailing. Political conflict is the new issue for falling down tourism sector. Abduction and hijacking are the common phenomenas in Bangladesh now a day. In these matters, foreign tourists are unwilling to come to Bangladesh and Bangladesh tourism industry becomes deprived day by day. The tourism industry is incurring losses of Tk 22 million (€2.47 million) a day on average due to blockades or hartals, according to a recent study by the Dhaka Chamber of Commerce and Industry. (The Daily Star 2015.)

To the rest of the world, Bangladesh is a consideration for floods and poorness. Thus, tourist destinations of Bangladesh ought to be publicized further and further through native and international media and also on the Internet. Recently Bangladesh government branded Bangladesh as “Beautiful Bangladesh”.

The visa policy of the government is one of the main reasons behind the foreign tourists’ unwillingness to visit Bangladesh. The government of Bangladesh reduces visa constraints for tourists from Europe, the USA and other western countries hoping that around 2 million overseas tourists will come to Bangladesh in a year. Currently it takes about 16 to 22 days for a Bangladeshi visa even for a European national. (The Daily Star 2015.)

6.2 Importance of tourism in Rangamati

Bangladesh is an over populated country and unemployment is growing day by day. The tourism sector can change the scenario of unemployment problem by creation of various kinds of jobs. Hotels, restaurants, accommodation services, photography, tour operators, various small businesses could be the main sources of job creation. Transportation, finance, real estate business, construction and different services and operating are directly and indirectly connected to tourism. Tourism can create three kinds of occupation prospects induced, direct and indirect. (Cukier. 2002, 165-201.)

During the top season of Rangamati, about 6000 full time and part time jobs are created. About 3000 people are working in accommodation and restaurant sector, 1000 people works in the photography and photo processing side. Lots of employments are created in the transportation sector. In Rangamati area, 1500-rickshaw pullers are permitted to carry passengers. On the riverbank, about 300 people work with deck chairs, horse riding and umbrella renting business. Local traditional handicraft is very popular and famous to the tourist. About 400 people are directly and indirectly related to this profession. (Rangamati Munucipality 2009.)

Standard income, job opportunity, infrastructure development and standard of living are directly involved in tourism. In Rangamati, more than 57% of people earn €2 to €3 per day, unemployment and literacy rate is low matched to the national level, 60% of houses have electricity and only 12% have proper water and sanitation capabilities. Government and private investment is generally little in Rangamati. Overall statistics show that the standard of living of people in Rangamati is quite low. (Morshed 2010.)

6.3 Findings of the study

Due to recent political unrest in Bangladesh, the tourism business has collapsed. Hotel, motel, guesthouse business was alarming. Nowadays many inhabited hotels, cottages and restaurants have been built but many hotel owners have endured the worst losses. They have been forced to cut staff, such reports have appeared in the newspapers. To establish a solid foundation of tourism industry in our country, political and social stability should be established and that will create a positive image to the world. Based on the outcomes of the research and the realistic surveillance of the researchers the following propositions should be taken into justification to improve local tourism as well as local community in Rangamati, Bangladesh.

The image of a tourism place is very important to attract the tourist. But unfortunately, the present political crisis has presented a great warning to the booming tourism sector and affects the national economy and good appearance. Because of controversial barrier, hartal and intensity about 2 million people who are involved in the tourism industry are seriously affected. December and January are the main tourist seasons in Bangladesh but this time the common tourist destination of Bangladesh is unoccupied due to nonstop political conflict. Not only international tourists but also local tourists are stopping their tour plan. Many foreign countries such as Great Britain and Australia warn their citizens about traveling to Bangladesh because of current political unrest.

The 38 hotels, 81 cottages on St Martin's Island are nearly uninhabited. The 105 restaurants are closed. In 2011, about 5,93,667 local and foreign tourists visited Bangladesh and in 2012 it was 5,88,193. But in 2013, it is depressing to 2,50,000 due to the ongoing political clash. (Risingbd 2015.)

Tourist destinations' security is one of the crucial issues for the foreign tourist. Every tourist gives the importance of security before making his or her tour plan. Security is very important when a tourist is visiting a place that is not their home country. Any kind of fear and alert connected to the tourism place will force the tourist to prevent from choosing the destination. The government of Bangladesh and tourism authority should increase the security in the main tourism destinations of the country. Due to security issues the USA, Canada, The UK and Australia alert their citizens about the visit in Bangladesh. Bangladesh government is trying to develop the security of tourist places. Tourist police is definitely a very good step by Bangladesh government. About 500 police fellows are working in different tourist destinations to secure tourism. (OffroadBangladesh 2016.)

The infrastructure capabilities of tourism in Bangladesh are not satisfactory compared with the worldwide level. The accommodation facilities such as hotel, motel and restaurant should be developed specially considering services. The transportation system in Bangladesh is very unfortunate. The roads and highways are not sufficient and traffic jam is a great problem in Bangladesh. There is no easy access by domestic transport to the tourist place. On the other hand, in Bangladesh tourism there is no available tourism product and service. The tourism authority should introduce new tourism products and services such as cruising and sports tourism. The tourism industry needs a huge investment to begin this kind of product and services and develop the infrastructure. It is not possible to do this alone by Bangladesh government due to reserve limitation. The government should encourage the private sector financing not only from Bangladesh but also from foreign investors.

The SAARC countries can form organizations to help each other to the improvement of tourism in this territory. This organization can identify the most remarkable tourism destinations and start the marketing events together. Every country of this region can be benefited through supporting a significant collaboration between the SAARC countries. Another important step of promoting tourism is using foreign tour operators. Visa procedure is very complicated within SAARC nation. Hassle free visa policy is very important and helpful for the tourism sector. Bangladesh Tourism Corporation and private tour Operators Company can keep connection and relationship with overseas tour operators to refer new tourists to Bangladesh and sell the tour package. Foreign travel agency and tour operators distribute the map of Bangladesh, tour brochure and gifts. On the other hand, more steps should be taken to attract the local tourist also. Offering concession on family, group tours, students and long stay visits are the examples of attracting local tourists. Bangladesh government should give extra attention to the tourism sector and maintain coordination between different sectors related to the tourism.

7 CONCLUSIONS

The study demonstrates how tourism plays vital importance to the economy of south Asian countries especially in Bangladesh. The government should build a good plan to make tourism industry attractive. A private investor should come forward to develop this industry. Proper planning, guidelines and monitoring are required to enable the tourism industry. Though Bangladesh does not have the islands and the blue water like the Maldives it has the longest sea beach Cox Bazar, largest mangrove forest, Silent Island, fountain and many more tourist attractions that could be made attractive for foreign tourists. If Bangladesh can make a good environment for tourism business it can achieve a large number of foreign currency as well as educated unemployed youth find employment.

An acceptable planned tourism strategy is of great importance for tourism development at Bangladesh background including Rangamati. Developments of different kinds of infrastructure in famous tourism spots are very essential. Modern drainage facility and waste disposal management system are very important in every tourist city. Pure drinking water, bathing water, wastewater and radiations are to be combined in an environmental guideline for the tourism zone. Proper traffic management system should be activated in whole Bangladesh especially in tourism cities because a traffic jam is one of the top negative impacts for tourism. Rangamati is a small town and all types of vehicles get into the town and several accidents are documented. So large automobiles should not be permitted arriving into the municipality region. Social security and safety issues should be taken into account to develop tourism. Due to hijacking, stealing issues and kidnapping overseas tourists are unwilling to visit again Bangladesh.

Bangladesh government should establish some tourism education school for creating well-organized hospitality persons. Another important issue is visa policy in Bangladesh one of the main causes behind the foreign visitors refusal to visit Bangladesh. The tourism authority of Bangladesh also needs to try more marketing actions to manage with the current contest between the tourism countries. Bangladesh can organise tourism seminars, tourist fairs and also participate in the international tourism

fairs to attract the tourist. The foreign mission offices abroad of Bangladesh can play a vital role in the promotion of Bangladesh tourism.

Finally, it was found out that political conflicts and corruptions are the main enemy of Bangladesh tourism. For the development of tourism as well as Bangladesh, political parties and the government should consider divergence. It is predictable that the government of Bangladesh will review some teachings from other countries of the world and will take enthusiastic steps to eliminate these unnecessary obstacles that create the direct negative effect on the tourism sector.

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APPENDICES

Appendix 1 Interview themes for the tourist board officer's and tourism employee's

Research: The socio economic importance of tourism and its impact on the livelihood in south Asia,

Case study: Rangamati, Bangladesh

Type of interview: semi-structured interview

Theme 1: The economic impact of tourism

Theme 2: The development of tourism

Theme 3: Recommendations about tourism in Bangladesh.

Appendix 2 Interview themes for the residents of Rangamati

Research: The socio economic importance of tourism and its impact of the livelihood in south Asia,

Case study: Banbarban, Bangladesh

Type of interview: semi-structured interview

Theme 1: The economic impact of tourism

Theme 2: The development of tourism

Theme 3: Recommendations about tourism in Bangladesh.

