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Advancing Domestic Tourism's Contribution to Poverty Alleviation and Development

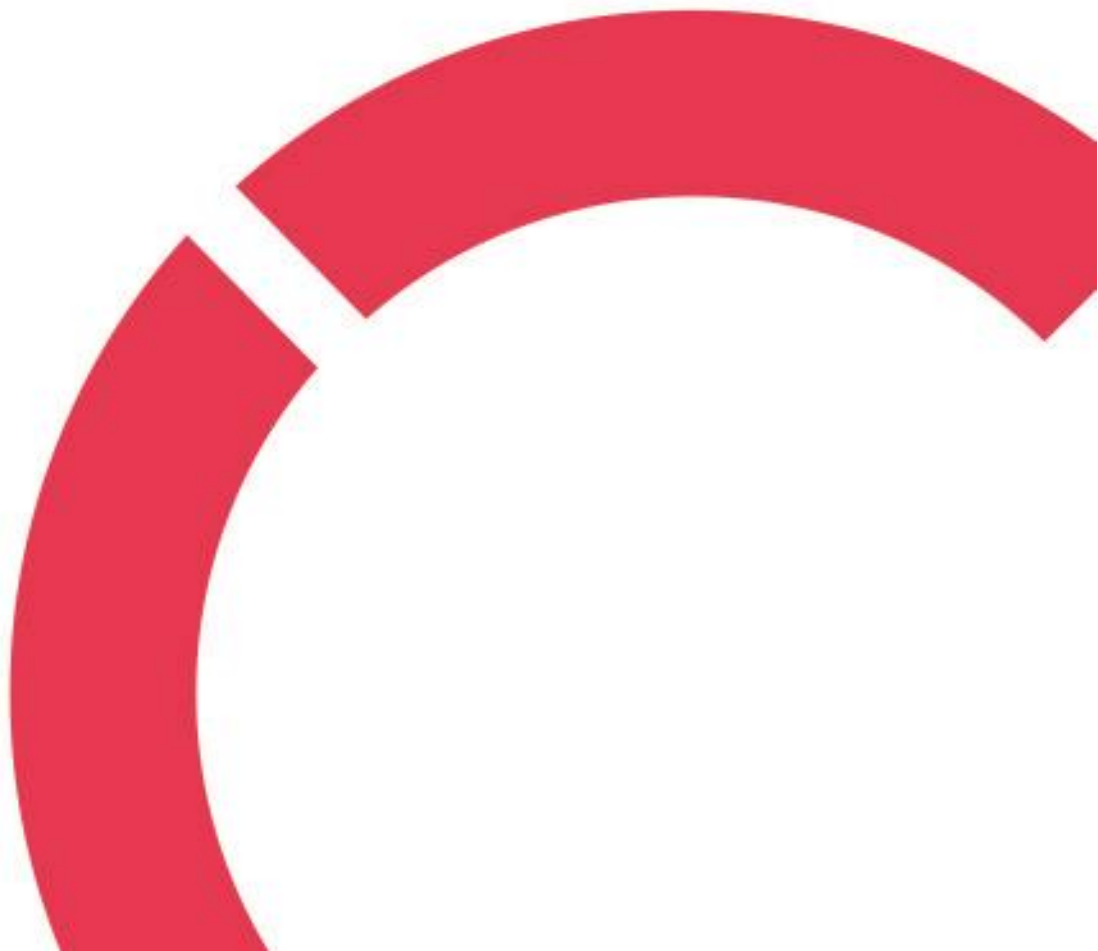
In Perspective of Bangladesh

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ABSTRACT

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Name of thesis ADVANCING DOMESTIC TOURISM’S CONTRIBUTION TO POVERTY ALLEVIATION AND DEVELOPMENT. In Perspective of Bangladesh		
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<p>Poverty eradication has become not just a moral imperative in an affluent world where the gap between rich and poor countries looks to have widened in recent years, but also a precondition for peace, environmental preservation, and sustainable development. There is growing evidence that sustainable tourism development and management can significantly reduce poverty, especially in rural areas where the majority of the poor reside and where opportunities for economic growth are limited, even though domestic tourism is still on the rise.</p> <p>The study aimed to find out how domestic tourism can help to reduce poverty in Bangladesh. While increasing domestic tourism is important this thesis argued that it won't be enough to solve poverty on its own. The benefits of tourism should not just go to the wealthy, rather, they should trickle down to all members of society, especially the poor. Equally poorly understood are the causes of poverty, notably the role that the actions of the poor play in perpetuating their situation. When the right measures are taken, Bangladesh, a developing nation with a rich history, will have a great future. The tourist industry is one area with great potential for the country to generate employment and help local economies. Sustainable tourism could be an effective instrument in the fight against poverty. The benefits of tourism can be more distributed and reach the people who need them most through strategies like pro-poor tourism, and community-based tourism. Even though it is still a developing nation at present it has a rich history and with the implementation of appropriate reforms, a bright future.</p> <p>Sustainable tourism can aid the poor by promoting activities that reduce their impact on the environment. The study investigated the potential benefits of tourism for the poor, as well as the barriers that prevent these benefits from being fully realized. Opportunities for training and education, aiding small and medium-sized businesses, and encouraging local enterprise and entrepreneurship are just a few of how sustainable tourism may help community development and emphasis is given to government policies, involvement, commitment and even individual emphasis as well.</p>		
Key words Cultural Tourism, Domestic Tourism, Lodging, Pro-Poor Tourism, Poverty, Tourism.		

ABSTRACT

CONTENTS

1 INTRODUCTION.....	1
1.1 Background of the study.....	1
1.2 Significance of the study	3
1.3 Scope of the study and rationale for this thesis	4
1.4 Research questions.....	5
1.5 Overview of the thesis	5
2 THEORETICAL FRAMEWORK.....	6
2.1 Types of domestic tourism.....	6
2.2 Geographical comparison in domestic tourism in the world	8
2.3 Economic growth of domestic tourism in Bangladesh.....	9
2.4 Supply and value chain analysis in domestic tourism.....	11
2.5 Barriers to domestic tourism.....	13
2.5.1 Underdeveloped facilities	13
2.5.2 Minimal capital outlay.....	14
2.5.3 Absence of interest to tourists.....	14
2.5.4 Expert labour is in short supply	14
2.6 Way to maximize the benefits of tourism to alleviate poverty	15
2.7 Methods for mitigating the effects of poverty on tourism development	16
2.8 Sustainable tourism approaches for poverty alleviation	17
2.8.1 Pro-poor tourism.....	17
2.8.2 Key stakeholder roles in pro-poor tourism	18
2.9 Community-based tourism.....	19
2.9.1 Concept of community-based tourism	19
2.9.2 Top-down and bottom-up community-based strategies.....	20
2.9.3 Possible benefits of community-based tourism	21
2.9.4 Economic benefits	21
3 METHODOLOGY	22
3.1 Research type and design	22
3.2 Sample size & design of the questionnaire.....	22
3.3 Primary data gathering	23
3.4 Secondary data gathering.....	23
3.5 Data processing and analysis.....	23
4 DATA ANALYSIS	24
4.1 Gender.....	24
4.2 Age	24
4.3 Occupation	25
4.4 Monthly income.....	26
4.5 Educational background	26
4.6 The number of times people travel domestically every year.....	27
4.7 Number of times people visited Kuakata, Cox's Bazar, Bandarban, Sylhet	27
4.8 Motivators for travelling	28
4.9 Barriers to travelling locally	29
4.10 Respondent's knowledge of the term domestic tourism	30

4.11 People's opinion on domestic tourism helping the community.....	31
4.12 Domestic tourism has alleviated the community's poverty.....	32
4.13 Domestic tourism contribution to economic development in Bangladesh.....	33
4.14 Poverty alleviation in respondents' community.....	34
4.15 Need for community-based engagement and usage as an objective.....	35
4.16 Government participation in increasing domestic tourism activity.....	36
4.17 Ways to reduce poverty in the local community in developed tourist places according to the respondents	37
4.18 Increasing the rate of domestic tourism in Bangladesh and the role of the government....	38

5 FINDINGS	40
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6 RECOMMENDATION AND CONCLUSION	42
---------------------------------------	----

6.1 Recommendation.....	42
-------------------------	----

6.2 Conclusion.....	44
---------------------	----

REFERENCES.....	46
-----------------	----

APPENDICES

FIGURES

Figure 1. Gender of Participants	24
Figure 2. Age of Participants	25
Figure 3. Occupation of Participants.....	25
Figure 4. Monthly Income of Participants	26
Figure 5. Educational Background of Participants	26
Figure 6. The number of times people travel domestically every year	27
Figure 7. Several times people visited Kuakata, Cox's Bazar, Bandarban, Sylhet	28
Figure 8. Motivators for travelling.....	29
Figure 9. Barriers to travelling locally	30
Figure 10. Respondent's knowledge of the term domestic tourism.....	31
Figure 11. People's opinion on domestic tourism helping the community	32
Figure 12. Domestic tourism has alleviated the community's poverty	33
Figure 13. Domestic tourism contribution to economic development in Bangladesh	34
Figure 14. Poverty alleviation in respondents' community.....	35
Figure 15. Need for community-based engagement and usage as an objective	36
Figure 16. Government participation in increasing domestic tourism activity.....	37
Figure 17. Ways to reduce poverty in the local community in developed tourist places according to the respondents.....	38

1 INTRODUCTION

In the global quest to eliminate poverty, it's not just a moral obligation but also a crucial prerequisite for peace, environmental conservation, and sustainable development. This study delves into how sustainable tourism in Bangladesh can be a game-changer in reducing poverty, especially in rural areas where economic opportunities are limited. Despite the rise in local tourism, the thesis argues that simply increasing tourist activities won't be sufficient to tackle poverty comprehensively. The focus is on ensuring that the benefits of tourism reach all segments of society, especially those in need. By exploring strategies like pro-poor tourism and community-based tourism, this research aims to uncover how sustainable tourism, supported by government policies and individual commitment, can serve as a potent tool for economic growth, job creation, and overall community development in Bangladesh.

1.1 Background of the study

Bangladesh is a developing country with one of the economies that is expanding at the quickest rate in the world. This upward trend in tourism appears to be continuing, at least according to the World Tourism Organization (UNWTO). Although growth is slow, the sector's total volume has already surpassed that of oil exports, food exports, and car exports combined. Tourism is not only one of the most significant industries in international trade, but it also contributes significantly to the gross domestic product of many nations that are not as developed. As part of an effort to boost the tourism industry, which is already experiencing rapid growth, the government is also adopting new rules to encourage more people to visit. This is part of an effort to boost the economy. According to calculations made by the Bangladesh Bureau of Statistics (BBS), tourism contributes 3.02 percent of GDP to Bangladesh's economy (Byron & Hasan 2021).

Bangladesh is a small country in South Asia that is characterized by its deltaic riverine landscape and is in the process of developing. It is bordered on all sides by India (west, north, and north west), as well as the Bay of Bengal. There are a significant number of people who live with incomes that are below the federal poverty line, and widespread poverty is a worrying indicator of economic health. Now that the number of people living below the poverty line is starting to grow exponentially due to the recent Covid 19 pandemic and worldwide instability, it has become a worldwide concern rather than a

national concern and is acting as a disease. Policy makers and economists are expecting to find the antidote in the tourism sector. Tourism in Bangladesh has a lot of potential, and the country's economy is growing at a rapid rate. (Hall & Page 2000.)

The ability of people to not be able to afford and meet necessities as well as for day-to-day living such as food, clothing, housing, and other necessities is what constitutes poverty. According to the United Nations World Health Organization (2021), a household or a country is considered to be poor when the majority of the population lives below the poverty line, which is defined as a daily income of \$1.90. Increasing the amount of tourism activity in the country, particularly domestic tourism, is one approach that could be taken to resolve this issue. This is because it will slow down the movement of money away from the economy. The circular flow of income diagram that is derived from the Keynesian model consists of four primary components: national income, output, consumption, and factor payments. When money is used for activities other than consumption—like saving, paying taxes, or importing goods, for example—it "leaks" out of the main flow and breaks the cycle of prosperity. As a consequence of this, there are fewer resources available for the remaining sectors of the economy (Kobra 2016, p.12). In addition to this, if economic inefficiency could be reduced through increased domestic tourism, it would not only improve community development across the country as a whole but also possibly contribute significantly to the alleviation of poverty in certain regions.

Over the past three decades, there has been an increase in focus placed on the connection between tourism and the alleviation of poverty (Ashley & Mitchell 2008). In addition, there has been a growing realization in the planning and development of tourism that the expansion of the industry might not be reducing poverty, and that tourism policies and practices that are friendly toward the alleviation of poverty need to be developed. It is essential to take a more comprehensive approach to reducing poverty in the tourism industry because doing so draws attention to the complexities of poverty and emphasizes the significance of taking into consideration the wide variety of effects that tourism may have on the livelihoods of individuals.

In terms of its ability to reduce poverty, the tourism industry is not significantly different from other "productive" industries, but it does have some extra advantages. This industry demonstrates robust potential for fostering both forward and backward linkages, facilitating connections along the supply chain. It is characterized by intensive labour requirements, with a notable presence of female employees. The sector holds promise for growth in developing nations, particularly in regions lacking compet-

itive exports like natural resources. Leveraging local culture and resources, it can build tourism products that can contribute significantly to economic development, offering opportunities for poverty alleviation and inclusive growth.

Domestic tourism plays an extremely important role in Bangladesh's efforts to reduce economic loss and alleviate the country's widespread problem of extreme poverty. Domestic tourism refers to trips taken by tourists within the borders of their nation, as opposed to trips taken by tourists outside of their own country, which are considered to be international tours. The tourists who take part in this type of tourism are known as domestic travellers. They typically travel because it is convenient and inexpensive to do so; in addition, they are interested in learning about the culture of the country and visiting a variety of physical and historical sites, etc. Many different kinds of domestic tourism are included in these, which are the subset of domestic tourism that serves as a motivation for domestic tourism. Some examples of these kinds of domestic tourism include adventure-based tourism, leisure tourism, recreational tourism, dark tourism, and so on.

Because there hasn't been a lot of research done specifically on the role that domestic tourism plays in lowering poverty and contributing to economic growth, this report has decided to focus on that aspect of the industry. There has been some research done on tourism, but it covers the industry as a whole, which encompasses all forms of tourism, and it is conducted on a macro level; more in-depth research is not being conducted on this topic. In addition, if only domestic tourism is used, it will be faster and more effective than focusing on international tourists, who are difficult to generate and attract, whereas domestic tourism is already a generated market that just needs some polishing. Focusing on international tourists also requires more effort and time.

1.2 Significance of the study

There are eight divisions in Bangladesh, and within those divisions there are many districts and local areas, making up a vast area. Some areas are doing better than others, and some are also more advanced and developed than others; for instance, Dhaka city, which is the heart and capital city of Bangladesh, is the most developed division, and the Chittagong urban area comes in second. To make this thesis paper better, I've chosen to focus my efforts on four regions. These regions are regarded as being less developed than other regions, and they are places where tourism activities are gradually in-

creasing. These regions are notable for their scenic beauty, natural tourism, exposure to real communities, and many exciting activities. More and more people are travelling to these regions recently. The regions are Kuakata, Cox's Bazar, Bandarban and Sylhet.

In recent years, there has been a rise in the number of tourists visiting these areas. The Patuakhali district of the Barisal division is where one might look for Kuakata. From the beach at Kuakata, one can see both the sunrise and the sunset. The phrase "the daughter of the sea" is frequently used to refer to it. Crab Island, Shutki Palli, and the Fatta Forest are a few of the other islands that visitors can go to while they're in the area. In addition, there are a variety of watercraft, including speedboats, trawlers, and motorbikes, that can be rented for recreational purposes. The number of people travelling to Kuakata has increased dramatically ever since the Padma Bridge was finally opened for business back in June of this year (Hossain 2022, 273-278). Cox's Bazar features a coastline that is more than 120 kilometres long and is completely undeveloped. Sughandha Beach, Himchari Beach, and Laboni Beach are just a few of the many beaches in the area. Laboni Beach, which is the most populated and festive beach because it is located closest to the city centre, is just one example. A marine drive runs parallel to the sandy coastline for the entire length of it, which is approximately 120 kilometres. Because of its breath taking natural scenery and abundant wildlife and vegetation, Sylhet has become a popular travel destination for people looking to find inner peace. Every year there are a significant number of guests, but the colder months are typically more crowded. In addition, there is a town on the border with India called Jafong that operates as a buffer zone between the two countries. Bandarban, Rangamati, and Khagrachhari are located in southeaster Bangladesh and are three of the districts that make up the Chittagong Hill Tracts. One of the three hill districts that make up Bangladesh is called Bandarban. Because of its stunning natural scenery, it is a favourite destination for hikers, campers, and other outdoor enthusiasts. (Hall & Page 2000).

1.3 Scope of the study and rationale for this thesis

This thesis on domestic tourism is being written because there is not a lot of research done on a micro level, and the purpose of the thesis is to investigate the part that domestic tourism plays in alleviating poverty. In addition, neither the research nor the viewpoint of the community is taken into consideration. The research will need to determine the reasons for domestic tourism and establish whether or not it is truly beneficial to the community as a whole. It will also need to determine how the paper can be used for additional research and whether the recommendations derived from the survey and findings

can be applied to the improvement of the tourism industry as a whole. Because of the one-of-a-kind benefits it offers, tourism appears to hold more potential than other types of businesses to alleviate poverty (Ashley, Goodwin & Roe 2001; Rogerson 2006, 37-60; Rogerson 2012, 28-45). To begin, the tourism industry is extremely diverse, which encourages participation from a wide range of informal sector actors. Second, the customer is already near the product, which paves the way for additional opportunities for cross-promotion (such as the sale of related mementoes). Last but not least, it is possible that the owners of the resources on which the tourism industry is dependent are some of the poorest people in the world. As a fourth and final point, considering that the tourism industry requires a significant amount of human labour, a large number of people can obtain secure employment.

1.4 Research questions

The research questions in this thesis include:

- How focusing on domestic tourism can help to reduce poverty in the community?
- To find out strategies and methods that can be used to solve the problem of poverty to any extent and to encourage and engage local community participation and betterment.
- Barriers to domestic tourism and ways to counter it.

1.5 Overview of the thesis

This entire study is divided into six major chapters. The first chapter is the introduction part. The second chapter deals with the theoretical framework. The third chapter is about how the research was conducted. The fourth chapter is about the data analysis. The fifth chapter shows the findings of the study. The sixth chapter suggests some recommendations and conclusions.

2 THEORETICAL FRAMEWORK

The Theoretical Framework, constituting serves as a cornerstone by furnishing a conceptual foundation for comprehending the intricate interplay between poverty and tourism. This part aims to illuminate the underlying principles that govern the relationship between poverty and the tourism industry.

2.1 Types of domestic tourism

In the context of the international travel and tourism industry, the phase of vacationing known as "domestic tourism" refers to the phase in which citizens of one nation visit within the borders of that nation's own country. This constitutes the most important subsector of the tourism industry all over the world (Dutta, Bhattacharya & Guin 2017, 1-24). As a rule, people who travel for pleasure choose to stay within the same geographic vicinity; consequently, many elect to combine their international travel with some domestic sightseeing during their vacations. This is because most people prefer to travel within their nation. The number of people travelling within their own country has increased at a rapid rate throughout the past few years, and individuals, in their capacity as tourists, are becoming increasingly concerned about this aspect of domestic tourism. Articles and other types of literature by Dutta, Bhattacharya, and Guin (2017, 1-24), Huybers (2003, 455-459), Ana-Maria (2016, 313-319), Adeloye, Carr & Insch (2019, 382-386) and Athanasopoulos, Ahmed & Hyndman (2009, 146-166) indicate that there are a few different keys that can be used to classify domestic tourism. The most important part of tourism is known as "business tourism," and it consists of people taking vacations to attend business-related gatherings such as conventions and meetings. These types of events are typically held in exotic locations. This is the most significant aspect that pertains to tourism. When talking about domestic tourism, business tourism is a very important component that plays a role in the production of a role that plays a role in the production of a multiplier impact on the economy. According to Huybers' (2003, 455-459) hypothesis, multiplier effects typically generate economic linkages within a nation. As a consequence, all members of society stand to benefit from the increased economic activity. Huybers' hypothesis can be found in the previous section. Participating in trade fairs and exhibitions, meetings, and conferences are examples of the kinds of activities that are frequently associated with the aspect of a trip that is devoted to business tourism. Demining operations and attendance at various other conferences are two examples of possible additional activities. The overall expansion and

development of the tourism industry within a nation is aided by the commercial aspects of tourism, which contribute to the sector.

According to the concept presented by Athanasopoulos et al. (2009, 146-166), the term "adventure tourism" refers to the act of travelling from one location to another to engage in a variety of unique and exciting activities and experiences along the way. According to the theory put forth by Athanasopoulos et al. (2009, 146-166), the types of people who are most likely to participate in this kind of vacation are young people who are interested in travelling and those who have an interest in exploring parts of the world that have not been explored before. It suggests that we go hiking, whitewater rafting, climbing, or scuba diving, amongst other activities, which all encourage us to try new things and push us outside of our comfort zones. According to Ana-Maria (2016, 313-319), the wildlife tourism sector of Bangladesh's tourism industry is by far the most fascinating facet of the country's offering in terms of tourism. This is because Bangladesh is home to a large number of exotic animals. According to the theory put forth by Adeloye, et al. (2019, 382-386), tourism in Bangladesh, particularly in the Sundarbans, that is primarily focused on the observation of wild animals is quite prevalent. An example of the type of tourism known as ecotourism would be going to a variety of locations around the world to engage in activities with the native flora and fauna and to observe animals and plants in their natural habitats. However, as a form of entertainment that is related to the wildlife that they are viewing, many tourists find it enjoyable to visit animal rescue organizations, go on safaris, swim with dolphins, and participate in other activities of a similar nature. This can be done in conjunction with the wildlife that they are viewing.

According to the hypothesis presented by Athanasopoulos et al. (2009, 146-166), the most significant part of the domestic tourism industry is comprised of medical tourism, which is the act of numerous people travelling to receive medical treatment. People from more rural parts of Bangladesh are making the journey to Dhaka, the capital of the country, to receive medical treatment because of the current state of affairs there. On the other hand, a significant number of patients who were looking for treatment in India travelled to Chennai from a variety of other states to access the healthcare facilities that are located in the city. The stage of domestic tourism known as medical tourism encompasses all of the activities that take place in urban areas. In the context of medical tourism, Huybers (2003, 455-459) discusses wellness tourism as the counterpart to medical tourism. According to Guin, Dutta, and Bhattacharya (2017, 1-24), Travelling to enhance one's health and well-being is referred to as "wellness tourism," and it has been a fundamental part of the travel and tourism industry ever since the beginning of time. The portion of the tourism industry that caters to guests who are most interested in

making positive changes to their bodies as a whole will be the segment of the industry that guests will find the most enjoyable. The practice of wellness tourism, which is currently engaging in domestic tourism, can alleviate the mental and physical strain that is currently being experienced. Wellness tourism is currently engaging in domestic tourism. People also travel for pilgrimage tourism, which is also referred to as spiritual tourism. This type of tourism involves people travelling within a country to pursue religious or spiritual goals. "Spiritual tourism" is the term used to refer to this kind of vacationing. According to the theory that was put forth by Adeloeye et al. (2019, 382-386), spiritual tourism is advantageous to the activities that are a part of the culture of the area.

2.2 Geographical comparison in domestic tourism in the world

According to the data provided by Statista (2003), the number of domestic visitors increased by more than 31 percent worldwide in 2021 as compared to the previous year. This was a significant rebound after the number of domestic visitors dropped by nearly half in 2020 as a direct result of the pandemic caused by the coronavirus (COVID-19). This increase came about as a result of a decrease in expenditures on domestic travel that was greater than fifty percent in the year 2020. Domestic travel expenses across the globe totalled approximately 3.1 quadrillion US dollars in 2021, which is a sizeable decrease from the levels that were recorded before the outbreak of the epidemic. There are variations in the stage of domestic tourism that can be attributed to a region's specific location. For instance, in this day and age, wellness tourism has been a major factor in the expansion of the domestic tourist sectors of several nations, such as Mexico, Zimbabwe and others. This trend is expected to continue in the foreseeable future.

Travelling within one's own country can refer to a wide variety of activities, some examples of which include going to tanning salons, spas, or medical facilities for weight loss (Adeloeye et al. 2019, 382-386). People are typically drawn to these locations due to all of these different aspects, which can be summarized as draws. Ayurveda, meditation, mindfulness, and restorative therapy are the most traditional types of medicine for improving health, and the promotion of these practices as means of well-being promotion is the most effective strategy for growing wellness tourism. The term "restorative treatment" refers to an additional traditional method of treatment that aims to improve patients' health. The spiritual tourism phase offers a platform upon which another comparison of various geographic locations can be made. This comparison is in agreement with the theory that was presented by Adeloeye et al. (2019, 382-386), which asserts that spiritual tourism contributes to the preservation of cultural

activities. It is common knowledge that people from the middle east engage in a wide variety of forms of religious tourism, including pilgrimages and other types of spiritual tourism, regularly (Athanasopoulos et al. 2009, 146-166). They recommend going on day trips to popular destinations such as the Hajj, Jerusalem, and Bodh Gaya.

The cultural tourism sector of the domestic tourism industry is the most important in terms of revenue, according to Adeloye et al. (2019, pages 382-386). Residents of a country travel from one location to another to have fun, learn about the traditions of the area, and take part in the celebrations, rituals, and cultural events of other countries (Tran, Nguyen and Tran 2021, 180-194). In certain circumstances, this is of the utmost significance and even takes precedence over activities related to the economy. The application of cultural practices within the framework of domestic tourism contributes to the dissemination of communal culture. People from neighbouring states travel to Kolkata to celebrate holidays like Durga Puja, and people from Rajasthan travel to Kolkata to experience the culture of Banaras and the Pink City. This phenomenon is similar to what happens in India.

2.3 Economic growth of domestic tourism in Bangladesh

The domestic tourism industry in Bangladesh has been growing at a rapid rate over the past few years, and this expansion has made significant contributions to the overall expansion of the economy in Bangladesh. In Telfer and Sharpley's (2016) definition of the term "domestic tourism," "domestic tourism" refers to the practice of travelling within one's own country for pleasure, business, or other personal reasons. According to the findings of an investigation conducted by Roy and Roy (2015, 53-61), the rapidly expanding domestic tourism industry in Bangladesh can be attributed to a variety of factors, including rising standards of living, improved transportation options, and the introduction of exciting new tourist attractions.

According to the findings of Rahman (2021, 64-78), one of the primary contributors to the growth of domestic tourism in Bangladesh is the country's steadily improving standard of living. According to The Business Standard (2022), more people are now able to afford to take vacations, and the majority of those people are choosing to travel within their own country rather than to other countries on their trips. According to Moretaza (2020), this is excellent news for the economies of all South Asian nations, including Bangladesh, as the dramatic increase in the number of people travelling within their

own country is a direct result of this factor. According to Kobra (2016), an increase in domestic tourism has led to the creation of new jobs, both directly and indirectly, as well as increased tax revenue for host towns as a result of the purchase and provision of goods and services within this nation.

According to Byron and Hasan (2021), the enhancement of roads and other modes of transportation has been an important factor in Bangladesh's success in attracting a greater number of visitors, both from within the country and from outside it. According to the findings of a study that was conducted by Amin (2017, 121-142), the nation's road network, along with its air and water transport systems, has significantly expanded, which has made travelling within the country much more convenient. Because of this, vacation destinations such as Cox's Bazar, Kuakata, and Sundarban, amongst others, are becoming more appealing to tourists from the United States and other countries from all over the country. According to Biswas and Mamun-Or-Rashid (2020), the growth of the hotel and transportation industries has contributed to an overall improvement in the state of the economy as well as the creation of new job opportunities across the board in the tourism industry of Bangladesh.

According to Bhuiyan (2020), the introduction of brand-new tourist attractions has been one of the primary factors that have led to an increase in the number of people travelling within Bangladesh for tourism purposes. Natural wonders abound in the form of gardens of woods, amazing hills everywhere (Local name 'Tila,' particularly in Sylhet), and beautiful beach spots, while cultural landmarks such as old palaces, temples, and other structures attest to the country's long and illustrious history, as highlighted by Siddiqui (2021, 626). The government has been making consistent efforts over the past few years to improve the accessibility of these popular tourist destinations, as well as the infrastructure there, and to raise awareness of these locations among the local population. Both during the high season and during the shoulder seasons, local communities are benefiting economically from the increase in the number of domestic tourists.

According to the findings of Rahman's investigation (2021, 64-78), the growth of Bangladesh's domestic tourism industry has occurred concurrently with an increase in the country's trade surplus. The rise in domestic tourism has led to an increase in demand for goods and services within the country, which has, in turn, led to an increase in exports. This has helped to reduce the trade deficit, which has, in turn, been beneficial to the expansion of the economy. As a result of the fact that tourists require amenities such as food and lodging, the rapid development of domestic tourism has also fuelled growth in related industries such as agriculture and manufacturing.

According to Amin (2017, 121-142), Bangladesh's domestic tourism industry has been growing over the past few years, and one of the primary reasons for this expansion is the growing popularity of eco-tourism. In addition, Kobra (2016) states that because Bangladesh is home to such a rich variety of plant and animal species, the country is becoming an increasingly popular destination for ecotourism. These locations provide guests with the opportunity to observe the country's breath-taking landscapes, gain knowledge about the indigenous flora and fauna, and contribute to the preservation of the natural world. This category of domestic travel is experiencing explosive growth and is having a significant effect on the economy as a whole.

In general, the rise in the number of people travelling within Bangladesh for tourism purposes has been beneficial to the country's economy. According to Telfer and Sharpley (2016), the rising number of domestic tourists is a boon for the economy as a result of factors such as rising standards of living, improved infrastructure for travel, and the introduction of exciting new attractions. These factors have contributed to an increase in the number of people travelling within their own country. According to the findings of Roy and Roy's (2015, 53-63) investigation, the success of the industry has resulted in the creation of new jobs, increased financial benefits for local economies, and a reduction in the country's overall trade deficit. If the domestic tourism industry in Bangladesh can continue growing at its current rate, it will be able to contribute even more to the GDP of the country.

2.4 Supply and value chain analysis in domestic tourism

Even though domestic tourism is still on the periphery of the tourism industry in Asia as a whole, it has been a significant contributor to the expansion of Bangladesh's economy in recent years. Domestic tourism in Bangladesh's supply and value chain is examined in comparison to that of the surrounding region to shed light on the challenges that the industry faces as well as the potential gains that it could realize.

According to Brotherton (2015), the supply chain for domestic tourism includes not only modes of transportation and lodging but also meals, activities, and entertainment. When compared to the supply chains of other countries in the region, Bangladesh's domestic tourism industry is relatively underdeveloped. According to the findings of Amin's (2017, 121-142) investigation, this is due to several factors, the most significant of which are the shortage of qualified workers, inadequate facilities, and inadequate funding. Because of these limitations, the quality of the tourism industry is subpar in comparison to the standards established by other countries in the region.

There have been some encouraging new developments in Bangladesh's domestic tourism supply chain in recent years. According to Abdullah, Abdul Razak and Jaafar (2014, p.1096), an increasing number of private companies have entered the transportation business, and the government has made some strides toward upgrading existing infrastructure. Additionally, there has been an increase in the number of people using public transportation. This has led to the development of previously existing tourist attractions as well as the addition of brand-new ones. The rise in the number of people travelling within their own country has resulted in the creation of new job opportunities and has been beneficial to the economies of the surrounding areas.

According to Hossain (2022, 273-278), the sequence of events that takes place when money is transferred from the planning and preparation of a domestic vacation to the end user is referred to as a "value chain," and the term "value chain" is used to describe this sequence of events. The majority of the money that tourists spend in Bangladesh goes toward only three things: getting there, staying there, and eating and drinking while they are there. As a result, Bangladesh has a short value chain. According to Kobra (2016), this is not the case in other countries in the region, which are countries in which the area where activities, experiences, and cultural heritage are given more weight in the value chain. According to Hossain (2022, 273-278), Bangladesh's value chain is constrained due to several issues, some of which include the country's underdeveloped supply chain, a lack of investment in attractions and activities, and a failure to promote the country's cultural heritage. Bangladesh's value chain is constrained because of these issues. These limitations have resulted in a slowed expansion of Bangladesh's domestic tourism business, which has resulted in a decrease in the country's attractiveness to prospective tourists and has prevented the sector from developing further.

Bhuiyan (2020) emphasized that the domestic tourism sector in Bangladesh requires additional funding to assist it in overcoming the aforementioned challenges. This necessitates the investment of funds into innovative forms of transportation, the development of exciting new tourist attractions, and the dissemination of information regarding the nation's extensive cultural heritage. In addition to this, the industry needs to refocus its attention on the customer and acknowledge the significance of providing visitors with an experience they will never forget. According to Abdullah et al. (2014), this necessitates expanding into new types of tourism such as ecotourism, adventure tourism, and cultural tourism while simultaneously placing a greater emphasis on service and support for visitors who are already present.

Bangladesh's domestic tourist sector has a long way to go before it can compete with those of neighbouring nations. Still, the business is showing indications of life and progress, and it could theoretically have a major impact on the country's economic growth. The domestic tourism sector in Bangladesh has the potential to become a key player in the area with the correct amount of investment, the development of the supply chain, and a focus on offering a high-quality tourist experience.

Last but not least, the supply and value chain study of domestic tourism in Bangladesh compared to the broader area reveals the problems and possibilities confronting the sector. Despite the industry's relatively undeveloped supply chain, it shows promise for future expansion. More money, according to Hossain (2022, 273-278), a focus on customer service and assistance, and the creation of a wider variety of tourist activities are all needed to fully realize this potential. The domestic tourist business in Bangladesh needs to thrive now that these improvements have been implemented.

2.5 Barriers to domestic tourism

Domestic tourism has the potential to significantly contribute to Bangladesh's economic growth; however, it is being held back by several factors despite this potential. Inadequate facilities, a lack of investment, an absence of tourist attractions, and a dearth of workers with the necessary skills are all factors that contribute to these challenges. In the following paragraphs, we will take a more in-depth look at each of these challenges and demonstrate how they have impacted Bangladesh's domestic tourism industry.

2.5.1 Underdeveloped facilities

According to Abdullah et al. (2014), the efforts made by Bangladesh to attract more domestic tourists are hampered by the country's subpar road network, public transit system, and hotel accommodations. One illustration of this is how challenging it is for tourists to get to many of Bangladesh's most popular tourist destinations due to the poor quality of the road network in the country. There is a lack of public transportation in many areas, which makes it difficult for vacationers to move around the area.

Another major issue is that there are not enough options for lodging that are of sufficient quality. According to Roy and Roy (2015, 53-61), many tourists who visit Bangladesh are dissatisfied with the

available lodging options due to their poor quality, uncomfortable conditions, and high prices. This damages the image of the country in other countries and deters potential tourists from visiting.

2.5.2 Minimal capital outlay

According to the findings of the investigation conducted by Hossain (2022, 273-278), one of the most significant obstacles that the domestic tourism industry must overcome is a deficiency in funding. Due to a lack of investment, both the expansion of popular tourist destinations and the modernization of existing infrastructure have come to a halt. It's possible that certain tourist destinations in Bangladesh, like the ones I mentioned above, could use some upgrades to their parking, dining, and bathroom facilities. Lack of investment in marketing and promotion has also hampered the expansion of the industry by reducing the visibility of the country's tourism hotspots. This is another factor that has hampered the expansion of the industry.

2.5.3 Absence of interest to tourists

According to Kobra (2016), one of the primary obstacles to the growth of domestic tourism in Bangladesh is the lack of attractions that are appealing to a diverse group of tourists. This is a problem because there are not many tourist destinations in Bangladesh. Visitors have a limited number of options to select from, even though there is a vast amount of cultural heritage to investigate; most of the country's attractions are not widely known to the public. For instance, many people from other countries are unaware that Bangladesh is home to some of the most beautiful beaches, hills, and forests in the world because the government does not advertise these areas as tourist attractions effectively.

2.5.4 Expert labour is in short supply

According to the findings of Amin (2017, 121-142), a significant obstacle facing the domestic tourism industry is the severe lack of available workers who are qualified for their positions. As a result of this shortfall, both the potential of the tourism industry and the satisfaction of its customers have decreased. According to Byron and Hasan, many of the most popular tourist destinations in Bangladesh, for example, do not have a sufficient number of knowledgeable guides and hosts to provide visitors

with an enjoyable experience (2021, 463-466). This damages the image of the country in other countries and discourages people who might otherwise visit.

Many obstacles prevent the domestic tourism industry in Bangladesh from reaching its full potential and realizing its full potential. Inadequate infrastructure, a lack of investment, a dearth of tourism attractions, and a scarcity of competent workers are some of the major problems in the sector, according to the research that was conducted by Rahman (2021, 64-78). According to Telfer and Sharpley (2016), the government needs to make investments in the expansion of tourist attractions, improvements to infrastructure, and local as well as international marketing to overcome these challenges. The private sector is also required to play a role in the expansion of the industry by making investments in lodging and tourist attractions of a high standard and by providing outstanding service to both existing customers and potential customers. These initiatives will likely have a significant positive impact on the domestic tourism industry in Bangladesh, which is already in a strong position to contribute to the expansion of the Bangladeshi economy.

2.6 Way to maximize the benefits of tourism to alleviate poverty

In underdeveloped countries, where tourism is frequently one of the most important sources of both foreign currency and domestic employment, the industry has the potential to make a sizeable contribution to the alleviation of poverty. On the other hand, this potential will never be realized unless the benefits of tourism are fully exploited to the advantage of the populations that are at the greatest disadvantage. In the following paragraphs, we will discuss ways in which the positive effects that tourism has on the economy can be utilized to help alleviate poverty.

According to Biswas and Mamun-Or-Rashid (2020), the objective of responsible travel is to strike a balance between the positive aspects of a trip and its negative aspects. By promoting responsible tourism practices, it is possible to ensure that even the most impoverished local populations benefit from tourism. This is because it is possible to guarantee that local communities will receive the benefits of tourism. In addition, Moretaza (2020) analyzed the fact that responsible tourism activities, such as staying in lodgings that are owned by locals, purchasing goods and services that are produced in the host community, and funding community-based tourist projects, are beneficial to sustainable development and the creation of jobs in the communities that are being hosted.

Kobra (2016) highlighted the importance of investing in local businesses and entrepreneurs as an additional strategy for maximizing the positive impact that tourism can have on reducing poverty. According to a study that was conducted by Roy and Roy (2015, 53-61), this can be achieved in several different ways, such as by providing financial and technical assistance to local businesses and entrepreneurs and by boosting tourism that features the purchase of items that are locally manufactured. In addition, Sarkar (2022) discovered that microfinance programs and business incubators, for example, might be able to assist local entrepreneurs and startup founders in getting their businesses off the ground and thriving.

According to Siddiqui (2021, P.626), investing in human capital, particularly in the education and training of local populations, is another strategy for maximizing the beneficial effects of tourism on reducing poverty. This is one of the strategies that can be used. According to Bhuiyan (2020), communities may be better prepared to benefit economically from the tourism sector if they are given the education and training opportunities they need to do so. This is because communities will have a better understanding of how the tourism industry works. Both the long-term expansion of the tourism industry and the encouragement of more environmentally responsible vacationing practices depend critically on investments in human capital. According to Abdullah et al. (2014), investing in the growth of local institutions is a crucial strategy for maximizing the positive effects that tourism can have in reducing poverty and is one of the most important strategies overall. According to research conducted by Hossain (2022, 463-466), to realize this objective, it is essential to fortify the communities located there, particularly in the areas of tourist development and management. According to Rahman (2021, 64-78), just a few examples of how local communities may be educated on the best ways to ensure a sustainable tourism industry include responsible waste management, conservation, and community-based tourist development. These are just a few of the many topics that may be covered. In addition, The Business Standard (2022) highlighted the fact that improved governance and accountability, as well as the development of fruitful collaborations between the public and commercial sectors and members of the community, are additional ways in which local institutions may be strengthened.

2.7 Methods for mitigating the effects of poverty on tourism development

According to the research carried out by Roy and Roy (2015, pages 53-61) in the tourism industry, planning and development should incorporate strategies to fight poverty. In addition, Sarkar (2022) emphasized the importance of incorporating goals for the alleviation of poverty into tourism policies

and programs and developing tourism in such a way that gives priority to the requirements and points of view of the populations that are at the greatest disadvantage as two ways to accomplish this objective. In addition, according to Telfer and Sharpley (2016), strategies for alleviating poverty should be incorporated into the planning process for the tourism industry. These strategies could include the selection of top travel destinations, the development of new tourist amenities, and the dissemination of information regarding the sector.

According to the findings of a study conducted by Amin (2017, 121-142), tourism has the potential to play a significant role in assisting developing countries to climb out of poverty (2017, 121-142). On the other hand, this potential will never be realized unless the benefits of tourism are fully exploited to the advantage of the populations that are at the greatest disadvantage. According to the findings of Brotherton (2015) and Kobra (2016), some strategies that can be utilized to make the most of the benefits that tourism can provide in the fight against poverty include advocating for responsible travel, providing assistance to local businesses and entrepreneurs, investing in human capital, constructing local institutions, and incorporating strategies for fighting poverty into tourist planning. By taking these steps, I will contribute to ensuring that the positive effects of tourism are experienced by the greatest number of people possible and that the industry contributes to the development of communities that are healthier and more prosperous over time.

2.8 Sustainable tourism approaches for poverty alleviation

Sustainable tourism approaches for poverty alleviation focus on eco-friendly strategies to reduce poverty, emphasizing equitable distribution of tourism benefits. These approaches aim to foster community development and empower impoverished areas, ensuring a positive impact on both the environment and local economies. The concept aligns tourism practices with social and environmental responsibility for long-term, inclusive benefits.

2.8.1 Pro-poor tourism

The tourism industry needs new growth strategies, and one of the more recent ones is the concept of pro-poor tourism. PPT is an appealing concept because it proposes that tourism could play a significant

role in the alleviation of poverty; in fact, it is defined as "tourism that provides net benefits for the poor." This makes the concept sound very appealing. (Ashley & Roe 2002, 62.)

It is an essential tactic for the advancement of underprivileged classes in developing and impoverished countries all over the world. The Point-of-Purchase-Tax Partnership emphasizes that Point-of-Purchase-Tax is a strategy for tourism and not a product or a particular tourist sector. The goal of the PPT is to provide low-income people with a diverse set of benefits, in addition to economic ones, in the areas of social, environmental, and cultural well-being. "Unlock opportunities for the underprivileged within tourism, at all levels and scales of operation," is what the PPT hopes to accomplish (Ashley et al. 2001, 13). Pro-poor tourism assists the less fortunate members of society in acquiring a new identity for their means of subsistence and honour within the so-called civilized society. This is accomplished through active participation in the employment market and the decision-making processes. Nevertheless, growth that is beneficial to those who are considered to be poor can be a major source of growth and is necessary for progress that is meaningful. Plans to alleviate poverty typically involve action on several different fronts and scales at the same time.

2.8.2 Key stakeholder roles in pro-poor tourism

It is essential to make use of the agenda for sustainable tourism to combat poverty. Because of this, we need to shift our focus from the environment to the issue of poverty. There is now an adequate amount of evidence to understand the contribution that significant players in the tourism industry can make to improving people's quality of life. Key stakeholders must play their roles in pro-poor tourism if one hopes for the tourism industry to be a force for good in terms of alleviating poverty and providing support to the communities it serves.

The government plays a pivotal role in fostering tourism that benefits low-income populations. This involves enacting laws and policies that support neighbourhood enterprises and uphold community rights. By creating an enabling environment, the government can encourage responsible tourism practices that contribute to poverty alleviation. Tour operators bear the responsibility of ensuring both environmental sustainability and positive impacts on local communities. Businesses in the tourism sector must operate in an environmentally friendly manner while actively contributing to the welfare of the communities in which they operate. Additionally, raising awareness among tourists about the significance of choosing tourism options that benefit the poor is crucial for promoting responsible travel.

Local communities are integral stakeholders in the realm of poverty-alleviating tourism. They should not only receive a fair share of the benefits generated by tourism but also actively participate in the planning and execution of tourism programs. The inclusion of local communities ensures that the initiatives are tailored to address their specific needs and contribute to sustainable development, thereby fostering a sense of ownership and empowerment. Non-governmental organizations (NGOs) can play a crucial role in promoting environmentally responsible tourism practices. Beyond that, they have the potential to provide assistance to local populations and advocate for the rights of community organizations. NGOs can contribute significantly to ensuring the equitable distribution of the benefits derived from tourism, aligning the industry with principles of social and environmental responsibility.

2.9 Community-based tourism

Because tourism is dependent on visiting places and people and cannot exist outside of the community, experts have advocated CBT as a way to integrate the benefits of tourism with the needs of the local community, especially the poor. This is because tourism cannot live outside of the community. The increased awareness of the potential damage that can be done to tourism development by ignoring the need for local community participation and leaving communities out of the development process has led to a greater focus on encouraging active community engagement in the tourist industry. This is a direct result of the increased awareness of the potential harm that can be done to tourism development by ignoring the need for local community participation and leaving communities out of the (Tosun, 2006, 493-504). In this setting, community-based tourism, also known as CBT, has emerged as an important tool for fostering the expansion of this subsector of the tourism industry. It is distinct from other methods in that it emphasizes the local ownership, management, and control of tourist businesses to maximize the benefits for the local community. (Dodds, Ali, & Galaski 2018, 1547-1568; Giampiccoli & Mtapuri 2012, 29-43; Jugmohan & Steyn 2015, 1065-1081; Zapata, Hall, Lindo, & Vanderschaeghe 2011, 725-749.)

2.9.1 Concept of community-based tourism

Because tourism is dependent on the local locations and people (Beeton, 2006), experts have suggested community-based tourism (CBT) as a way to share the financial rewards of the industry with the residents of the area who are less fortunate (Ashley, 2006; Manyara & Jones 2007, 625-644; Sebele 2010, 136-146).

As a result of the realization that ignoring the requirement for local community participation and excluding communities from the planning phase may be detrimental to the development of a healthy tourism industry, there has been a greater emphasis placed on the active participation of communities in tourism (Tosun 2006, 493-504). This kind of tourism can be encouraged through the use of a strategy known as community-based tourism, also abbreviated CBT. To set itself apart from other available options, it emphasizes community participation in the ownership, management, and distribution of profits from tourist businesses. (Dodds, Ali & Galaski 2018, 1547-1568; Giampiccoli & Mtapuri 2012, 29-43; Jugmohan & Steyn 2015, 1065-1081; Zapata, Hall, Lindo & Vanderschaeghe 2011, 725-749.)

2.9.2 Top-down and bottom-up community-based strategies

Two different points of view can be taken on the topic of community involvement: from the bottom up and from above. The bottom-up approach motivates communities to initiate and manage their very own programs by giving them the power to do so. Initiatives such as collaboration, cooperation, and partnership are all examples of top-down approaches, in which the emphasis is placed on external incitation and management of local projects. Top-down approaches can also be described as bottom-up approaches.

Bottom-up CBT offers more favourable and long-term advantages than top-down CBT, which is begun, supported, and market-focused on a worldwide scale, according to Zapata et al. (2011, 725-749). This is due to bottom-up CBT's local beginnings, entrepreneurship, and domestic emphasis. Top-down CBT is begun, supported, and market-focused on a worldwide scale. As demonstrated by Tosun's (2005, 333–352) typology of community engagement, bottom-up CBT is consistent with unprompted participation, whereas top-down CBT is consistent with prompted participation. Bottom-up CBT is also consistent with unprompted involvement. Because it is in line with the foundation, the first strategy appears to be the one that is most suitable for communities. The second strategy doesn't appear to adhere to any of the typical CBT hallmarks or characteristics (Giampiccoli & Mtapuri 2012, 29-43). According to the research that has been published on CBT, the primary distinction between the two

approaches is the role that is played by external entities. On the other hand, community-based cognitive behavioural therapy (CBT), particularly in its earlier stages, is rarely started by members of the community themselves. The majority of studies have demonstrated that the bottom-up approach to cognitive behavioural therapy is the most effective method; consequently, this is the method that is recommended.

2.9.3 Possible benefits of community-based tourism

CBT is getting a lot of buzz because of all the good it can do for the community. Numerous studies have shown that CBT may lead to improvements in the areas of economy, society, and culture, as well as the environment.

2.9.4 Economic benefits

The financial benefits of CBT are the ones that are most readily apparent and noticeable. Employment opportunities are regarded as the most direct and consequential economic impact brought about by CBT. Giampiccoli & Mtapuri (2012, 29-43) takes a broader approach and acknowledges CBT as an effective method for accessing financing and establishing stable economic circumstances than Zapata et al. (2011, 725-749) do. This is because Giampiccoli & Mtapuri (2012, 29-43) acknowledge CBT as an effective method for accessing financing and establishing stable economic circumstances.

The vast majority of tourist-related activities in other types of tourism, such as mass tourism, are managed by third companies, which results in a net loss of money for the local economy (Goodwin, Haven, & Gale 2002, 283-311). The concept of community-based tourism (CBT) emphasizes local ownership, management, and participation in tourism operations, making it less likely that this leakage will occur. Connecting with other national and international tourism networks, CBT may also encourage greater links with regional supply chains including agriculture, farming, and handicrafts. These links may be encouraged by connecting with other national and international tourism networks. The Community Benefits Tax (CBT) can be beneficial to small and medium-sized businesses (SMEs) because it encourages local entrepreneurship in the tourism industry and generates demand for goods and services that are produced locally.

3 METHODOLOGY

The methodology is a section that outlines the systematic process or approach used to conduct the research and gather information (Giampiccoli & Mtapuri 2012, 29-43). It serves as a roadmap for how the research question or problem statement has been addressed and how data has been collected, analysed, and interpreted. The methodology provides a clear and transparent description of the research design, procedures, and techniques employed to ensure the validity and reliability of the study's findings.

3.1 Research type and design

This research exclusively focuses on the relationship between poverty alleviation concerns and tourism development, employing a quantitative approach as the sole method of inquiry. Quantitative research, characterized by the systematic collection and analysis of numerical data, is widely employed in various academic disciplines, including the social sciences and market research (Byron & Hasan 2021). The study relies entirely on quantitative methods to examine activities, issues, and processes related to poverty alleviation and tourism development. The inclusion of a quantitative technique enhances the overall analytical framework and supports the entirety of the argumentation, reflecting a commitment to statistical rigour in addressing the research objectives.

3.2 Sample size & design of the questionnaire

The sampling method was used to choose respondents for this work. In the study, 53 respondents were chosen. Additionally, some people from various geographical locations were chosen to participate in the survey and some in-depth answers can be taken as well. Both open-ended & closed-ended questionnaire was utilized for collecting information from the respondents. The questionnaire was created with a fairly simple approach to gathering data and information. Both the complexity of the answers and the goal of the questions were always taken into consideration.

3.3 Primary data gathering

Primary data was gathered through a survey questionnaire with tourism experts, businessmen, entrepreneurs, and tourists. The survey questionnaire included close-ended questions of three types- Multiple choices with a single response, multiple choice with multiple responses or rating scales. With "strongly Agree" as the highest level of support and "strongly disagree" as the lowest level of support, the rating scale questions were created using a point semantic scale. The respondent's unrestricted opinions form the basis of the questionnaire's last section. Open-ended opinions from the respondents form the final section of the questionnaire.

3.4 Secondary data gathering

Secondary data collection strives to develop a more comprehensive grasp of the topic and provide evidence for explanations made in the paper (Giampiccoli & Mtapuri 2012, 29-43). The desk research approach was mostly used in this study to collect secondary data. Data were gathered from various sources, including books, articles, e-journals, newspapers, and websites.

3.5 Data processing and analysis

This thesis has been intricately assembled by sourcing information from various outlets and utilizing tools like Microsoft Word, Google Docs, and Google Drive, alongside other computer-related software for seamless organization of data. The inclusion of a questionnaire as part of the data collection process adds a layer to the methodology, supplementing the construction of graphs (Byron & Hasan 2021). Statistical techniques are then applied to assess the significance and connections within the acquired data, culminating in a thorough and well-supported exploration of the core issue at hand.

4 DATA ANALYSIS

To find out the outcome of the issue through a survey, a systematic questionnaire was created. A total of 53 respondents took part in this research. The respondents came from a variety of different cultures and backgrounds. A data analysis has been done and at the end, major findings are listed below.

4.1 Gender

53 participants were willing to answer this question, out of which 65.4% were female and 34.6% were male. Both of them provided their opinion to complete the research.

1.gender :
52 responses

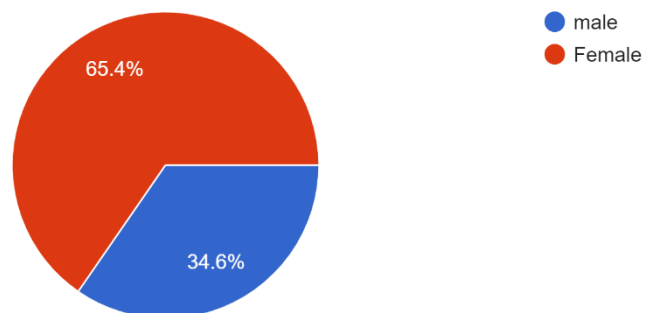


Figure 1. Gender of Participants

4.2 Age

All respondents answered this question, the majority of the participants are within the 20-30 age group. The second largest category comprises 17% and the age group is below 20. The last large one is 9.4% which is between 30-40. The rest 7.6% comprises the rest of the age group except over 60%. They are between 40-60 age group.

2.Age

53 responses

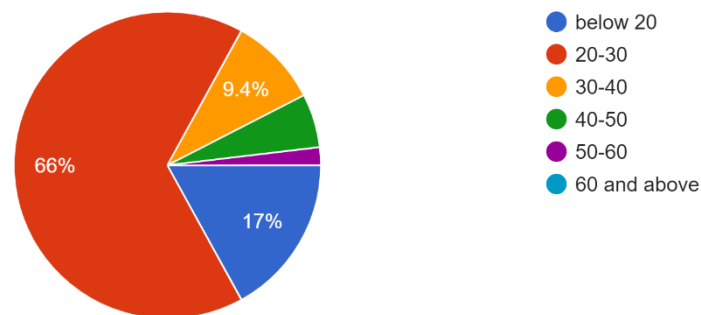


Figure 2. Age of Participants

4.3 Occupation

All respondents answered this question, the majority of the participants are within the 20-30 age group. The second largest category comprises 17% and the age group is below 20. The last large one is 9.4% which is between 30-40. The rest 7.6% comprises the rest of the age group except over 60%. They are between 40-60 age group.

3.occupation :

53 responses

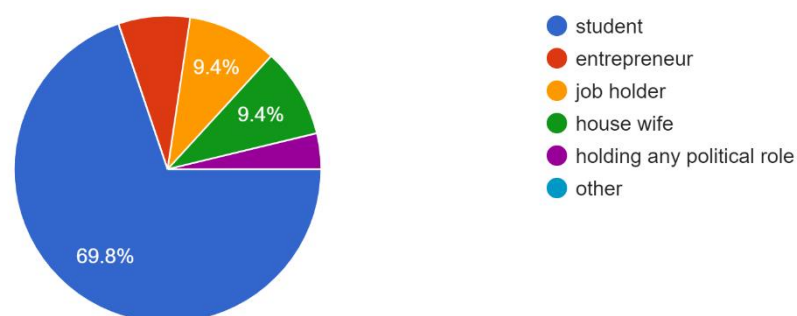


Figure 3. Occupation of Participants

4.4 Monthly income

Here, 41.2% of the respondents have income below 10,000 takas. There were 3 kinds of income levels comprising 11.8% which were 10,000-20,000, 20,000-30,000 and another category which is above 1 lakh (834.48 Euro). The third in line is the 30,000-40,000-income range which has 9.8% and 7.8% people earn above 1 lakh (834.48 Euro).

4.monthly income
51 responses

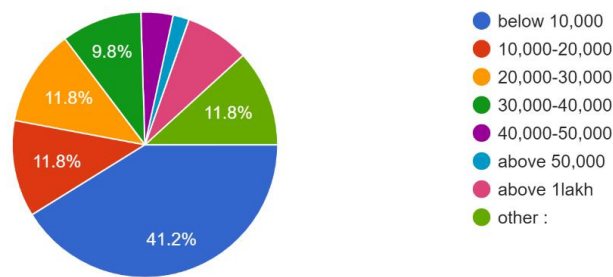


Figure 4. Monthly Income of Participants

4.5 Educational background

50% of the respondents are BBA/BA/BSC graduates or are currently studying. 23.1% are or have MBA/MA/MS degrees. 9.6% are HSC and 7.7% are SSC holders.

5.education background :
52 responses

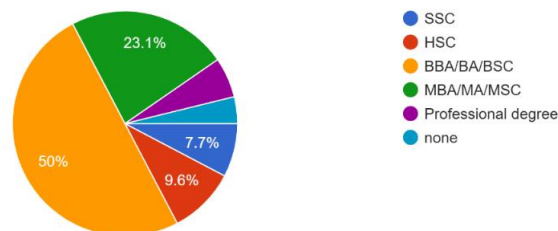


Figure 5. Educational Background of Participants

4.6 The number of times people travel domestically every year

Almost 50% of people tend to travel at least once every year domestically precisely 45.3%. 39.6% tend to travel more than once every year and the rest 15.1% travel more than twice every year.

6.how many times a year you visit to any places in Bangladesh?
53 responses

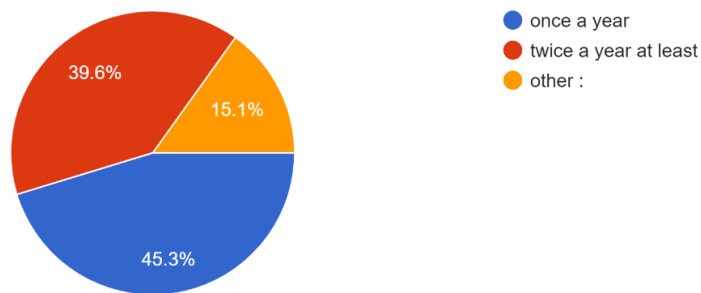


Figure 6. The number of times people travel domestically every year

4.7 Number of times people visited Kuakata, Cox's Bazar, Bandarban, Sylhet

Since the study area is specifically focused on these regions a question was asked to the respondents if they have recently visited these regions. Out of 53 respondents, 48 people responded in total to this question, the rest have not visited any of these places recently. 41.7% visited Cox's Bazaar, by far the most. 29.2% visited Sylhet the second highest 18.8% visited Kuakata and surprisingly only 10.4% of people who visited recently visited Bandarban which means it's the least populated place until now.

7. have you visited any of this tourist places recently?
48 responses

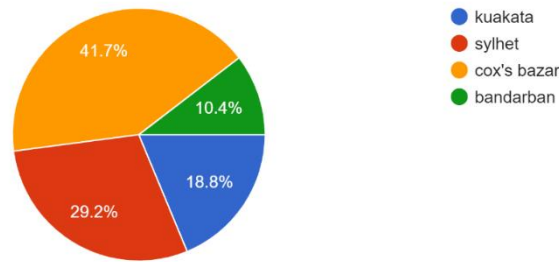


Figure 7. Several times people visited Kuakata, Cox's Bazar, Bandarban, Sylhet

4.8 Motivators for travelling

Travel motivations vary widely, with many individuals seeking relaxation, and desiring laid-back and calming experiences as a way to escape daily stress. Scenic beauty also holds significant appeal, attracting travellers to picturesque landscapes that offer a visual feast for the senses. Some are motivated by adventure, craving new experiences and the thrill of exploration, while others prioritize cultural immersion, engaging with local cuisine, traditions, and communities. Nature lovers express a specific affinity for the outdoors, gravitating toward destinations rich in biodiversity or historical artefacts. The desire to create lasting memories, often shared with friends, is a compelling motivation for many, fostering meaningful connections and cherished experiences. When it comes to types of travel enjoyed, relaxation remains a common theme, with individuals favouring unhurried journeys and destinations that provide respite from daily life. Scenic beauty continues to influence travel choices, drawing people to places with captivating landscapes. Nature and archaeology enthusiasts find fulfilment in destinations that showcase both natural beauty and historical wonders. Adventure seekers prioritize thrilling experiences, while cultural exploration and comfort are valued by those seeking authenticity and stress-free journeys. Safety and a clean environment are important considerations for some, highlighting the significance of feeling secure during travel. Beach and ocean destinations are popular for their calming qualities, and the social dimension of travel, with friendship and shared experiences, adds a meaningful layer to the overall travel experience. Overall, relaxation and scenic beauty emerge as dominant themes, with a mix of other motivations and preferences, showcasing the diverse reasons people travel and the varied experiences they seek. Options consist of adventure, relaxation, escapism,

natural beauty, and scenic beauty, and 5.7% of people don't like to travel with any motivation in mind, they just travel with nothing specific in mind.

15. what motivates you to travel and what type of Travelling you enjoy(relaxation, scenic beauty , culture,etc)

53 responses

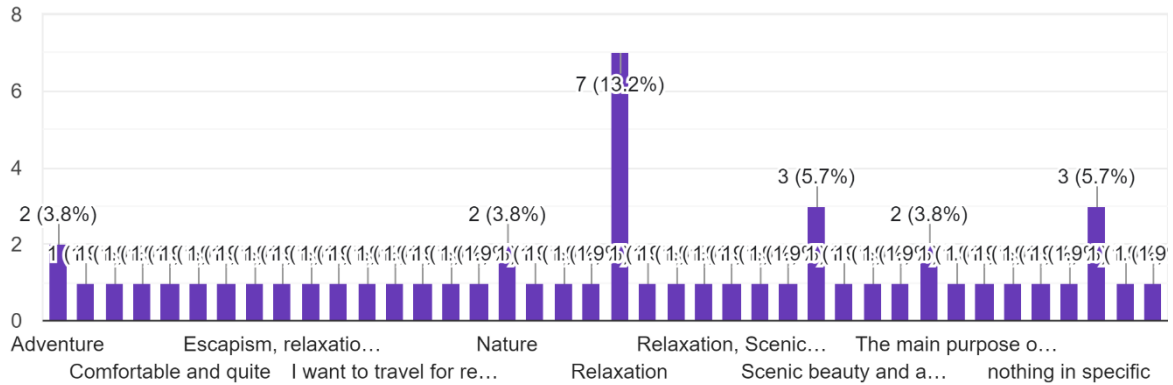


Figure 8. Motivators for travelling

4.9 Barriers to travelling locally

Out of the options provided 34% couldn't travel due to security issues. The second hurdle is money which took 22.6%. then comes the constraint of travelling due to 18.9% and permission stood fourth by occupying 11.3%. lack of information is also a constraint for travelling which is 9.4%. the rest are other reasons which are not outlined here.

Local travel faces several barriers, as highlighted by respondents. Security issues emerge as a significant concern, reflecting widespread apprehensions about safety that hinder individuals from venturing out. Financial constraints, encompassing both monetary limitations and the need for permission, pose substantial barriers to local travel, emphasizing the necessity for more affordable and accessible options. Limited time availability is also a notable constraint, indicating a demand for flexible travel arrangements or shorter-duration options to accommodate those with busy schedules. Additionally, a lack of information about destinations is mentioned by some, underscoring the importance of providing easily accessible and comprehensive travel information. The category of "other" suggests that various reasons, not explicitly specified, may contribute to hindrances in local travel. Overall, addressing

security concerns, improving affordability, and enhancing information accessibility are key considerations in overcoming barriers to local travel and fostering a more inclusive and accessible travel environment. Overall, the findings highlight a range of barriers, with security concerns, financial limitations, and time constraints being the most prominent. Addressing these barriers could potentially encourage more individuals to explore local travel opportunities.

14.what act as a barrier for you to travel locally?
53 responses

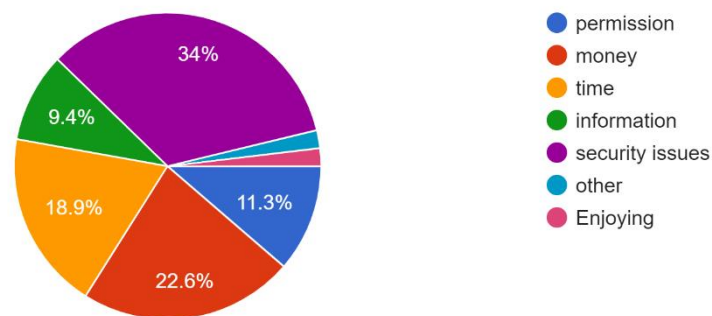


Figure 9. Barriers to travelling locally

4.10 Respondent's knowledge of the term domestic tourism

Surprisingly, a majority of the people knew or heard about the term domestic tourism. 80% of the participants knew about the term. Insights from the responses highlight a notable level of awareness among participants regarding the concept of domestic tourism. The widespread familiarity suggests that many respondents have a clear understanding of the term and its implications. However, the small percentage indicating uncertainty or lack of awareness may signal a potential need for more targeted communication or educational efforts regarding domestic tourism. This indicates an opportunity to enhance understanding and knowledge among those who may not be fully acquainted with the benefits and opportunities associated with exploring one's own country. Clear communication and educational initiatives could play a pivotal role in fostering a broader and more informed appreciation for domestic tourism, encouraging increased participation and engagement among a diverse audience.

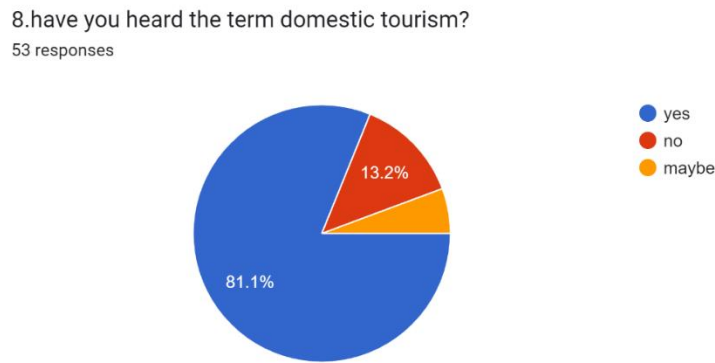


Figure 10. Respondent's knowledge of the term domestic tourism

4.11 People's opinion on domestic tourism helping the community

83% of the respondents have agreed that domestic tourism has developed the community. The rest 15.1% are not sure of the changes but the strong no is only 2% which is insignificant. Insights gleaned from the responses underscore a predominantly positive perception of domestic tourism's impact on communities. Many respondents recognize and appreciate the benefits associated with domestic tourism, including economic contributions, cultural exchange, and local development. This positive sentiment aligns with the understanding that tourism within one's own country can play a pivotal role in enhancing local economies, preserving cultural heritage, and fostering community growth. However, the presence of uncertainty among some respondents suggests a potential gap in awareness or information regarding the specific ways in which domestic tourism positively influences communities. Addressing this uncertainty may involve targeted efforts to provide clearer insights into the tangible and intangible advantages of domestic tourism, thereby further promoting its positive impact and encouraging a more widespread embrace of this form of travel. Increased awareness and education could contribute to a more comprehensive understanding of the positive contributions that domestic tourism can make to local communities.

9.do you think domestic tourism (travelling within the country) has helped your community ?
53 responses

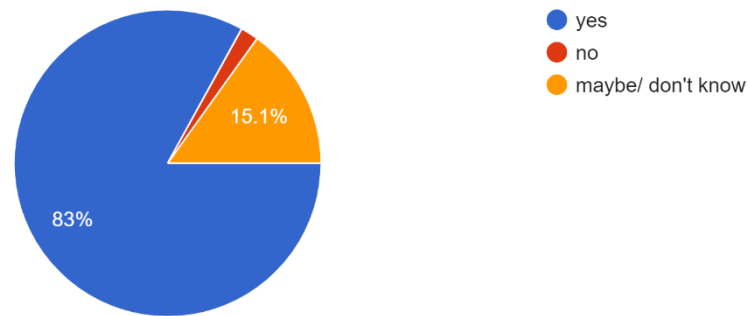


Figure 11. People's opinion on domestic tourism helping the community

4.12 Domestic tourism has alleviated the community's poverty

Respondents responding yes said how domestic tourism alleviated their community. Among them, almost 40% believed that it helped with the money circulation within the community. The next 30.6% believed that they have seen different kinds of job creation in the economy. Due to this economic development, there has been an increase in education, infrastructure development and healthcare accessibility within the economy and 14.3% of people have said that. 12.2% has seen that there was a more set up of small and medium-sized enterprises. The rest 4.1% of the respondents has seen that more good quality and new houses are being built in the economy. The findings were formulated by the answers of 49 respondents. Insights derived from respondent feedback reveal several positive impacts of domestic tourism on communities. A significant observation is the increased money circulation within the community, cited by many respondents, suggesting that tourism has contributed to a more robust local economy. Job creation emerges as another notable benefit, with multiple respondents highlighting the diversification and expansion of employment opportunities resulting from domestic tourism. Additionally, positive effects on infrastructure development are noted, indicating improved access to education and overall community growth. The establishment of small and medium-sized shops near tourist destinations is seen as a contributing factor to local business opportunities. Moreover, the mention of people building higher-quality houses in villages by a few respondents suggests a potential rise in economic prosperity and an enhancement in the standard of living within the community. In sum-

mary, the insights indicate that domestic tourism positively influences communities by fostering economic growth, creating jobs, improving infrastructure, supporting local businesses, and contributing to an overall enhancement of the quality of life in the area.

if yes , how?
49 responses

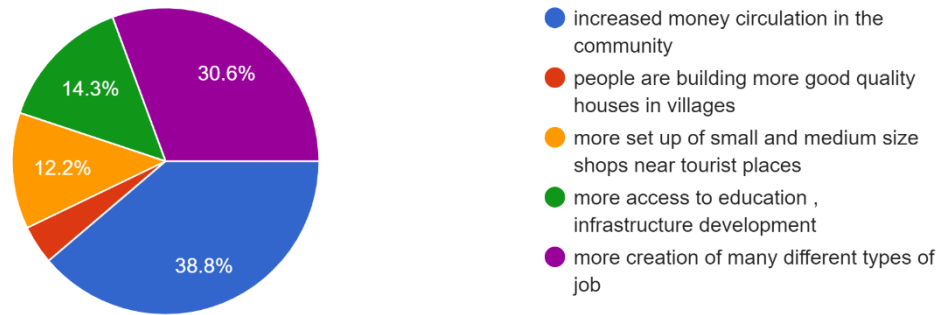


Figure 12. Domestic tourism has alleviated the community's poverty

4.13 Domestic tourism contribution to economic development in Bangladesh

50.9% of the respondents agree that domestic tourism can play a great role in developing and influencing the economic development of Bangladesh whereas 35.8% strongly believe that it will help by a greater length shortly. On the other hand, 13.2% are neutral, they are sceptical and not sure about the development. Strangely, there is no disagreement and strong disagreement in the spectrum among the 53 respondents in total who answered.

Insights drawn from the responses reveal an overwhelmingly positive belief among participants in the substantial economic impact of domestic tourism. The combined "strongly agree" and "agree" responses indicate a clear consensus among respondents regarding the potential of domestic tourism as a powerful driver of economic development. This collective affirmation underscores a shared understanding that tourism within one's own country can play a pivotal role in contributing to economic growth, job creation, and overall community prosperity. The strong agreement signals a high level of confidence in the positive outcomes associated with domestic tourism, emphasizing its significance as a strategic avenue for fostering economic development within localities. This uniform perspective

among respondents reflects a collective optimism and recognition of the valuable role domestic tourism can play in shaping vibrant and thriving economies.

10.do you believe domestic tourism can help and influence economic development by a greater extent in the near future ?

53 responses

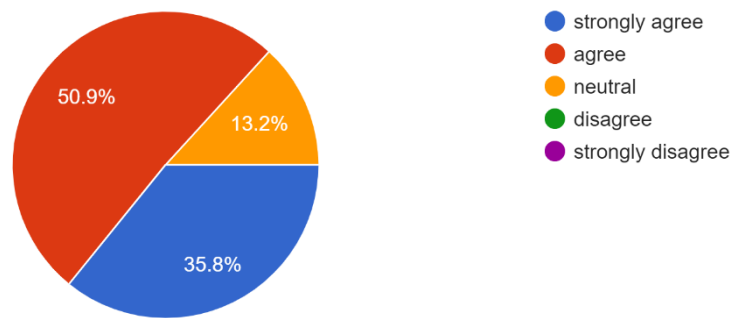


Figure 13. Domestic tourism contribution to economic development in Bangladesh

4.14 Poverty alleviation in respondents' community

Almost 49.1% of respondents agreed that domestic tourism can be used as a measure to alleviate poverty in their respective communities, and 22.6% strongly agreed and believed that it is a tool that can be used to increase economic development in their community. Here, 15% replied to be neutral, they are unsure of domestic tourism as a tool to reduce poverty. On the other hand, 9.4% strongly disagree with the statement that domestic tourism can be used to alleviate poverty. The insights derived from respondent feedback reveal an overall positive belief among participants in the potential of domestic tourism to contribute to poverty reduction in their communities. The combination of "agree" and "strongly agree" responses underscores a robust consensus on the positive impact of domestic tourism in alleviating poverty. This shared perspective signifies a prevailing understanding among respondents that tourism within one's own country can be a powerful tool for economic empowerment and poverty alleviation. The strong consensus on the positive outcomes associated with domestic tourism suggests a collective confidence in its ability to generate income, create job opportunities, and uplift the economic well-being of residents. This unified stance emphasizes the role of domestic tourism as a key contributor to community development and the broader goal of reducing poverty within the areas

where it is embraced. Overall, the insights reflect a widespread optimism regarding the potential of domestic tourism to make meaningful strides in addressing poverty at the local level.

11. domestic tourism can help reduce poverty in their respective community?

53 responses

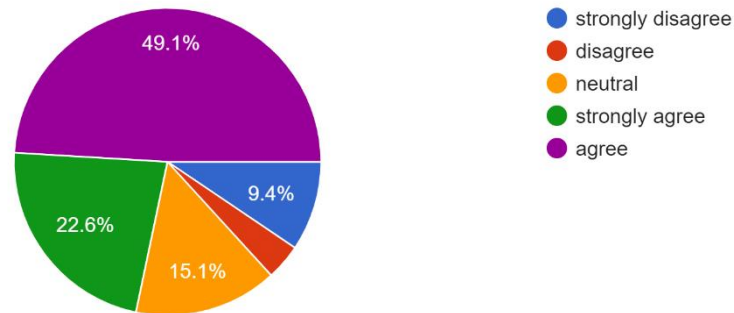


Figure 14. Poverty alleviation in respondents' community

4.15 Need for community-based engagement and usage as an objective

60.4%, more than the majority (50%) of the people believed that community engagement is needed and they should be involved more in tourism activity to reduce poverty within the community. 24.1% strongly agree that it is necessary. On the other hand, 15.1% is neutral. Surprisingly, none of the participants disagreed with this question. Insights from respondent feedback highlight an overwhelmingly positive belief in the importance and effectiveness of community engagement within the context of domestic tourism. The combined "strongly agree" and "agree" responses indicate a clear consensus among participants regarding the positive impact of community engagement in supporting and benefiting local communities through tourism. This shared perspective underscores the understanding that involving and collaborating with the local community is crucial for the success and sustainability of domestic tourism initiatives. The strong consensus suggests a collective recognition of the value of community engagement in fostering positive relationships, preserving cultural authenticity, and ensuring that the benefits of tourism extend to the residents. The insights reflect a prevailing sentiment that effective community involvement contributes to the overall success of domestic tourism, emphasizing the importance of inclusivity and collaboration for the mutual benefit of both tourists and the communities they visit.

12. is engagement within the community be more needed and is it helping the people as well?
53 responses

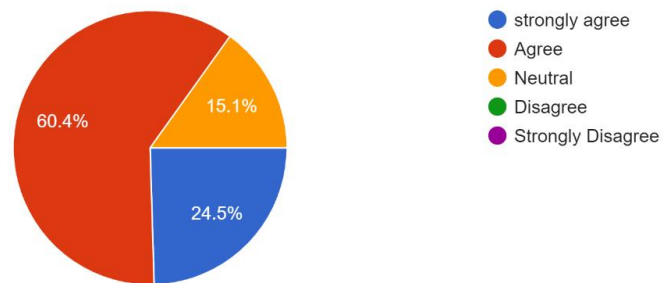


Figure 15. Need for community-based engagement and usage as an objective

4.16 Government participation in increasing domestic tourism activity

53 respondents were asked about government involvement in increasing tourism activity. 45.3% could relate that the government is taking measures, whereas 43.4% were unsure of government policies and activities and 11.3% were neutral to these questions. Insights derived from respondent feedback reveal mixed perceptions regarding the effectiveness of government measures in promoting activity in the specified regions. The presence of mixed responses suggests that there is a range of opinions among participants about the impact and success of government initiatives in these areas. The "maybe" responses further indicate a degree of uncertainty or a lack of clear information among some respondents regarding recent government measures. This uncertainty may stem from a variety of factors, including insufficient awareness of specific initiatives, diverse perspectives on the effectiveness of implemented policies, or a need for clearer communication about government efforts in promoting activity within the specified regions. Overall, the mixed responses underscore the complexity of gauging public opinion on the efficacy of government measures and emphasize the potential for enhanced communication and transparency to address uncertainties and provide a more comprehensive understanding of recent initiatives.

13. Do you think government is taking more measure recently to increase activity within the mentioned regions? (kuakata, cox's bazar, bandarban, sylhet)

53 responses

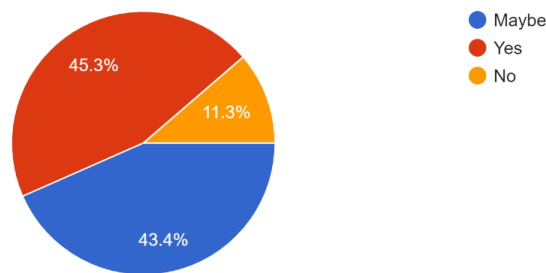


Figure 16. Government participation in increasing domestic tourism activity

4.17 Ways to reduce poverty in the local community in developed tourist places according to the respondents

56.8% (30) of respondents believed funds for improving education, health care and infrastructure are needed to improve poverty at a local community level. Second comes locally owned micro enterprises owned by the poor which has 39.6%. community-based tourism has 32.1%. next comes foreign exchange 30.2% .26.4% of respondents believed women's involvement in society is needed. The last employment diversification was 24.5%.

Key themes identified in the responses centre around comprehensive strategies for poverty reduction and community development. Foreign exchange earnings are recognized as a potential contributor to these goals, with respondents emphasizing its significance in fostering economic growth. Funds allocated for improving education, health, and infrastructure are underscored as crucial for overall community development, showcasing a multifaceted approach to upliftment. The employment of more women in society is specifically mentioned as a strategic step for poverty reduction and empowerment, highlighting the importance of gender inclusivity. The promotion of locally owned microenterprises run by the poor is identified as a means to involve the community in economic activities, promoting self-sufficiency. Community-based tourism is acknowledged as a sustainable approach that benefits the community, aligning with a broader understanding of responsible and inclusive tourism practices. Employment diversification is recognized as a strategy to create a variety of job opportunities, contributing to

a more robust and resilient local economy. Insights from the responses collectively demonstrate a nuanced and comprehensive understanding of poverty reduction and community development, emphasizing the importance of integrating multiple approaches. The focus on foreign exchange earnings, education, health, infrastructure development, community engagement through microenterprises and tourism, and the empowerment of women underscores a holistic approach to fostering sustainable and inclusive community growth.

16. in your own opinion , what are the main ways to reduce poverty and how local community can be developed in the tourist places ? (can choose more than 1)

53 responses

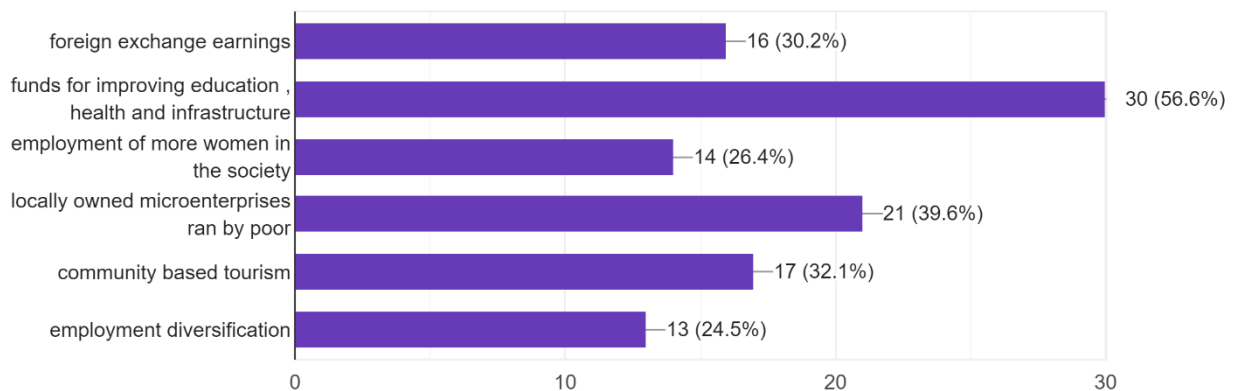


Figure 17. Ways to reduce poverty in the local community in developed tourist places according to the respondents

4.18 Increasing the rate of domestic tourism in Bangladesh and the role of the government

The responses highlight several key factors that can contribute to increasing domestic tourism in Bangladesh, and they also suggest various roles the government can play in promoting tourism. To bolster domestic tourism in Bangladesh, a multifaceted approach is recommended. Priorities include addressing economic development by alleviating local poverty and fostering employment, recognizing the pivotal role of infrastructure development in enhancing accessibility and safety. Government support and funding are crucial, encompassing resources for promotion, local hospitality training, and the im-

plementation of effective regulations. Ensuring the safety of tourists through security measures, including stricter laws and heightened security, is essential. Additionally, widespread awareness and promotion efforts, both by the government and through social media, are seen as vital for showcasing the country's natural beauty and attracting tourists. Cultural promotion, emphasizing the unique aspects of Bangladeshi culture, is identified as a strategy. Environmental conservation is highlighted for sustainable tourism, and government policies, encompassing land use and political stability, play a pivotal role. Improving transportation for both inter- and intra-city travel is essential for convenience, and leveraging digital marketing and communication tools is recommended to showcase attractions and disseminate travel-related information effectively.

5 FINDINGS

The majority of respondents fall into the age range of 20 to 30 years old; as a result, the greatest possible proportion of them are either students working toward an undergraduate or graduate degree, and their annual income is less than \$1,000. On the other hand, these are the types of people who are more likely to engage in domestic travel. Even today, Cox's Bazar and Sylhet remain among the most visited places in all of Bangladesh. People are now more interested in travelling to Kuakata, which can be used as a substitute for Cox's Bazaar. This change in trend is the result of the construction of the Padma Bridge.

The answer that is found from the respondents is quite positive; people are hopeful that domestic tourism can help their community, and the government is working towards creating more policies to increase tourism activities in these regions. The answer that was found was positive because people are hopeful that domestic tourism can help their community. Even in this day and age, when we have access to so much more information, there is still a significant information gap that prevents tourism from expanding. As a rule, safety concerns present the greatest obstacle to vacationing, and given that the majority of survey participants were female, respondents cited safety as their primary concern, ahead of both cost and convenience.

The majority of people travel for various reasons, including relaxation, enjoyment of natural beauty, and getting away from the hustle and bustle of the city. This indicates that there is a significant opportunity for rural tourism and community engagement, both of which will be beneficial to the residents. Only thirty percent of respondents believe that an increase in foreign currency exchange will be beneficial to their community as a result of tourism, which includes both domestic and international tourism. To improve the community on a more micro level, however, what is needed much more than money is funding for community development, educational opportunities, and medical care. Earnings from trading in foreign currency may be dispersed in other areas as well, meaning they may not directly benefit the community that needs assistance.

Another suggestion was made, and the question was based on how domestic tourism could be increased, as well as how important the role of the government is in implementing it. This question has been responded to by all of the respondents, and there are some points of agreement between them. There was a widespread opinion that the government has a significant part to play and that it can be of

tremendous benefit to the community if appropriate education and infrastructure development are centred on it. There is the potential for active youth engagement in the process of promoting domestic tourism due to factors such as the younger demographic, frequent travel, and positive perceptions. The respondents support an all-encompassing strategy for the alleviation of poverty that emphasizes education, health care, employment opportunities, and community involvement. There is a need for improved communication and more efficient marketing strategies to attract tourists to specific regions. Opinions on government actions are mixed.

It would appear that there is a general agreement that the government of Bangladesh plays a significant role in the expansion of the country's domestic tourism industry. Many people think that the infrastructure should be improved, that safety and security should be guaranteed, that tourist-friendly environments should be promoted, and that money should be invested in promotion and awareness campaigns. People also emphasize how important it is for the government to provide support for the tourism industry through funding, policies, and regulations. It is widely acknowledged that domestic tourism can make a positive contribution to economic growth, the alleviation of poverty, and an overall enhancement of the quality of life in the communities that it visits. Some of the specific recommendations include traffic management, cultural promotion, sustainable tourism plans, and efforts to preserve and showcase the natural beauty of the country.

6 RECOMMENDATION AND CONCLUSION

The recommendation section is where the researcher provides suggestions for future action or further research based on the findings and conclusions presented in the study. This section typically offers practical guidance, policy suggestions, or proposals for addressing issues raised in the research. Recommendations can be directed towards practitioners, policymakers, researchers, or other stakeholders involved in the field of study. The goal is to provide actionable insights that can contribute to the improvement or development of practices, policies, or understanding within the chosen subject area.

6.1 Recommendation

The role of the government is extremely important at every step which is crucial in the process of enhancing and expanding the domestic tourism industry. It is next to impossible to increase the number of tourist activities if the government does not provide the necessary policies and support. To begin, tourism along with all of its activities and subsequent development needs to be incorporated into the government's policies, and the government's budget should also make room for the sector's expansion. Then, a secondary focus needs to be given to the lower-level management, the Parjatan corporation, the tourism board, and all of the industries and different sectors operating in the tourism industry at different levels should collaborate. The following are some of the ways that domestic tourism in Bangladesh can be used to help reduce the country's high levels of poverty.

The government should establish policies, have a clear budget, and have a technological implementation so that all of the various tourist places and destinations are on their database to collect information; this will make monitoring and implementing the policies easier, and it will also make it possible to find new information by conducting market research. To ensure that tourists have positive encounters, appropriate divisions need to be established at the national, state, and even local levels, and all parties and political figures need to be included in the process.

It is necessary to receive education in the form of seminars and training to comprehend the value of tourism. Furthermore, only knowledgeable and experienced individuals connected to this industry should be given the posts for the industry to be successful. There are a lot of people, even in our own

country, who are unaware of all of the incredible tourist destinations that can fulfil any kind of requirement that a traveller might have. As a result, for the government to promote these destinations and ensure that they are known, it should have a good social media account. They should also involve travel bloggers by providing sponsors and incentives, and they should collaborate to increase activity levels, if at all possible. The Parjatan corporations and the tourism board should have the authority to empower and monitor these contents, as well as encourage people to post and involve travel bloggers. It is important that not only the government but also individuals show consideration for these locations and spread good, positive word of mouth; this is how Bandarban has gained popularity.

The government should make investments in the development of infrastructure, such as building good roads, bridges, and even communication (internet connection), to increase the number of enthusiastic tourists who visit these places, and it should also make travelling to these places easier. That is how Kuakata has been gaining more tourists recently, and even almost comparing it to the next Cox's Bazar so that the burden of Cox's Bazar can be rid of. Consequently, the burden of Cox's Bazar can be relieved. This is because the government has made it a policy to connect the West with the rest of the population in the capital and other places. One example of this policy is the construction of the Padma Bridge, which has made a significant contribution to the country's economic growth. This is because more people are travelling day by day, and they want to go on day trips. People who live in the country will want to travel to places like India and Thailand rather than go on vacation to other countries, such as nations that compete with it for tourism, such as India and Thailand.

It is necessary that the goods, services, and adventures that people have while travelling in other countries be sold at prices that are more reasonable so that more people will be inclined and able to travel. This, in turn, will help alleviate poverty in the community and within the country due to the reduction of economic leakages, money will be reinvested by businesses, and the government could reinvest to provide more conveniences; additionally, it will increase people's and businesses' motivation to start businesses and provide goods and services.

The government should look into this matter by providing tourist policies to major tourist destination places. They should also adopt zero tolerance for criminal activity such as theft and kidnapping, and the police should take and implement policies to act promptly on this matter. Security concerns act as a barrier to domestic tourism. There are many different kinds of natural, aesthetic, scenic, and cultural beauty in Bangladesh that encourage people to travel, which ultimately results in domestic tourism.

Domestic tourism has many components involved, such as agrotourism, sustainable tourism, eco-tourism, farm tourism, and many other types, and these can all be made available and promoted by tour operators properly to increase engagement.

Community tourism needs to flourish to reduce poverty at the community level, and as a result, people need to be trained in a variety of different areas to create jobs, such as jobs in photography or as local tour guides. Additionally, representatives from a variety of communities need to be present in decision-making processes, such as taking roles in local governments and getting involved in political matters, for their voices to be raised and heard appropriately, and this will improve people's real-life experiences. Transportation should be made simple and quick, and there should be fewer people crammed into main city areas such as urban areas. The government should establish an internal transportation system and work to lessen congestion by encouraging tourist activities in areas that are located outside of urban areas. Because rural areas are particularly vulnerable to the effects of neglect and poverty, rural tourism needs to receive a greater amount of attention to reduce that problem.

6.2 Conclusion

The current government of Bangladesh is putting a lot of effort into developing the country's infrastructure and increasing its connectivity with each of the divisions. In addition to this, they are working to improve communication and technological advancement, both of which are essential to boost tourism-related activities. For instance, the opening of Paira port, Padma bridge, and most recently the Dhaka metro rail all demonstrate the government's dedication to the economic development of the country. Bangladesh and its people have every opportunity, capability and ability to increase the movement of tourists from one place to another, but instead of focusing on international tourists, they have chosen to focus on domestic tourists. The burden and pressure of Cox's Bazaar are also getting lifted as more people are visiting Kuakata at this time. Such as now people are visiting Kuakata more. It also serves as a break for tourists, allowing them to take in new sights and experience new things along the way. As a result, it suggests that there is a chance for the domestic tourism market in Bangladesh, and additional policy needs to be devised and implemented to boost tourism activities within the region and reduce the number of people who live in poverty. Tourism has the potential to raise the standard of living in Bangladesh because of its ability to both foster the growth of new industries and generate employment opportunities. Employment opportunities in formerly underdeveloped industries such as the

hospitality industry, transportation, and tour guide services can be made available thanks to the expansion of the tourism industry, which in turn can help boost local incomes. Additionally, an increase in tourism can be beneficial to the local economy, which in turn can lead to improvements in infrastructure and people's living standards. It is essential, on the other hand, to make certain that the benefits of tourism are dispersed equitably and that the industry's negative impacts on the environment are properly mitigated. According to the findings, brand-new tourism policies and regulations must be put into place as soon as possible. If the government of Bangladesh is truly committed to the country's progress, as it is capable of being, then Bangladesh has an enormous potential to produce new goods that will either directly or indirectly alleviate poverty. To have a successful tourist infrastructure, new construction, hotels, restaurants, public transportation, communications, water and sanitary facilities are all necessities. New construction is also important. To improve the community and raise their overall level of income and living standards, the government, as well as individuals, states, and the national level, should cooperate and work toward satisfying the requirements of the locals and the domestic tourists who visit the area.

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Survey Questionnaire

1. Gender:

- Male
- Female
- Others

2. Age:

- Below 20
- 20-30
- 30-40
- 40-50
- 50-60
- Above 60

3. Occupation:

- Student
- Entrepreneur
- Job holder
- Housewife
- Any political power
- Other

4. monthly income:

- below 10,000
- 10,000-20,000
- 20,000-30,000
- 30,000-40,000
- 40,000-50,000
- above 50,000
- above 1 lakh
- other

5. education background:

- SSC
- HSC
- BBA/BA/BSC
- MBA/MA/MSC
- Professional Degree
- Others

6. how many times a year do you visit any places in Bangladesh?

- Once a year
- Twice a year
- Other

7. have you visited any of these tourist places recently?

- kuakata
- cox's bazaar
- Bandarban
- Sylhet

8. have you heard the term domestic tourism?

- yes
- No
- Maybe

9. Do you think domestic tourism (travelling within the country) has helped your community?

- yes
- No
- Maybe / don't know

10. if yes, how?

- Increased money supply in the community
- People are building more good quality houses in the village
- More set up of small and medium-sized shops near tourist places.
- More access to education, infrastructure development
- More creation of many different types of job.

11. Do you believe domestic tourism can help and influence economic development to a greater extent shortly?

- strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

12. Domestic tourism can help reduce poverty in their respective community.

- strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

13. Is engagement within the community more needed and is it helping the people as well?

- strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

14. Do you think the government is taking more measures recently to increase activity within the mentioned regions? (Kuakata, Cox's Bazar, Bandarban, Sylhet)

- Maybe
- Yes
- No

15. what acts as a barrier for you to travel locally?

- Permission
- Money
- Time
- Information
- security issues
- other

16. what motivates you to travel and what type of Travelling do you enjoy (relaxation, scenic beauty, culture etc.)?

Answer:

17. In your own opinion, what are the main ways to reduce poverty and how local communities can be developed in tourist places? (Can choose more than 1)

- Foreign exchange earnings
- Funds for improving education, health and infrastructure
- employment of more women in the society
- locally owned microenterprises run by poor
- community-based tourism
- employment diversification

18. How do you think domestic tourism can be increased in Bangladesh and what role does the government have?

Answer: