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SUSTAINABLE DEVELOPMENT IN ECOTOURISM:
Perspective of Bangladesh

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ABSTRACT

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<p>Bangladesh is known as a developing country in the South Asia region and is easily accessible to visit from any other county in the world. Tourism in Bangladesh has been considered as an emerging sector. This sector is still not widely exposed but the tourism industry is known as the most growing sector. Bangladesh contains more than sixteen popular tourist spots and for many facts and reasons Bangladesh has a strong position in tourism for its natural beauty, flora and fauna, rivers and lakes, sea beaches, forests etc. A pollution free environment and cost effective transportation as well as its rich history and heritage add an extra point to enrich this sector.</p> <p>The main aim of the thesis was to point out the Eco-tourism practice for developing sustainability in the tourism sector of Bangladesh. How the ecotourism and sustainable tourism play a vital role for developing the county's economy as well as the image. In this thesis the theoretical concept of ecotourism and sustainable tourism are also described.</p> <p>In this thesis the data were initially collected from secondary data by the Bangladesh Tourism Corporation and some Bangladesh Government internet publication as well as Bangladeshi people living in Finland.</p> <p>After this research, the author found that there should be needed much more activity and by the government, tourism development organization as well as the people. Moreover, to develop sustainability in ecotourism everybody should be aware and work together to receive tourists.</p>		
Key words Bangladesh, ecotourism, impacts of tourism, sustainable development, quantitative research		

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ABBREVIATIONS

BDT	Bangladeshi Taka
BPC	Bangladesh Parjatan Corporation
GDP	Gross National Product
NGO	Non-Governmental Organization
OECS	Organization of East Caribbean States
STZ	Special Tourist Zones
SAHO	South African History Online
TIES	The International Eco-tourism Society
UNESCO	United Nations Educational Scientific and Cultural Organizations
UNWTO	United Nations World Tourism Organization
UNDP	United Nations Development Program
UN	United Nations
WTTC	World Travel and Tourism Council
WCED	World Commission on Environment and Development
WCS	World Conservation Strategy
WTO	World Tourism Organization

1 INTRODUCTION

Using resources that sustain human life while giving care for the environment and for the future generation can define as sustainability. The world can support sustainable developments by using renewable resource of energy that would not contribute to environmental problems. Using coal and carbon fuel would not be a wise decision, for they are nonrenewable and are harmful to the environment. We have to use renewable energies that would help the sustainable development. Renewable energies such as solar energy, with the use of solar panels, solar rays emitted by the Sun is converted into energy. Such energy can also be used to generate electricity; thus cutting the usage of fossil fuels. Another renewable source of energy is wind power. Wind power is the way of converting wind energy into a more useful one. Wind turbines help in this process. They convert the kinetic energy in wind into mechanical energy. In 2010 wind power produced only 2.5% of the world's electricity use, but the use of wind power is rapidly growing (EEM 08, 2010). We can keep sustainability by recycling and reusing of materials. Use paper bag in stead of plastic bag. We should change right now for us to save the world from global warming. So, sustainable environment plays a vital role in our life.

The main aim of the thesis is to find about the sustainable and ecotourism practice in Bangladesh. Moreover, in this thesis the way to make the tourism sector more sustainable and the role player's activities and their duty about it have been also described. Considering the aspects of sustainable tourism this thesis is produced as a comprehensive evaluation of tourism operations. The goal is to figure out the importance of sustainability practice in ecotourism as well as the responsibility of the government, people and tourism related organizations.

The outcome of the thesis will help the researcher short out a picture of the current situation of Bangladesh tourism sector and the things that need to follow for developing this sector. In

addition it will be helpful for the general people to get an idea about sustainability and ecotourism necessary in the tourism sector and they can also realized the economic, social and environmental benefits of this for them and for the future generation. It might help people to make aware of doing unsustain behavior to the nature. Furthermore, this research aims to be a messenger between the tourist, local people, government, tour operators, and tourism related organizations.

2 ECOTOURISM AND SUSTAINABLE TOURISM

The world is now concerned with the sustainable development and ecotourism. This concept has been arisen from the increase in the environmental problems because of a rapid development in the industrial sector. This environmental problem occurs at the time of industrial revolution that occurred in the period from about 1750 to sometime between 1820 and 1850 (SAHO 2014). As a result of this revolution many species from the earth has been annihilated, some are in the danger of vanishing. The earth's ecosystem is degraded. The most dangerous changes happened because of global warming. Global warming is rapidly making climate changes and increasing. Because of that sea ice is melting as a result the sea level is also increasing. If we do not take any action soon, then lots of valleys and counties will be vanished into the sea water. Sustainable development is not contradictory to growth, profit and development. It means that we need to plan our limited resources by having a best social, economic, political and environmental balance. If we want to enjoy the resources for a long time then we must keep the sustainability.

2.1 ECOTOURISM

Presently ecotourism has become most popular for many people as a form of their vacation. People are becoming more aware and caring about the environment. Ecotourism has different criteria for example making the environment sustainable; financially and socially make tourism beneficial for local community, support human rights and cultural diversity by ecosystem protection etc.

2.1.1 Definition and history

Turning from the thought of globalization and urbanization, people are now thinking about green tourism and that is becoming more popular to the society. To meet the demand of present busy people so that they can enjoy the wildlife experience in natural areas many organization such as private or public, commercial tour operators have turned their business such as farming, forestry or fisheries into tourism based business (Buckley 2003, 1.)

Saving this world is the responsibility of every single inhabitant. It is the duty of us to make it smoother so that future travelers can enjoy it much more than present travelers. Reducing the environmental impact and keeping the environment green is now a vital demand. Being eco is a term that teaches the travelers how to use the resources from the environment making low impact on it. The ecotourism concept, as well as other terms of sustainable travel concepts, has come as the most important point with the environmental movement of the 1970s. But until the late 1980s ecotourism was not considered as a ruling concept. By that time, making people conscious about the environment and making the tourist spots ecotourism desirable was started. In the mean time many organizations and individuals also play a vital role to improve the ecotourism environment (Ecotourism; an overview of ecotourism, 2013.)

One of the first definitions of ecotourism was made in 1983 by the Mexican architect Héctor Ceballos-Lascuráin, who defined it as follows:

That form of environmentally responsible tourism that involves travel and visitation to relatively undisturbed natural areas with the object of enjoying, admiring, and studying the nature (the scenery, wild plants and animals), as well as any cultural aspect (both past and present) found in these areas, through a process which promotes conservation, has a low impact on the environment and on culture and favors the active and socioeconomically beneficial involvement of local communities. (Ecotourism in America 2013.)

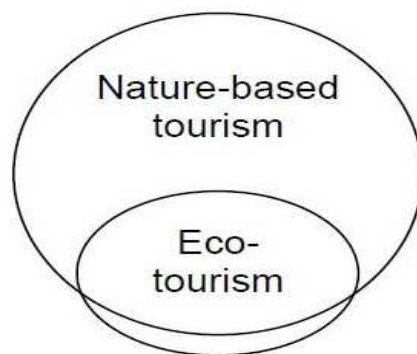
According to The International Ecotourism Society (TIES), Ecotourism means, “responsible travel to natural areas that conserves the environment and improves the well-being of local people” (TIES, 2012). On these two definitions of ecotourism it is noticeable that both mention “responsible travel”. So we can say that ecotourism means responsible travel to touristic areas. Travelers should be responsible and caring about the local nature, environment, and community.

Ecotourism is considered as an indispensable matter all over the world. It works as the development of rural community; enhances the alertness on environment, development in third world countries, alerts tourist and tourism industries about the nature to keep it green as well as it also helps to keep the world peace. Even though recently ‘green’ tourism is aggressively marketed towards the developed countries, tourism related industries, natural environment, travelers; an acute survey shows it is more complicated in real scenario. Ecotourism can be categorized in three different types like, nature tourism, wildlife tourism and adventure tourism. These are separate from each other and can be defined on their category (Honey 2008, 6.)

Nature tourism means tourism that involves experiencing natural places, mainly based on the outdoors activities that must be sustainable in terms of their impact on the environment. Wildlife tourism related to visiting and observing animal species, birds, fish etc. where they can grow or live without being touch of peoples. Adventure tourism is a type of tourism that has gained popularity over the past few decades. It is categorized by the large amount of activities tourists undertake during their trip, and the large amount of interaction with the natural environment of their destination. Typically adventure tourism will involve something that the tourist would normally not the chance to partake in any other day - activities like white-water rafting, bungee jumping, mountain climbing etc. (Honey 2008, 4.)

2.1.2 Connection to different types of tourism

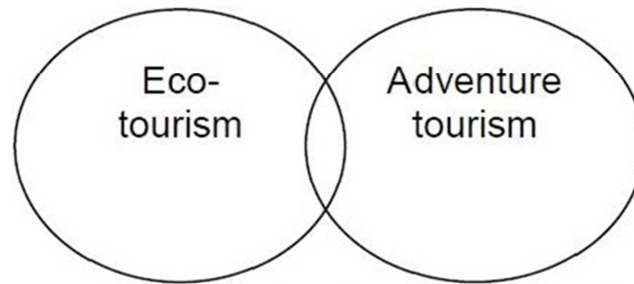
As you can see in Graph 1, although nature tourism is most close to the ecotourism, there is a little difference between them. Nature tourism is related to visiting a wild life or the environment where it is not important to have the element of ecotourism. It can be a good, bad or ugly travelling experience. According to author ecotourism is a subject of nature based tourism together with adventure and wildlife tourism, but this is different from these. The attraction of nature tourism is mainly connected with natural environment and it can be directly enjoyable or some comparatively untouched phenomenon of nature takes place (Blamey 2001, 27.)



GRAPH 1. Ecotourism and Nature-based tourism (Adapted from Weaver 2008, 18)

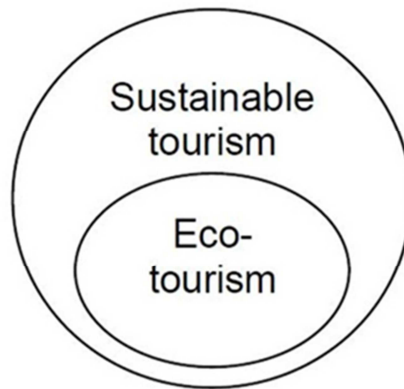
Over the past few decades adventure tourism is gaining popularity. When tourist travel a place on that time the activities that they undertake during their trip as well as the interaction with the natural environment of visiting area is a classification of adventure tourism. Typically adventure tourisms are white-water rafting, bungee jumping, mounting climbing etc. that tourist can normally done on the same day the started (Universal Travelers 2013.)

As you can see in Graph 2, it is not important that adventure tourism always needed to be nature based on fulfill sustainable requirement. Even the activity of adventure tourism mainly done in nature and also sustainably managed, but the motivation of visitors is related to challenge and physical exertion as well as on educational experience in nature which known ecotourism stresses (Weaver 2008, 20.)



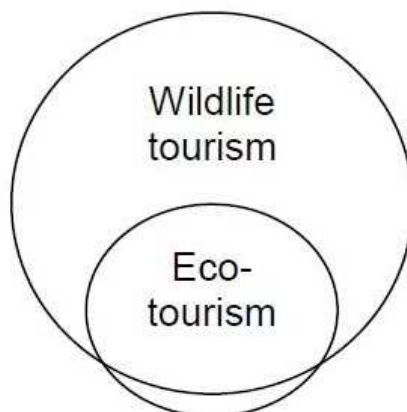
GRAPH 2. Ecotourism and Adventure Tourism (Adapted from Weaver 2008, 21)

According to the International Ecotourism Society, Ecotourism is a responsible travel that acts in the natural areas but it will not hamper the environment and develop the well-being of the local inhabitation (The International Ecotourism Society 2012). On this point Brebbia and Pineda argues that ecotourism is a subset of Sustainable tourism. As you can see in Graph 3, Ecotourism emphasizes more on sustainability of natural and socio-cultural heritage. On the other hand the maximum use of natural resources and maintaining the bio-diversity of the environment in a sustainable way is the principle of ecotourism (Brebbia & Pineda 2010, 208.)



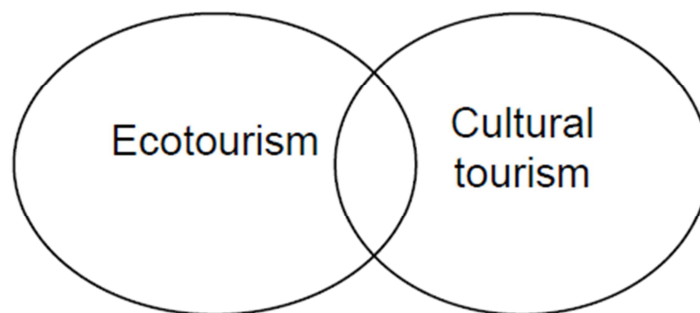
GRAPH 3. Ecotourism and Sustainable tourism (Adapted from Weaver 2008, 23)

Wild life tourism is considered as an element of adventure tourism and partly involved with nature-based and it also contains some characteristics of ecotourism as you can see in Graph 4. Wildlife tourism takes place in natural areas that is considered as wildlife ecotourism. Wildlife tourism refers to watching animals and species, hunting, wildfowling, sport fishing, poaching etc., However hunting is a controversial issue in context of the ecotourism (Newsome, Dowling & Moore 2005.) It can be said that hunting and fishing do not support the ecotourism activity because they do not promote preservation of nature. Hunting also means to regulate the number of species and human is controlling that and will continue to be in control of that in the ecosystem. That has a positive result of regulation which is to the recovery of new species populations.



GRAPH 4. Ecotourism and Wildlife tourism (Adapted from Weaver 2008, 19)

Ecotourism contains some culture tourism components and in culture tourism the component has the basic role in a product. But it has a secondary role also. The basic role of culture tourism is haziness. This is why ecotourism and culture tourism overlap each other as you can see in Graph 5. This portion of overlapping is more than adventure tourism (Weaver 2008, 19-20.) Culture tourism represents the traditions, art forms, diversity of a place, the living style and believes of the people, celebration of the people that reflect their diversity and character. In this eco-cultural concept the ecological and cultural aspects are joined and that build a site for the visitors. The success of the eco-culture tourism lies on the local control in planning, development and maintenance of the host community. The objectives of the eco-culture tourism are, conducting eco-cultural studies, education, awareness and training programs, building eco-friendly local industries that helps host areas people and build up an interpretation center (Sinha 2014).



GRAPH 5. Ecotourism and Sustainable tourism (Adapted from Weaver 2008, 19)

2.1.3 Eco-tourist types

Like other types of tourism, eco-tourists also can also be divided into two types. One is the hard Eco tourist and another is the soft Eco tourist. The hard eco tourist is also known as a committed eco tourist. They are generally well aware of their visit and a concern about the

sustainability, responsibility and ecological living style. This types of tourists usually lead their work and leisure time by considering the ecological effect on the nature and environment. Waver (2004, 43) thinks that the hard Eco tourists have strong bio centric behavior that includes a strong commitment to the environmental issues, a trust that a single person's activities might increase the resource base and an expectation for significant and deep interaction with the nature. He also states that bio centric approach leads to the welfare of environment.

On the other hand, Soft eco tourists are known as 'less committed' or 'shallow' eco tourists. They are only little concern with the ecological system instead they give the most priority to their comfort (Weaver & Lawton 2001, 5-8). A higher number of tourists are considered as soft eco-tourists. They are classified into more anthropocentric types because of their interest on personal comfort and minimum concern about the nature and environment. They prefer or like to have short term contact with the ecological issues and also like to visit a place in large tourist groups because they feel more comfortable with others. Mostly these types of tourist like to take one-day travel in various trip, this is why they are found less concerned and temporary having connection with environment. They like to have the tours arrangements by a tour operator or travel agent (Weaver 2004, 44.)

2.2 Sustainable Tourism

Sustainable tourism meets the need of the host community, the tourist and also protects the environment for the future generations. Tourism can bring positive and negative advantages to a community. It also has an effect on and stimulates the development of a community's economy, social life and the development of sounding infrastructure (UN Documents 1996). Not only for a certain community but also by developing sustainability the host country can earn more revenue by attracting more tourists. Tourism is an industry where sustainability development as an industry of resource, is dependent on the natural and human potential. It is now accepted by all both nationally and internationally that the need of sustainable development in tourism industry can conserve the natural resources, culture, heritage and the

eco system of the world (Bärlund 2005). The tourism and environment relation should be developed so that it can tolerate and support the tourist activities for a long run.

2.2.1 Definition

The term sustainable development is a common and most important concept for improving the tourism sector. Mainly this concept comes in front line when the World Commission on Environment and Development (Brundtland Commission) published the report of the World Commission on Environment and Development: Our Common Future in 1987. Before that in a conference that was conducted in Stockholm in the commissioning of the World Conservation Strategy (WCS) in 1980 it was described and concentrate on development and conservation could run at the same time. With a proposal by the United Nations Conference on Environment and Development conducted in Rio ds Janerio in 1992 the report is approved along with the 21 comprehensive agenda that contain a promise by the top world leaders to establish sustainable development in all levels of the society (Bärlund 2005). After approving the 21 agenda the term sustainable development is considered important nationally and locally. Some countries make national committees for sustainable development by giving the high political emphasize. Mostly after the conference sustainable development term is started to implement (Bärlund 2005.)

Sustainability expresses also the economic growth at the same time. This means the protection of environment together with the economic growth, each fortifying the other. To enjoy the quality of life for the future generation this form of development is a shelter between human activities and the environment. Sustainable development is often thought to have three components: environment, society, and economy. The well-being of these three areas is intertwined, not separate. Sustainable development in tourism refers to a tourism that meets the needs of the visitors or tourist, the industry, the environment as well as the local community by minimizing the social, economic and environmental impacts at a minimum

level so that a suitable balance established between these dimensions to generate its long-term sustainability (Hall & Richards 2000, 1.).

For the future welfare environment sustainability is very necessary and it is the key way to ensure a smooth and luxurious life for the future generation. By using the natural resources in a responsible and conserving way, using the forest, sea and lands in a productive way, managing the disaster risk and ensuring a stable climate we can build a sustainable earth for the future generation where they can live safe from all dangers (Unicef, 2013). In this process we can take help of our technology, innovation and data to use our environmental resources in an efficient way. It is noticeable that to make the changes, a global shift in values, awareness and practice is required. Cooperativeness between the children and adult can increase the alertness and motivate physiological changes in sustainable consumption. In this practice government and private organization also play a vital role by adopting standards for sustainable production, creating job opportunity, investing in creative and development. (Unicef, 2013)

People are now more concerned with the natural sustainability especially when they choose their holiday resort and other type of activities in time of travel. They are also willing to pay some extra money if they got the ecofriendly environment in air travel and accommodation. It is interesting to know, people who take the sustainable development in their daily life think that this vacation time is perfect to act sustainably. (Swarbrooke, 1998, 11.) He thought that all the definitions given for sustainable tourism highlight the environmental, social and economic side of the tourism industries.

John Swarbrooke defines sustainable tourism in following words: “Sustainable tourism means, tourism which is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment and the social fabric of the host community” (Swarbrooke, 1998, 14). By the reference from Bramwell et al. (1996) the author

also mentions some principles behind the sustainable tourism management like not to emphasize only on environment but also emphasize on social, cultural, political, economic and managerial sectors. Suggesting to make short term plans instead of long term plans, in these principles the approach focuses the needs of satisfying human demand and aspirations, all the stakeholders are empowered to make the tourism related decisions as well as notify about the sustainable development issues, maintain a balance of cost and benefit issues etc. (Swarbrooke, 1998, 14.)

One of the important objectives to improve the tourism industries is creating a new field of employment and to enhance the economic development. Tourism has a high impact on a countries economic sector it also generating new employment opportunities. It can improve the life standard of a community; can create the new field of education, also improve the worldwide understanding. Tourists traveling from one country to another country are generating revenue for the host country where it is a loss for another country's economy (Swarbrooke, 1998, 14.)

2.2.2 Sustainable development

Sustainable development needs sound planning for implementation it around the world. On this developing process it is not only the duty of international organizations or government to implement the principles of sustainable development but also it is the duty of all the industries, customers, tourists etc. Industries play a vital role as a long term objective implanter and in identification the necessity of the social responsibilities. Customers are also considered as a crucial participant in developing sustainability. But both of them are used for short term needs and objectives implementation. According to the Organization of East Caribbean States (OECS) the proper use of natural resources for national development together with the government and private sectors and community on a reasonable and self-sustaining basis to

maximize the quality of life standard is also known as sustainability. (Cooper & Grilbert 2008, 216-218.)

According to the WCED, “Sustainable development is development that meets the need of the present without compromising the ability of future generations to meet their own needs.”(WCED 1987) This definition brings out the core terms of sustainable tourism where it is clearly mentioned to preserve the available resources of the environment for the future generations. From this definition we can see that people should leave avarice and self-thinking instead they should think about the necessary and needs of the people living around us considering the nature.

Victoria’s prediction of 100,000 tourism based business playing a key role in compliance sustainable tourism by the all means of business like to the investment, production, employment and marketing. It seems that there is a strong relationship between the sustainability and the business organizations success. It is clear that by reducing the energy consumption rate, recycling the waste, proper use of material can save money and it also increases the profit. Greenhouse gas is effecting the environment badly; this is one of the main reasons for climate change. In the field of tourism climate change is considered as a fundamental term. However it is not considered as a net loss in the demand for leisure tourism. People may always choose the substitute destinations as a loss of demand for a given destination. Tourist awareness on the sustainable tourism is growing day by day. According to the Nexus research conducted in 2004 found that 62% travelers give priority to choose eco based accommodation (Tourism Excellence, 2010.)

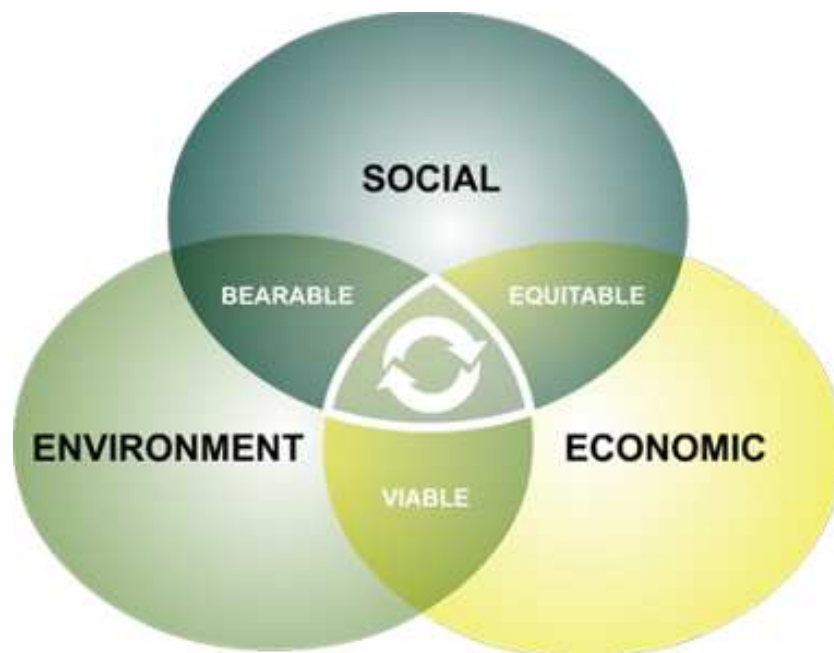
In another statistics done by UNWTO, it is found that in 2012 over one billion of tourists cross the border for tourism purpose every year (The guardian 2013). It is the first time in the history it crosses the one billion. Among them fifty percent of the tourists visit Europe. The demand has touched an unexpected level for the world tourism industries. UNWTO also

estimated outside the international travel another 5 to 6 billion people who travel in their native country each year. The tourism industry is considered as the world fastest rising industry by contributing 9% in the world GDP, \$1,3tn in export sectors and 6% in the world trade. The tourism industry also helps the local community economic sectors and also accumulates global connectivity. To keep this economic growth the tourism industry must protect the sustainability of the environment. In present scenario 5% of the global emission in occurred by the tourism industries where 4% is responsible for the transportation and 1% is for accommodation. For traveling to other country as a mean of transportation the demand for the air travel is rising dramatically. It is estimated that this demand will be double by 2050. The carbon emission is predicted to increase from 33,3mtCO₂ (2011) to 47MtCO₂ by 2050. It will be a threat for the whole environment. But according to Dr Andy Jefferson, it is possible to reduce CO₂ emission by 50% of 2005 level by 2050. For this all related companies should mutually agree on that (The guardian 2013.)

According to author, Sustainable tourism development should not be considered like a special type of the tourism sector instead that should be considered as part of all categories of tourism activity. They also mention three principles of sustainable tourism. These are environmental, socio-cultural and economical aspects of tourism development. There must be a balance between these three to make sure to run the development for a long time. From the authors' point of view sustainable development should be the maximum use of the natural resources by doing the minimum ecological hamper for the environment that can help to preserve the natural heritage and biodiversity. Maintain the traditional values of the host area; keep safe their way of living and also to exchange the cultural experience to each other make sure the economic benefit for long term so that all the stake holders get the result of the benefit equally (Valentina & Serenella 2009, 15.)

3 IMPACT OF SUSTAINABLE TOURISM

As we can see in Graph 6, Sustainability has three vital aspects that are needed to be considered for the development of tourism. These are social economic and ecological sustainability. Sustainable development is growth of these three aspects in a way that will not hamper the environment rather maintain the culture history and the built environment of local community. Tourism is becoming a crucial factor to the society all over the world. So it is the duty to all of the community to develop tourism sustainability and it should be the primary concern. Human being acts as a primary resource in which tourism stands and their activity against the development of a specific place and time. To be sustainable in a specific community has become vital element of sustainable tourism. The rationale of sustainable development lies on the guarantee of inexhaustible economic, social and cultural benefits to the community and its environment (Hall & Richards 2010, 1.)



GRAPH 6. Sustainable aspects (Adapted from Small Island States Foundation 2014)

By considering all these three aspects of tourism author describe that sustainable tourism means long term quality development of the nature and environment by not making any harm on built atmosphere instead to protect the culture, history and heritage of the host area. Edgell also mentions that our surrounding environment and nature gives us the vital scene of any type of tourism activities from urban to rural areas. Therefore it can be said that environment is the most important part for all kinds of tourism activities, especially in terms of ecotourism. (Edgell 2006, 4-6.)

3.1 Economic Sustainability

Simply economic sustainability means, ensuring the vitality of business, so that it works effectively, efficiently and can generate income of a long time (Sustainable directions 2010). Economic sustainability can be defined as to find out different strategies which make sure to use the available assets and resources in the best way to get the maximum output for a long term. In consideration of the business purpose, economic sustainability means the using of resources in an efficient and responsible way to run the business in the long run and also to maximize the profit. But economic sustainability not only concentrates on the generating profit of the business but it also ensures that no harm will occur which might hamper the local ecology. In consideration of the local community a business should always need to choose the eco-friendly raw materials and have a waste disposal plan that does not cause damage (Wisegeek 2014.)

Economic development of a country is considered as a person's willingness to pay for the goods and services that he consumed. It has lead to increase a country's gross national product (GDP) and to produce more effective and efficient product and services for the society. For example, Buddhist philosophy categorized a comprehensive list of human expectation and stressed that contentment is not synonymous with material consumption. On the other hand Maslow and some others have also given the idea about the human needs desire. On that Maslow's hierarchy of needs shows us the people's expectation desire, which started from the physiological and end in self-actualizations needs (Munasinghe 2007.)

But the modern concept of economic sustainability means the maximization of the income flow that could be generated while at least maintaining the stock of capital which yield this income. According to Hicks, human's maximum sustainable consumption means "the amount that they can consume without impoverishing themselves" (Lawn 2001, 18). On the other hand many argued that uncontrolled economic growth is always unsustainable and mention practical lack in implementing the economic sustainability rule without an extra environment and social safeguard. In considering the present scenario in most of the regions the availability natural resources for the local community is not enough. For this reason the modern economies have currently acknowledged the necessity to manage this situation and protect the potential for future generations. At the time of using the natural resources a person should be prudent because the human welfare somehow relays on the natural resources. No one can ignore the safe ecological limits that may hamper the long-term development of the community. (Munasinghe 2007.)

Economic sustainability is the term that used to explain different strategies which make it possible to use the available resources in a best way to get the highest advantage. The concept here encourages those available resources which are both effective and efficient, as well as responsible, and probable to promote long-term benefit. It does not only make sure that the business is making profit, but the main concept here is not doing any potential environmental damage that may cause harm to the balance of the local ecology. By choosing raw materials that are environmental friendly and ecological, and that does not make any damage to the local environment a person needs to operate his/her business.

3.2 Environmental Sustainability

The capability of ecosystems is to hold their necessary functions and processes, and contain their biodiversity in full measure for the long-term. Pure ecologically sustainable tourism is the maximum number of tourists one can let into a habitat without any ecological damage. Because of the limited natural resources in modern society it suggests an effective use of

available resources. It is true that human welfare ultimately relies on ecological services. Ignoring safe ecological limits will cause the risk of long run prospects of development. (Munasinghe 2007.)

People have now realized that the businesses' and individuals' life depends on the environment and this is why it is now considered as an important. Environment sustainability can be defined as making a decision and taking action for reserving the nature world so that it can support human life. On the other hand it can be said that, it is the making of responsible decisions that will reduce the negative impact on the natural environment. Simply, it means the minimizing of waste we produce or using energy in a conservative way so that it can lead to a sustainable future for upcoming generation. Too much damage done by us may cause a bigger problem for the near future. Damaging rainforest and woodland for the purpose of households and agriculture, polluting rivers, lakes and seas, practicing unsustainable activity in agriculture are examples of some common environmental damages. Most businesses have acts with a little responsibility for these types of negative impacts that they are having on the environment. But many organizations, governments and NGOs are now taking effective steps to prevent environmental pollution. There have now many businesses that are promised to minimize the amount of pollution that are not sustainable. Moreover they are also committed to working towards having a positive influence for the environmental sustainability (SmallBiz Connect 2014.)

Environment is the most fundamental ingredient of the tourism product and it can be natural or artificial. For all kinds of tourism activity, people are changing and modifying the nature to support or facilitate the tourism products. The environmental impact that occurs for the tourism development is similar to economic impact that has a direct, indirect and induced effect. Among these impacts some can be positive and some can be negative. To develop the tourism product we cannot incur environmental impacts but making proper plan and strategies we can minimize the negative impacts as well as encourage the positive impacts. Mentioning the Agenda 21 that was proposed in 1992 on the United Nations Conference of the Environment and Development (UNSD, 1992), where a new impetus was given title and that

was ‘Only whatever can be sustained by nature and society in the long term is permissible.’ (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2008, 187-188.)

To ensure the tourism facilities for the tourist a tourism area must need to develop. To support the tourism activity the infrastructure used for this need to modify, here infrastructures includes roads, ports, airport, utilities, and sewage system etc. Moreover, some superstructure likes hotels, restaurants, car rental facilities, tour and travel companies, welcome centre are also needed to establish. These are the vital part for a tourism industry. To develop these infrastructures and superstructure environmental impact must happened but this impact can be minimize by a good design and planning (Cook, Yale and Marqua 2010, 301.)

3.3 Social Sustainability

Social sustainability means the process of developing the local community in such a way which fulfills the needs of present community without making any hamper on the environment for future generation. A community should build its structure and processes to provide future generation a safe, healthy and friendly environment.

Normally social sustainability refers to the development of both the individual people as well as the entire community. Welfare of the society is the common goal for all. Increasing the human capital and strengthening social values will develop the elasticity of social system and governance. The quantity and quality of social communication between inhabitance, mutual trust and exchange of social norms are key factors to determine the stock of social capital. There might also be a possibility of negative image done by some form of social image. For example the collaboration between the criminal gangs may help only them but it is a burden for the entire society. It is very important to have the equity and poverty alleviation. That is why social aim needs to add a protective strategy which will decrease the vulnerability and improve equity to ensure the primary needs (Munasinghe 2007.)

The author notes that social sustainability is the ability to absorb inputs like new people to the community for a short or long period of time where the community functions as working as before means no inconsistency will occur as a result of extra input. Society might need the capability to mitigate and alleviate this extra pressure done by extra inputs (Mowforth & Munt 2009, 104)

To improve and ensure the quality of tourism products it is very essential to assure good cooperation between the tourism industry, local community and the related organizations. Moreover recruiting and getting involved the local inhabitanace in this process is also helps to enhance the quality of tourism sectors and arrange the education and staff training if needed. The host community always plays an important role in the development of tourism. So they need to be included in the process of development sustainability in society (Edgell 2006, 22.)

4 ROLE OF ECOTOURISM IN SUSTAINABLE DEVELOPMENT

The term ecotourism overlaps with nature tourism and sustainable tourism. Ecotourism supports sustainable development in many ways. Ecotourism reflects the need of sustainability and increases the chance to implement the path which will take us in a new direction. Even though there are some hindrances, overcoming these obstacles needs some proper policies.

4.1 Ecotourism as a tool of sustainable development

Today tourism is considered as important factor for everybody in the world and for this reason the term sustainability in tourism has also become the responsibility of all. Ecotourism is considered as a sub-component of sustainable tourism. This is perceived potential as a significant tool for sustainable development and is the main cause why developing countries are now including this for their economic development. Ecotourism can also define as an alternative tourism which means to visit natural areas for learning, studying, or carrying out the natural beauty in a friendly way. That means tourism depends on natural environment that helps the economic and social development of the local community (Kiper 2013.)

In Tourism Queensland report, argues that tourism activities done by us create some negative impacts in the ecological system of the environment. Excessive human interference in the environmental areas is creating irreversible change in the existing ecological process. This problem is reflecting in degrading natural resources, vegetation structure and the size of habitat patch, maximizing deforestation and minimizing upstream water flow (Tourism Queensland 2002.)

Eco-tourism aim should be sustainable and protective for the natural environment. It is true that sustainable development is a need for all of us for all levels and for all types. Any type of ecotourism activities to sustainable tourism is considered as beneficial. The author also argues that all products that enhance to be ecotourism are sustainable but in most of the cases they are not because sometimes that has been wrongly described as ecotourism. It happens because they do not follow the principle of ecotourism. Ecotourism principles are to achieve the social, economic and environmental goal. The author also mentions weight's (1993) ecotourism principles that should involves are: environmentally sound development and no degradation of the resource; schooling for all like communities, government, NGOs and all type of tourism industries; understanding the intrinsic values of the available resources etc. (Luck & Kirstges 2002, 52.)

4.2 Challenges and solutions

Different types of people from the different parts of this world are involved in ecotourism activities and they have different ideas and creative approaches, therefore the action that has been taken by them is hard to be carried out in the same way again. For this reason it is difficult to establish one internationally common guideline for how ecotourism activities should be carried out. Sustainable policy and rules firstly aim to create positive impact on the travelled sites by respecting and conserving the nature and environment of the host communities. But some inadequate planning and mismanagement may hamper this instead of saving the environment and ecological system. This problem can occur for many reasons and may happen in social, economic and ecological aspects of sustainable tourism.

Environmental threat is considered as the greatest threats for the sustainable development. Various matters like, global warming, growth of the population, urbanisation without proper planning, energy use, waste generation and air, soil, water pollutions etc. is making environmental threats. Currently 80 million people are being added each year in the total number of population in the world (Kunzig 2011). This increasing population needs extra

accommodation and food and therefore forest and landscape are using to meet this demand of the extra population. People are now intended to move to urban areas. For example in 1950 New York City had 10 million people but in 2001 this number of population increased to 17 million and they are projected it will be 21 million by 2015 (Subramanian 2007). About half of the world population are now living in urban areas. Population increased rate in urban areas is creating a significant impacts on the environment. For example, increased ambient temperature, air pollution by industry and transportation that is used for extra people, loss of natural beauty, decrease of farmland and deforestation are main causes of making unsustainable environment (Subramanian 2007.)

Eco-tourism creates a socio-culture conflict between local communities and tourists. The authors mention an example of Michoacan in Mexico City where they describe, The Monarch is a place for butterfly reserve and this is the top attraction for the tourists both nationally and internationally. Before this place was used as a research based activities by local communities but later on it is using as a biosphere reserve to protect encroachment and damage that happened by the local communities' activities. This decision makes a discontent and a negative impact to the locals' interest. As a result the number of tourists had significantly risen that year, even though the benefit of this decision is not yet seen for the local inhabitancies of that area (Mowforth, Charlton & Munt 2008, 124.)

There are some other significant issues that is creating problems for ecotourism and sustainable development. Like, Greenhouse gas is accumulating in the atmosphere at a dangerous rate and is resulting the increasing of global temperature. This is why in winter season we feel more cold on the other hand in it is hotter in summer. Cyclones, earthquakes and tsunami are eventually happening. Air pollution and water pollution have dramatically increased after the industrial revolution. Air pollution is one of the most visible forms of pollution. The bad effect of air pollution affects many people from all walks of life. At the most risk is young children and the elderly. Those that have a compromised immune system, chronic illness or an unhealthy lifestyle are also at a higher risk level. However it is important to note that poor air quality affects everyone even if you are completely fit in every other day.

Water pollution refers to the pollution of rivers, lakes and sea water. Water is mainly polluted because of sewage, industrial wastes or other harmful or objectionable material in the water. How water polluting will effect on us is depends on what chemicals are dumped and in what location. It also has a bad effect on our ecosystem, animal health as well as human health.

The loss of Nature-Biodiversity and resource Scarcities is another reason for making unbalance in the eco system. Species have vanished at an accelerating rate and biodiversity is being lost as human disrupts fragile ecosystems. It is a threat of not finding new food resources and medicine. As the population is growing they need more food, energy and materials. To fulfil the demand of this population people are using more and more resources from environment also to reach that demand they are building more and more industries which also badly effect on maintaining sustainability of environment (UN Documents 1996.)

To resolve the above problems some solutions that need to keep the environment sustainable and green we are needed to alert. It is the responsibility for all to take part in. First of all it is the duty of any country's government to develop sustainability in tourism. A government is responsible to make laws and regulation for the country. So, by making laws for the tourism industry the government can keep the sustainability.

It is the duty of a local government to implement the laws and directly observe and take care of the tourism sectors. They can involve the local community, tourism industry, local police or any person or industry to implement the central government order. They are also entitled to make any decision in any situation if necessary.

To keep and to develop sustainability in this sector the local community or the society is the most important role players. Any area which has tourism attraction in these areas people mostly depend on this tourism industry for their income. Tourism industry gives a society income, employment; develops this area and so on. So it is the duty of the people of this

society to keep and help the government to develop sustainability in nature and adventure tourism.

In tourism sector hotels, Restaurants, travel agency, transportation agency all are included. They are also the vital role players to develop sustainability. Now-a-days most of them are using green tourism for their customer. Some companies are using 'Going Green' for their campaigning. Tourists or the travellers are the heartbeat of this tourism sector. From the statistics we can see that international tourist arrivals worldwide grew by 5.7% in the first two months of 2012 (UNWTO, 2012). Worldwide, international tourist arrivals surpassed 131 million in the first two months of 2012, up from 124 million in the same period of 2011. (UNWTO, 2012). Now tourists are more concern. So their consciousness is the main weapon for making this industry sustainable.

5 TOURISM IN BANGLADESH

Bangladesh is a land of enormous beauty, for its more than hundreds of rivers, lakes, crystal clear water, and the world largest sandy sea beach and the world's largest mangrove forest preserved as a world heritage, luxuriant tropical rain forests, ever green hills, rich culture and heritage. Anyone will be pleased with the culture and environment and can also enjoy a real blend of adventure and hospitality with comfort and relaxation.

5.1 History: the birth of an independent nation

Bangla or Bengali is the native language that is spoken in the region of eastern south Asia and the mother tongue of Bangladesh. Almost 230 million people speak Bangla language and this is the world's sixth spoken language in ranking. For this language in 1952 Bangladeshi people fought with Pakistan in 1952. Before 1971 the present nation Pakistan and Bangladesh were one nation by post-British colonial rule named as east and West Pakistan. But this one nation was separated by India and the distance was 1600 km from each other. In east Pakistan (today Bangladesh) the majority was Bangla speaking people but Pakistan was ruling and forcing to take Urdu as a mother tongue for Bangladesh when in 1952 the central leaders and the Urdu-speaking intellectuals of Pakistan declared that 'Urdu and Urdu alone would be the state language of Pakistan. The people of East Pakistan underwent an uprising known later as the Language Movement of 1952. Through a great fight and bloodshed the Bengalis at last established Bengali as an official mother tongue of Bangladesh. UN declared 21st February as International mother Language Day in 2000 (Rashid 2014.)

However, after establishing Bangla language as mother tongue, Bangladesh was ruled by Pakistan till 1971. After 9 months of war against Pakistan in 16th December 1971 Bangladesh was established as an independent nation in the world.

5.2 Tourism history in Bangladesh

Bangladesh national tourism policy was first published in 1992 (BPC 2014). In that policy the main objectives are creating the interest in tourism among the people; preserving, protecting, developing and maintaining the tourism resources; taking steps for the poverty-alleviation through creating employment by tourism industries; building a bright and good image of the country abroad; opening up a recognized sector for private capital investment; arranging entertainment and recreation and strengthen national solidarity and integrity. Except for this policy another policy was planned by the UNDP/WTO in 1990. It is being updated by WTO. Beside this Bangladesh government also takes several steps by building up Special Tourist Zones (STZ) at Cox's Bazar, Sundarbans and Kuakata. Its primary field survey was conducted in Kuakata. To use the eco-tourism the government has also takes several steps for sustainable tourism development (Bangladesh Parjatan Corporation 2014.)

After the independents, 40 years have passed of Bangladesh's tourism industry but still this sector is not developed compared to other neighboring countries. Even though Bangladesh has all the potential to flourish, the tourism industry is growing slowly. Tourism in Bangladesh is not still widely known to the other foreign countries. From the international tourism market only 300,000 tourists arrived in 2010, among them almost 70% came for business and official purpose. Because of this situation in tourism industry the contribution of tourism in GDP is less than 1 percent. This sector got recognition as an industry in 1999. But the lack of the attention of the government this is becoming a vibrant sector. There are many countries which started much later than Bangladesh have now built up their tourism industries in a stable and better position for example Maldives, Malaysia, Vietnam etc. From the history it seems that in 1999 Bangladesh received 171,961 tourists where at the same time Cambodia had only 96,000 tourists. After 11 years if we see that in 2009 Bangladesh received only 267,000 tourists on the other hand Cambodia received more than 2 million tourists (Howlader 2012.)

TABLE 1: Foreign tourist arrivals in Bangladesh. (Adapted from Misistry of Civil Aviation and Tourism, 2006.)

Year	Tourist Arrivals	Change %
1997	182420	8.57
1998	171961	8.08
1999	172781	8.12
2000	199211	9.36
2001	207199	9.74

The table 1 above shows the foreign tourist arrival in Bangladesh from 1997 to 2001. According to this table we can see that in 1997 the total tourists' arrivals was 182420 but this increased to 207199 by 2001. Compared to past year in 2001 total changes in percentage is 9.74%.

5.3 The Present situation

Bangladesh has many sites as tourist attraction that include archeological sites, historical mosques, monuments resorts, beaches, forests, picnic spots, tribal peoples and wildlife of various species. As a tourism destination Bangladesh offer many activities to the tourist like angling, river cruising, hiking, rowing, water skiing, sea bathing and many more.

In 2009 the Bangladesh government established the Tourism Board in addition to the Bangladesh Parjatan Corporation. In the 2001-2012 financial year the government allocated

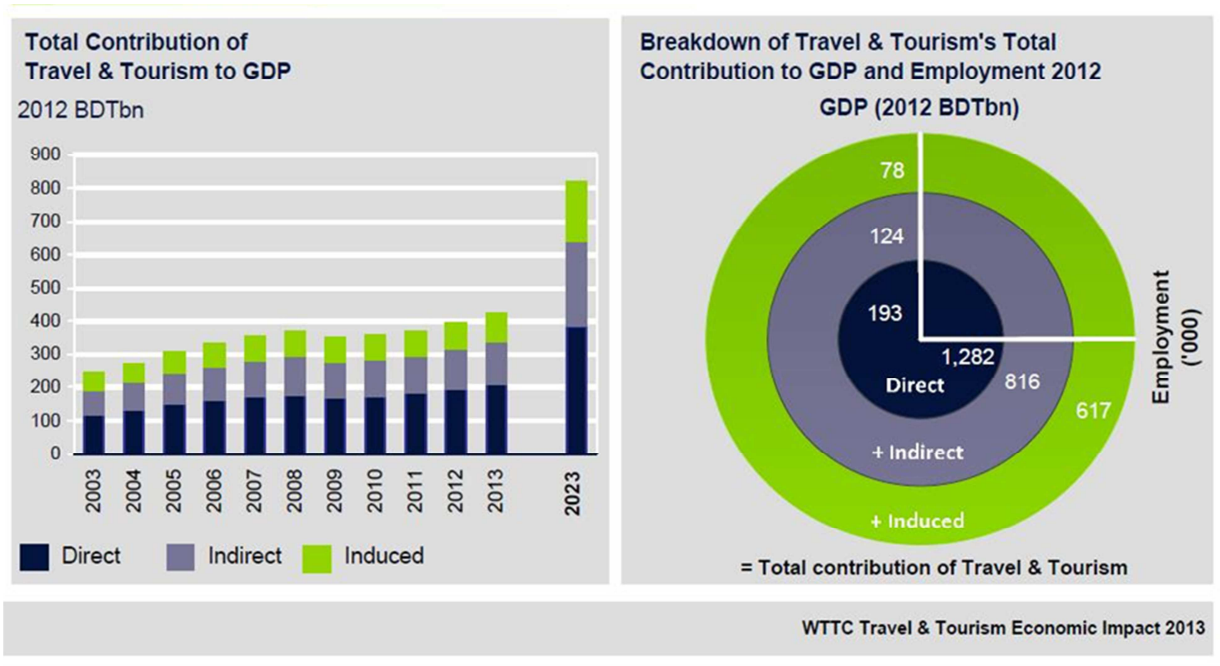
Tk. 650.00 million (€65 million) to the board for the promotion and branding Bangladesh (Ahmad 2013.)

TABLE 2: Foreign Exchange Earnings from Tourism & Other Travels (Adapted from Bangladesh Parjatan Corporation, 2014)

Month	Foreign Exchange Earnings from Tourism & Other Travels (2001-2010) (Million Taka)									
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Jan	273.8 0	297.5 0	259.0 0	457.0 0	450.4 2	653.7 1	561.1 3	749.2 8	649.2 4	495.9 8
Feb	218.1 0	260.6 0	327.0 0	393.7 0	502.7 3	554.1 1	624.0 4	585.0 6	579.4 6	496.9 8
Mar	196.1 0	336.2 0	355.9 0	425.9 0	468.5 0	538.9 4	471.9 0	527.7 9	518.9 0	565.9 7
Apr	219.0 0	312.5 0	241.1 0	309.4 0	335.5 6	411.6 2	387.2 2	459.3 5	473.8 5	427.3 7
May	240.5 0	282.7 0	226.3 0	305.0 0	347.9 5	452.0 2	449.9 5	423.0 6	538.2 1	342.1 1
Jun	221.7 0	313.0 0	288.0 0	279.7 0	301.2 3	394.9 6	366.1 7	509.5 2	417.7 1	473.0 3
Jul	207.1 0	267.5 0	302.3 0	303.6 0	296.9 8	398.1 4	346.6 3	461.9 8	453.0 3	320.9 7
Aug	170.5 0	251.5 0	232.0 0	285.9 0	354.6 1	424.1 6	363.7 2	417.3 0	439.3 2	431.3 7
Sep	193.4 0	245.9 0	217.3 0	293.1 0	334.1 4	362.2 9	342.5 4	464.4 6	350.6 5	368.0 6
Oct	187.0 0	205.0 0	265.1 0	247.9 0	332.6 7	327.9 5	359.6 8	415.6 7	361.9 9	525.2 6
Nov	234.8 0	277.7 0	224.2 0	250.4 2	324.4 5	444.5 0	440.2 5	519.3 9	461.2 8	477.1 4
Dec	291.8 0	262.5 0	371.8 0	415.9 4	444.6 5	568.2 5	551.9 6	591.6 6	518.6 0	638.4 6
Total	2653. 80	3312. 60	3310. 00	3967. 56	4493. 89	5530. 65	5265. 19	6124. 52	5762. 24	5562. 70
% Change	1.02	24.82	-0.08	19.87	13.27	23.07	-4.80	16.32	-5.92	-3.46

According to table 2 we can see that in 2001 the total foreign exchange earning was 2653.80 million BDT which increased to 5562.70 million BDT in 2010. But the maximum earning was happened in 2008 which was 6124.52 million BDT.

In 2012 the total contribution in GDP from the travel and tourism sector was BDT 193.0bn (2.1% of GDP). BPC is forecasting to raise by 7.7% in 2012 where the total contribution in GDP will be BDT 207.8bn. This earning will be generated from hotels, travel agents, airlines and other media of passenger transportation services (except commuter services), it also includes the income earned from restaurant and leisure industries that is directly connected with tourism industry. On the other hand the travel and tourism industry created 1,281,500 jobs directly in 2012 which is 1.8% of the total employment and they were forecasting to raise it by 4.4% in 2013. In ten years, the travel and the tourism industry is predicting to generate 1,785,000 jobs by 2023 that will be 2.9% of employment of the economy. In 2012 Bangladesh made BDT 7.7bn in visitor exports also in 2013 BPC is predicted to attract 391,000 international tourist arrivals. According to the contribution in GDP in country ranking Bangladesh is placed 66 by earning \$2.4bn in 2012 where the world average is \$17.2bn. In the same field China is placed one by earning \$215.4 where Nepal and Myanmar are in 103rd and 104th positions by earning \$0.8bn in 2012 (World Travel and Tourism Council 2012.)



GRAPH 7. WTTC Travel & Tourism Economic Impact 2013 (Adapted from WTTC Report2013)

As you can see in graph 7, in 2003 total contribution from travel and tourism sector the GDP was almost 250 BDTbn (100 BDT = 1€) which increased to more than 800 BDTbn in 2013. This increase is rapid compare to the past years.

5.4 Touristic places in Bangladesh

Only looking at Bangladesh in a travel book will never let you know to experience her beauty, to truly find her. To feel the experience of the real beauty 'when it rains, it pours'; Bangladesh is the place where someone can get it.

Visiting Bangladesh is captivating for those who are interested in discovering the unknown natural beauty and resources. Bangladesh contains the natural phenomena are composed of rivers, se-beaches, forests, hills, lakes and evergreen landscapes (Tourism in Bangladesh). Below the main tourist attraction of Bangladesh are mentioned:

Cox's Bazar: Cox's bazar is known as the world longest sandy sea beach in the world. The area of Cox's bazar district is 2491.86 square km and is located at 21°35' N 92°01' E and is bounded by Chittagong district on the north. Miles of golden sands, surfing waves, rare conch shells, towering cliffs, delightful seafood, tribes, colorful pagodas and Buddhist temples are the main attraction of Cox's Bazar sea beach. Normally the temperature on January is around 26° C whereas this temperature goes on an average of 33° to 36° C in April. The average rainfall is at 4,285mm per year. The climate in Cox's bazar is almost same as in the rest of the country (Cox's Bazar 2013.)

The Cox's Bazar sandy beach is about 120 km long and this unbroken beach is sloping gently down into the blue water of Bay of Bengal. In this beach one can see both the sun rise and sunset together from the same place. There also a tourist can visit the other two beautiful beaches named Inani and Himchhari. Inani beach is about 30 km down south along the sea-front from Cox's bazar and Himchhari is about four and a half km southeast from the Cox's Bazar sea beach. In Cox's Bazar there are some other attractions that a person can find and these are, Ramu- a small Buddhist village; Moheshkhali- An island in the Bay of Bengal contains hills and also famous for ancient Adinath temple and a Buddhist vihara; Sonadia- a maiden island of Cox's Bazar across the Bay; Teknaf- a romantic old-world border township; St. Martin's Island- country's only coral island also known as Narikel Jinjira where the tourist can find coral stones, coconut groves, sea crabs, turtle shells and pearls (BPC- Bangladesh Parjatan Corporation 2014.)

Kuakata: The long wide beach has a typical natural setting and from this beach you can get a unique experience of seeing the sun rise and sun set together. This is also a sandy sea beach with a combination with blue bay. Boats with colorful sails are great for surfing and bathing. Mostly a lot of coconut trees can easily catch your eyes that are standing like a body guard to a naturally beautiful daughter of the bay. Kuakata is used to call as "Daughter of Sea" by people. Another tourist attraction of this beach is 'Rakhyne' tribal and the Buddhist temple which is about hundred years old and these are the symbol of ancient tradition and

cultural heritage. This is one of the most important reasons for visiting Kuakata. A huge number of tourists visit kuakata at the time of 'Rush Purnima'- Hindus holy festivel; where people take holy bath and traditional fairs are organized here (TripBD 2014.)

Shundarbans: The Shundarbans is the largest Mangrove forest in the world with an area of 140,00 ha and is located in the south part of Bangladesh. This forest lies in the vast delta on the Bay of Bengal. It has an adjacent to the border of India's Shundarbans. It is approved as a world heritage site by UNSCO in 1987. This is known for its wide range of fauna, where 260 bird species and 42 mammals can found and also in the home of Royal Bengal Tiger you can learn to collect honey for a dangerously suite to war, someone can gain a great experience from other threatened species such as crocodiles, special deer, python etc. Shundarbans provides a significant example of on-going ecological process (UNSCO 1992-2014.) The area of shundarbans is 28,500 sq km of which one third of its area is covered by salty water. Since 1966 the Shundarbans have been a wild life sanctuary and here are more than 400 Royal Bengal tigers and about 30,000 spotted deer lives (Skyscrapercity.com 2014.)

Sylhet: The Sylhet city valley is beautifully formed by the two winding pairs of rivers called Surma and the Kushiara. It is also called land of Shrine's. Sylhet is famous for its tea garden, natural hills and water falls. In Sylhet natural reserved forest also catches the eye of the tourist easily. The tea garden of Sylhet is spread like a green carpet over the hills as well as in plain land. Over 150 tea gardens are found in Sylhet in which three world's largest tea gardens are proudly possesses in both area and production. Migratory Birds in winter time in Haor (a type of lake) areas are very attractive. In Sylhet the major tourist destinations are Jaflong Sripur, Madhabkunda waterfall, Golapgang Botanical garden, two muslim places named Harat ShahJalal and ShahParan, Lawacharra rain forest (Sabuj 2009.)

Chittagong: Chittagong is the second largest city of Bangladesh and also known as the business capital city of Bangladesh. A busy international seaport is also perfect for ideal

vacation spot. The beauty of its green hills and forest as well as broad sandy beaches is always attracts the tourists. Chittagong is described by the Chinese traveler poet, Huen Tsang (7th century A.D) as "a sleeping beauty emerging from mists and water" and given the title of "Porto Grande" by the 16th century Portuguese seafarers. Chittagong remains true to both the descriptions even today. The tourist can visit a lot of places in Chittagong. In these tourist attraction places some most attractive places are Tomb of Sultan Bayazid Bostami, World War I Cemetery within the city contains over 700 soldiers laid down who were from British, Australia, Canada, New Zealand, India, Myanmar, East and West Africa. Shrine of Shah Amanat, Court building Museum, Foy's Lake-the largest "man-made" lake, spreading over 680 sq. km. of crystal-clean water flanked by hills and evergreen forests lies in the Rangamati Hill District, Mercantile Marine Academy at Jaldia, Patenga and Fouzdarhat sea beach, Port area, Ethnological Museum, Zia Museum and Sitakunda (SAARC Tourism 2009.)

5.5 Sustainability in ecotourism, a necessity of Bangladesh

Sustainable tourism leads us to enjoy and use the environment and nature in such a way that the local culture and environment remain undamaged and unimpaired. To implement this concept eco-tourism is the only way to build up sustainable tourism in a country. Even though Eco-tourism practice started in other countries a couple of years ago, this is a new concept for the South Asian region especially for Bangladesh. Bangladesh has a unique position because someone can easily visit Bangladesh from many other tourist destinations of south Asia.

Bangladesh is culturally rich and for this reason it is easy to attract tourists. In Bangladesh someone can find a magnificent creature, untouched reserves and a country filled with natural wonders. Bangladesh is a real ideal example of eco-tourism practice where it is enriched with hills, valleys, forest, beaches, lakes and rivers. Beside this a tourist can also have the opportunity to become acquainted with tribal peoples. Bangladesh has the world's largest mangrove forest ecosystem, world largest sandy sea beach, attractive hilly districts, and a

largest lake in the world made by man in the world. Having these types of natural attractions Bangladesh contributes greatly to ecotourism. It is most important that at the time of implementing ecotourism, the environment should not be hampered and sustainable development is also needed to be respected. Different types of eco-tourism activities are also arranged in Bangladesh like hiking through the countryside, trekking through thick forest, getting the real experience to see the amazing tigers from watch towers, drifting along on a glistening lake or river. A number of tourism companies have also arranged many eco-tours every year with knowledgeable guides that may give a tourist an amazing experience to get a touch of nature. Bangladesh boasts of having the most attractive ecotourism spots The Shundarbans. There no doubts that this will give a real experience of eco-tourism (Bangladesh.com 2014.)

6 RESEARCH METHODS AND FINDINGS

Research means any type of investigation on a specific matter or topic by using reliable, scholarly sources. The three major objectives of doing a research is establishing a fact, analyzing information, and reaching on a new conclusion. On the other hand the three main methods of doing any research are searching for, reviewing and evaluating information. Research does not mean looking for a book in the library nor surfing the web. Research requires organization, reflection, synthesis, and above all, time (Edison State College Libraries 2013.)

The word research contains two words, Re and Search, where Re means again and Search stands looking for something new. Research is based on the fundamental assumption that an invariant relation exists between certain antecedents. Research has also some characteristics like, gathering a new idea or knowledge, it emphasizes on finding out new principle, it's a logical thing, research is hypothesis oriented, it has a goal etc. (Sharma 2011.)

The term research is an activity that accumulates information on a phenomenon by using scientific accuracy and academic acumen. Research may be described as pure or applied; or as exploratory. It can also be classified as descriptive or explanatory. Some research is causal, comparative, evaluative or predictive. Moreover research can also be described as quantitative and qualitative or mixed of both of them (Jennings 2001, 13.) Veal in his book mentions research as the systematic study or investigation into a specific field. The author also mentions that developing a new fact or drawing conclusions on analysis of secondary data source can also called doing research. The aim of doing research is to set up new policy and planning for coming future for the tourism industry and it also helps the government by providing information from previous history to make a new policy for upcoming year. It is very necessary to understand how the information and knowledge concerning the natural, social and economic development have become the primary needs for society and economy. For

everybody it is very important to know how the information is generated and utilized and an ability to use that information and knowledge in appropriate place (Veal 2006, 1.)

According to Veal A. J. there are three main types of research. These are Descriptive research, Explanatory research and evaluative research (Veal 2006, 3). The range of the main research methods are scholarship, Just thinking, existing sources- using the literature/secondary data, observation qualitative methods and questionnaire-based surveys (Veal 2006, 96).

6.1 Research Approach

According to Gayle research approaches is divided into seven parts. These are exploratory research, descriptive research, explanatory research, casual research, comparative research, evaluative research and predictive research. Among them descriptive research is used for finding out and describing what it refers to and mostly used methods in tourism sector (Jennings 2001, 17-20.)

Exploratory research is used when there is small amount of data or no data exists. This type of research is mostly used to develop a more expensive research project but this type of research is not published generally, rather this research data is used and saved for further study and research. This research focuses on qualitative data research methods because here secondary data sources, expert's opinions, and observations can be used. Because of its flexible character in data collection this methodology affords and the fact is explanatory research is not based on random sampling and representation of a population group (Jennings 2001, 17.)

Descriptive research helps the researcher to explain the tourism phenomena but not describe the cause for the phenomena. By this research the researcher tries to find out the answer of who, what, how and why? This research is developed using quantitative and qualitative research. On the other hand explanatory research also looks for the answer of why and how?

This is the same as casual research. Casual research comes from exploratory or descriptive research. This research has hypothesized a relationship between two or more variables. Another research that involves comparing research study units on time and space also in between them is known as comparative research. For example comparison on tourist experiences, focusing on their age, gender, education, country etc. According to Jennings, evaluative research is firstly applied research instead of theory building research. Here research is found to find out the outcomes of changes in strategies, practice and planning. The last type predictive research aims to provide information for the future events (Jennings 2001, 17-20.)

6.2 Research methodology

Generally, research is a process to find out or gather information or data of a related subject. According to Veal, research is discovering and making known of an unknown thing. Basically there are two types of research which are known as qualitative research and quantitative research. The qualitative research method is characterized by its structure, in depth answer, independence, interview takes from people and it is result. In this method open ended questions are asked form people where the researcher can get a supposition of his/her research. This method is used for pragmatic reasons, where formal or quantified research is not needed or impossible, but it may used on theoretical grounds (Veal 2006, 193.)

On the other hand, Quantitative research is a collection of numerical data by asking some specific questions. These questions can be close ended or can be open ended. According to Christiansen L. B. “quantitative research is a descriptive type of research where the goal is to attempt to provide an accurate description or picture of a particular situation or phenomenon. Rather than utilizing the cause and effect relationships that are common to quantitative methodologies, qualitative investigations attempt to identify variables that exist in a given situation and, at times, to describe the relationship that exists between these variables. To accomplish this task statistical data is typically utilized.” (Christensen 2001).

Specifically in quantitative research methods we collect numerical data. In order to use mathematically based methods the collected data must be of numerical form. In the case of qualitative research we do not need any numerical data. Therefore in qualitative research it is impossible to use data statistically. Quantitative research mainly concentrates on measuring social reality. Survey questions are looking for quantities in something and to establish research numerically. Quantitative research sees the world as truly or lively that can be objectively figured out so inflexible guides in the collection of data process.

Research is traditional scientific methods, which generates numerical data and usually seeks to establish causal relationships between two or more variables, using statistical methods to test the strength and significance of the relationships. (Adopted from, Encyclopedia.com 2008). According to L. R. Gay “quantitative research is the collection of numerical data in order to explain, predict and/or control phenomena of interest.” (Gay 1996, 390-400)

This thesis has been implemented focusing on quantitative research methods. The quantitative method is a popular and reliable method to find out data for a specific reason. In this thesis the sustainability and ecotourism needs in Bangladesh and the possible solution for developing it was attempted to be found.

6.3 Data collection

In research process data collection is an important part. Data collection basically depends on what type of research is used and what is the goal of doing research. Data can be collected from two different sources. One is known as primary data another one is known as secondary data. Data that is collected by the researcher himself/herself is known as primary data. In this type of data the researcher is the primary user. On the other hand which data are collected and gathered from secondary which are already exist is called secondary data (Veal 2006, 147.)

The data that is used here is primary data. The research that is done for collecting data is from the primary source. To know and find out the answer of several things a number of questions were asked to the Bangladeshi people living the Finland especially in Pietarsaari. Use of primary data is most of the time beneficial for doing research, because the main and total view comes out through this. Here, people living in Pietarsaari have been chosen for the survey instead of local inhabitants in Bangladesh because of getting the total information about sustainability and ecotourism practice in Bangladesh. People here come from different parts of Bangladesh and they have different views on sustainability and ecotourism which make the thesis more reliable.

6.4 Validity and reliability

Validity refers to the extent to which the information that is collected for the research by the researcher shows what is being studied. Validity is divided into several types like, face validity, content validity, construct validity and criterion validity. Validity is a good practice to find out the real and true facts with best descriptions. Finding out the information given by the interviewees is sometime difficult in terms of leisure and tourism research because of interviewees attitudes, behavior and experiences. This instrument is subject to a number of imperfections, that means the validity of leisure and tourism data can rarely be as certain as in the natural sciences (Veal 2006, 41.)

The data that is collected for this research was gathered from different Bangladeshi people living in Finland through questionnaire methods. All of them are well educated and concerned about the sustainability and ecotourism and they belong to different districts of Bangladesh. Therefore this data is more valid and collected by asking different questions to get overall views.

Reliability refers to the data that collected will carry out the same result after applied repeatedly a particular technique on the same object. Similarly, "Validity is the extent to which the information collected by the researcher truly reflects the phenomenon being studied" (Veal 2006, 41). That means the research result will be the same even though the researcher use a different approach or tools to measure. For example if we take weighing 1 kg of potato in different weight machines it will have the same weight every time.

Here in this research about sustainability and ecotourism practice, problems and solutions that were presented by the people will carry out the same result by different methods. Moreover these findings will work as a past history of Bangladesh tourism industry.

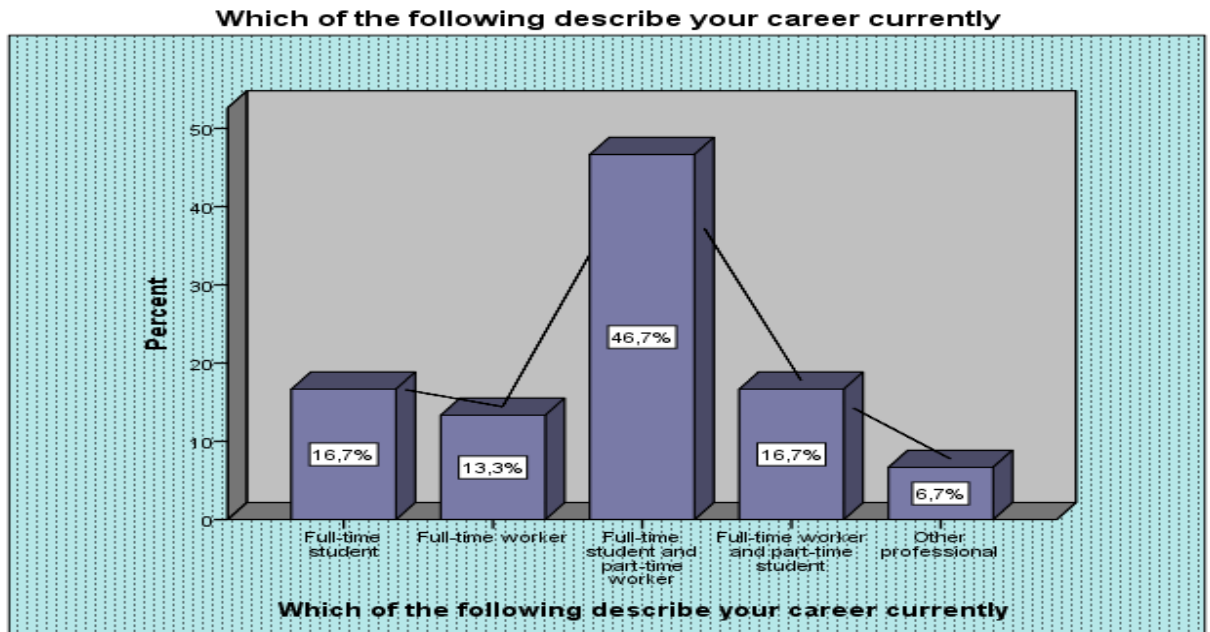
6.5 Data analysis

1. On the first question respondents were asked to answer about their career. People who come from Bangladesh here to Finland have different purposes like, studying, business, and job or as a spouse visa.

TABLE 3: Profession

Which of the following describe your career currently					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time student	5	16,7	16,7	16,7
	Full-time worker	4	13,3	13,3	30,0
	Full-time student and part-time worker	14	46,7	46,7	76,7
	Full-time worker and part-time student	5	16,7	16,7	93,3
	Other professional	2	6,7	6,7	100,0
	Total	30	100,0	100,0	

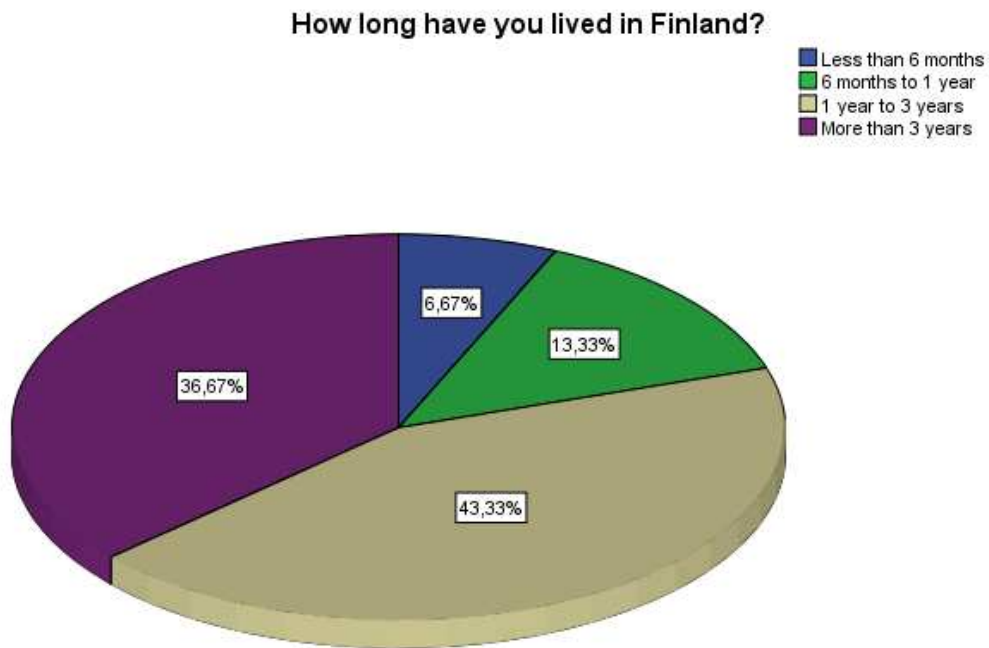
From the table above we can see that most of the respondents are full-time students and part-time workers. Out of 30 respondents 14 are found in this category. Only 2 respondents are found in other professional.



GRAPH 8: Profession

On the first question people were asked to answer about their current professions. From the data as it can be seen in Graph 8, most of the respondents are full-time student and part time worker. Out of 30, 14 people are full-time student and part-time worker and it contains 46,7% of the total respondents. Only 6,7% are found in other professions. It is noticeable that Full-time student and full-time worker and part-time student are the same and they are 16,7% both which is the 2nd highest.

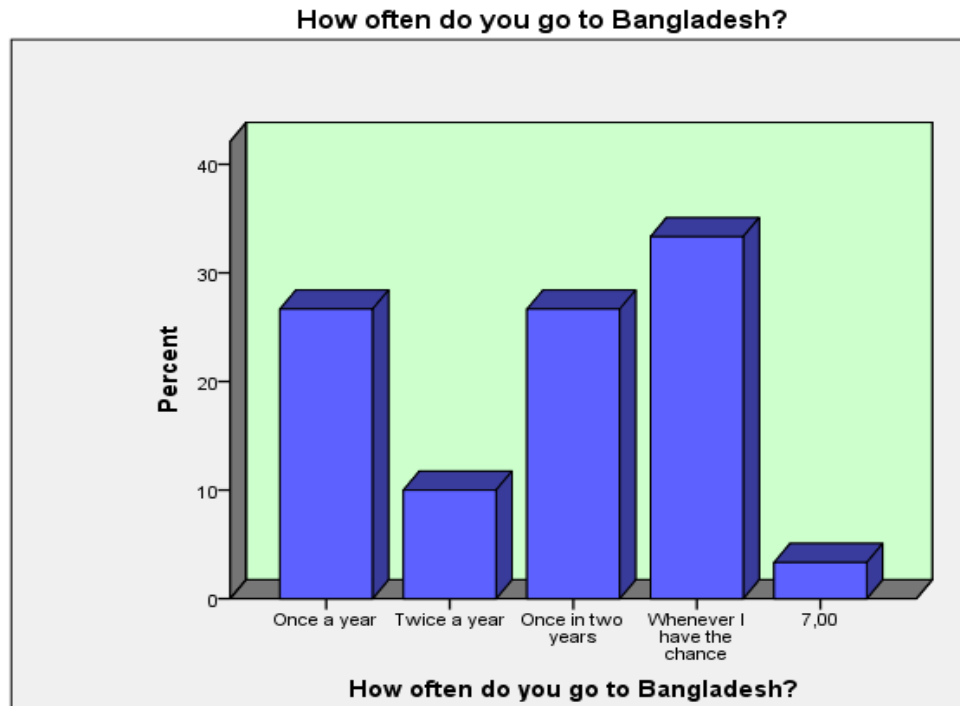
2. In the second question respondents were asked to answer about how long he/she has lived in Finland. It is important to know their knowledge about the sustainability and ecotourism in Bangladesh.



GRAPH 9: Living time in Finland

From this Graph 9 we can see that almost 43.33% of the total respondents are in the third group which means they have been living here for 1 year to 3 years. Only 6.67% are living in Finland for less than 6 months. 36.67% of the total respondents were found who have been living here for more than 3 years.

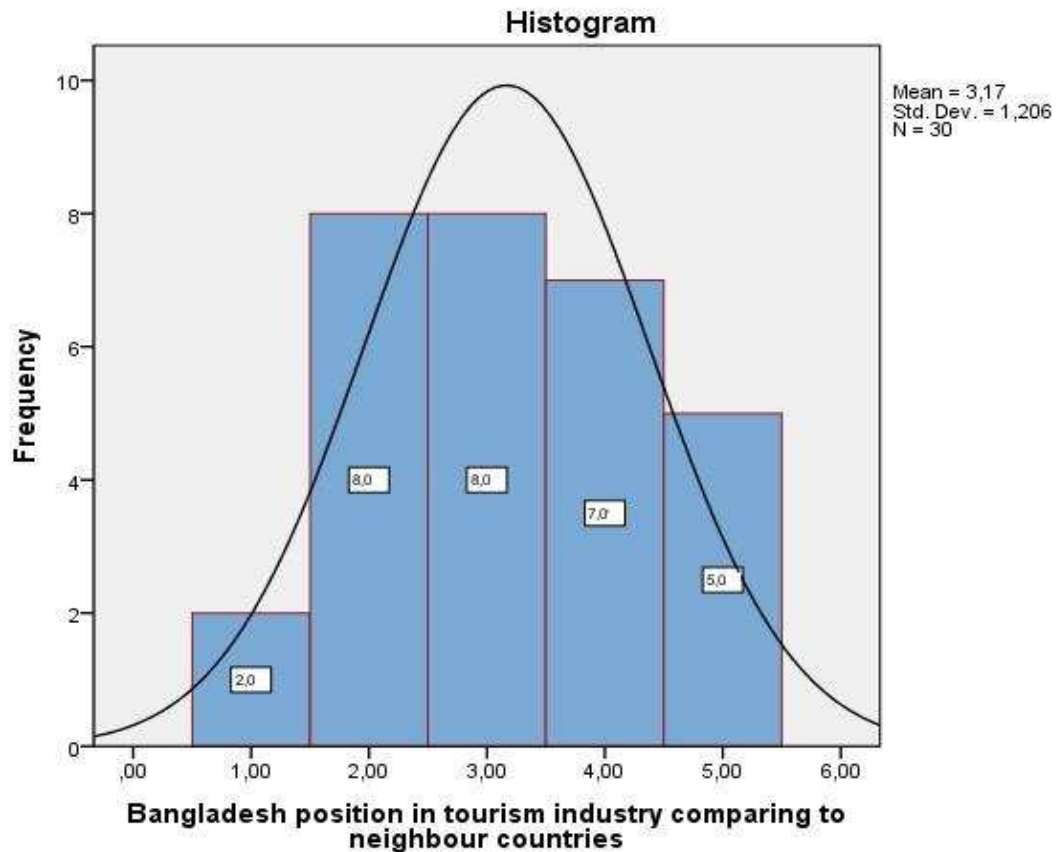
3. Question number three was about how often they travel to Bangladesh. The aim of that question was, if they travel to Bangladesh very often then they might know more about the ecotourism situation.



GRAPH 10: Travel to Bangladesh

From Graph 10 it seems that most of the respondents travel to Bangladesh whenever they got chance 11 respondents out of 30 answers this and only 3 out of the total travel twice a year. The same number of respondents answered they travel to Bangladesh once a year and once in two years and they are 8 out of 30 respondents.

4. Bangladesh is a developing country. Considering the position of tourism industry comparing the neighbour countries Bangladesh position is strong or weak and the respondents' view on this was intended to be found out in the fourth question.

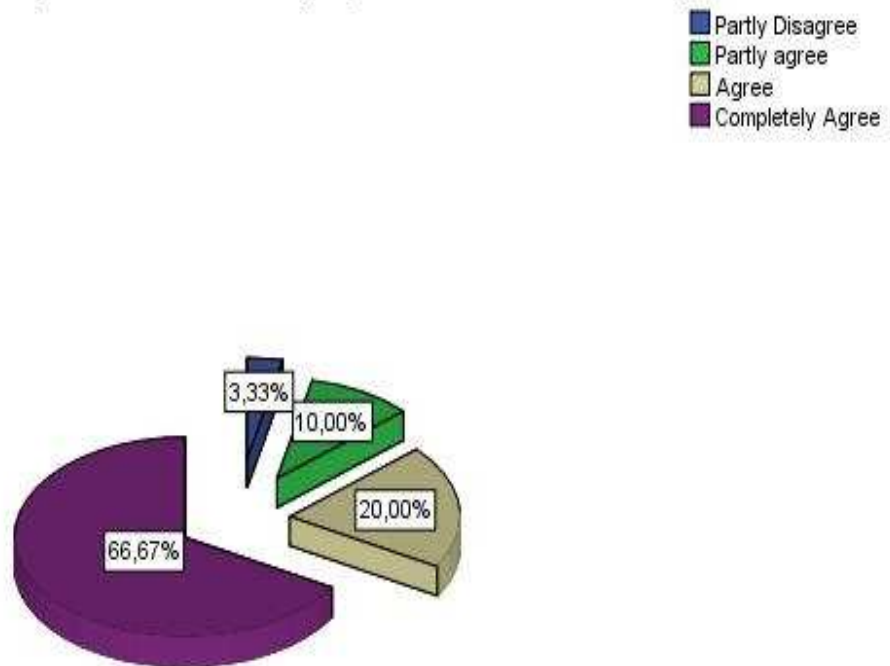


GRAPH 11: Bangladesh current position in tourism industry

According to this graph 11, 26.7% of the total respondents partly disagree and partly agree. The number is the same on this topic and they are 8 out of 30 respondents for each. Only 6.7% respondents completely disagree and think that Bangladesh has not a strong position in the tourism industry. 16.7% respondents are completely agreeing on the same topic.

5. In question five respondents were asked about their opinion about the role of sustainability and ecotourism for the development of tourism sector.

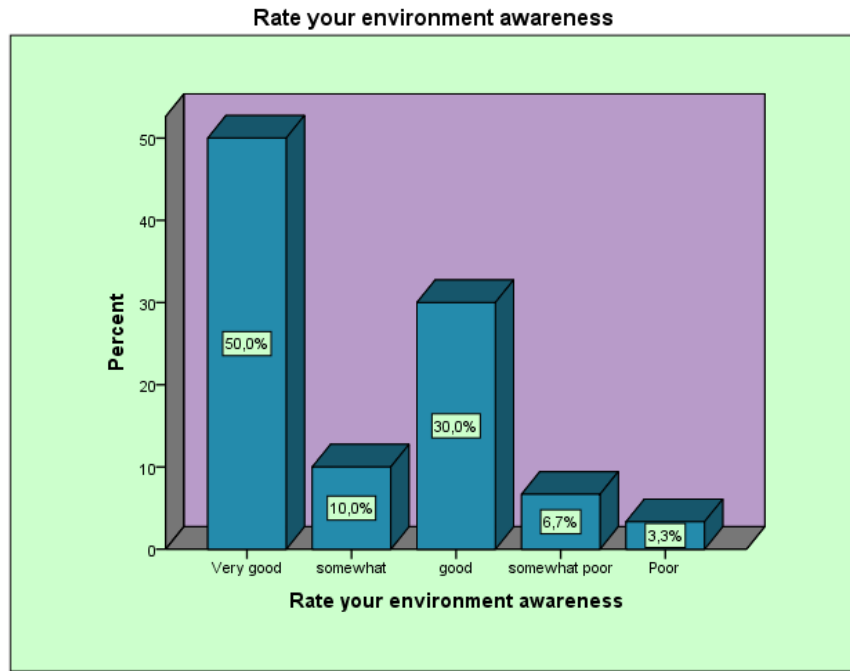
Sustainability and ecotourism play a vital role the development of tourism



GRAPH 12: The role of sustainability and ecotourism

According to pie chart in Graph 12, we can see that most of the respondents, 66.67% completely agree and think that sustainability and ecotourism play a vital role in the development of tourism. Where only 3.33% argue and think opposite of it. 20% of the people are agreeing on it.

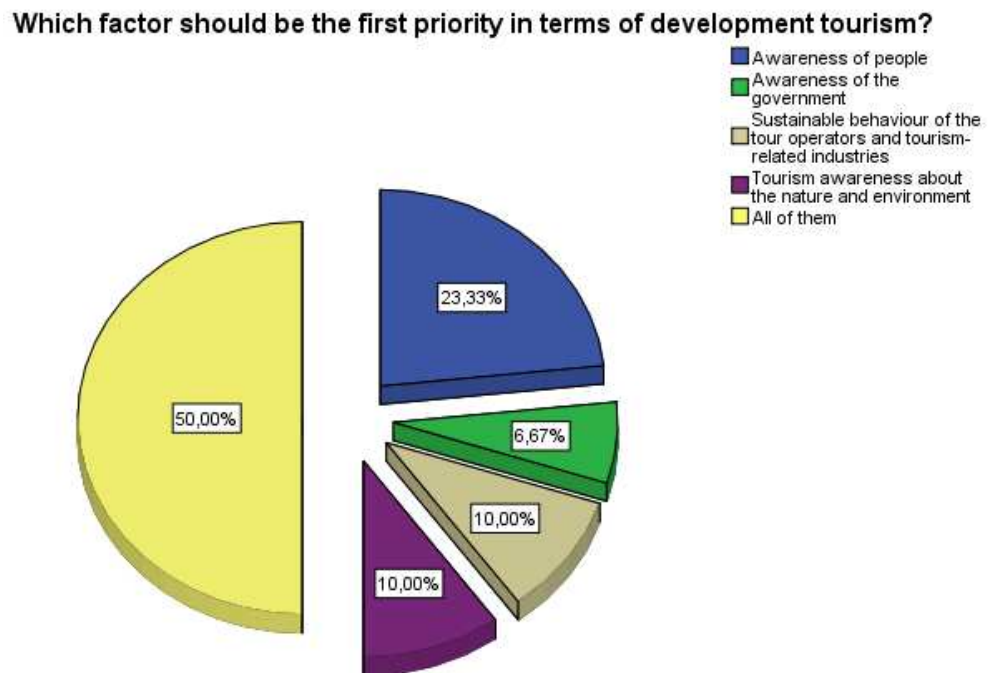
6. The sixth question is a personal question for the respondents where they rate their awareness about the environmental issue.



GRAPH 13: Personal awareness

Graph 13 above shows that 50% out of 30 respondents think that they are very aware about environmental issue where only 3.3% think they are poor on environmental awareness. 30% of the respondents think they are good and keep the neutral position.

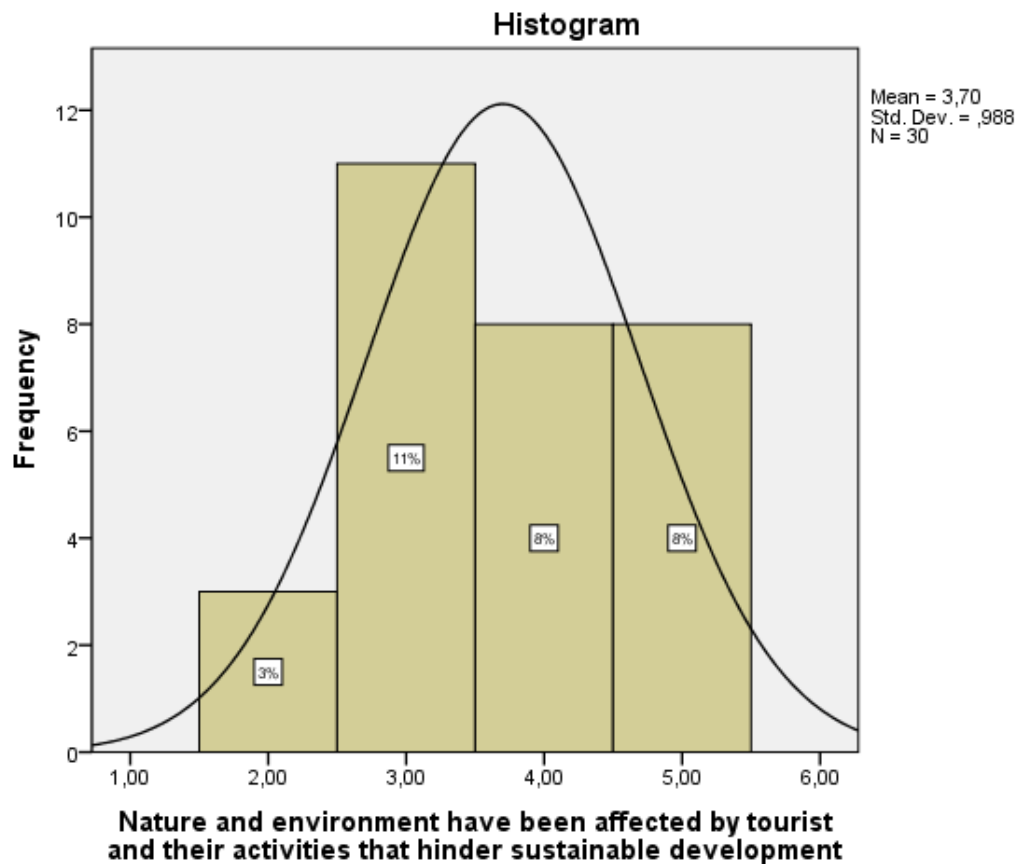
7. Question seven is an important issue where it was asked to know according to them which factor should be the first priority in terms of developing sustainability?



GRAPH 14: The Factor that should get first priority in terms of development tourism

In this question the options were awareness of the people, awareness of the government, sustainable behaviour of tour operators and tourism-related business and tourist awareness about nature and environment. Refer to the Graph 14 most of the people, 50% out of the total think that all of these are equally important in terms of developing sustainability where only 6.67% respondents think only about the government awareness. On the other hand 10% respondents are agreeing in sustainability behaviour of tour operators and tourism-related business and tourist awareness about nature and environment each.

8. Question number eight is a controversial issue and this was asked to know what they think about tourists and their activities. Here respondents were asked nature and environments have been affected by tourists and their activities that hinder sustainable development.

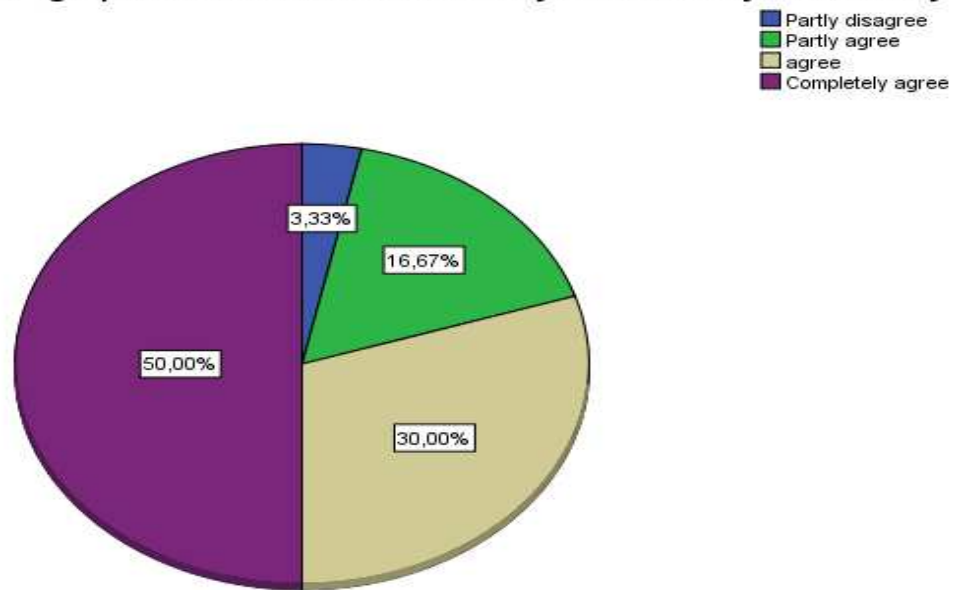


GRAPH 15: Tourist impact on environment

Here, according to the graph 15, 36.7% people blame tourism and their activities have been affected and hinder the sustainable development. On the other hand only 10% where found who partly disagree. It is interesting to know that no one completely disagree on this. 8 respondents out of 30 agree and completely agree with this statement.

9. A tourist place can be benefited by some reason. In question nine respondents were asked if visiting a place benefits local community economically and socially.

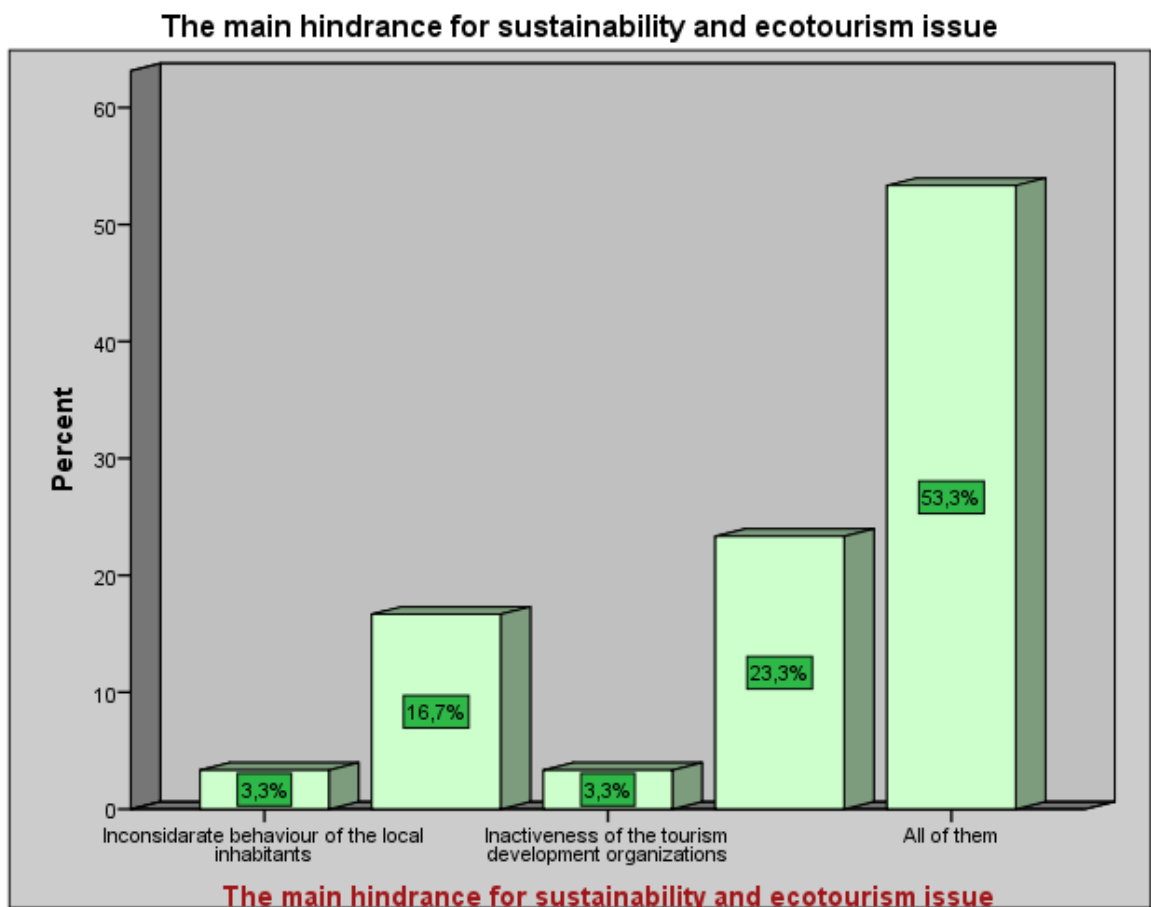
Visiting a place benefits local community economically and socially



GRAPH 16: Local people's benefits

In Graph 16 we can see that 50% of the total respondents completely agree where only 3.33% partly disagree about this. No respondents were found who are completely disagreeing. 16.66% of the total respondents partly agree whereas almost double of this found who agree with it.

10. Developing sustainability and ecotourism for tourism industry is very important. But there are several hindrances that create problem to implement plans which are made for developing these. So by this question 10 it was trying to sort out according to them which is the main hindrance for sustainability and ecotourism in Bangladesh.



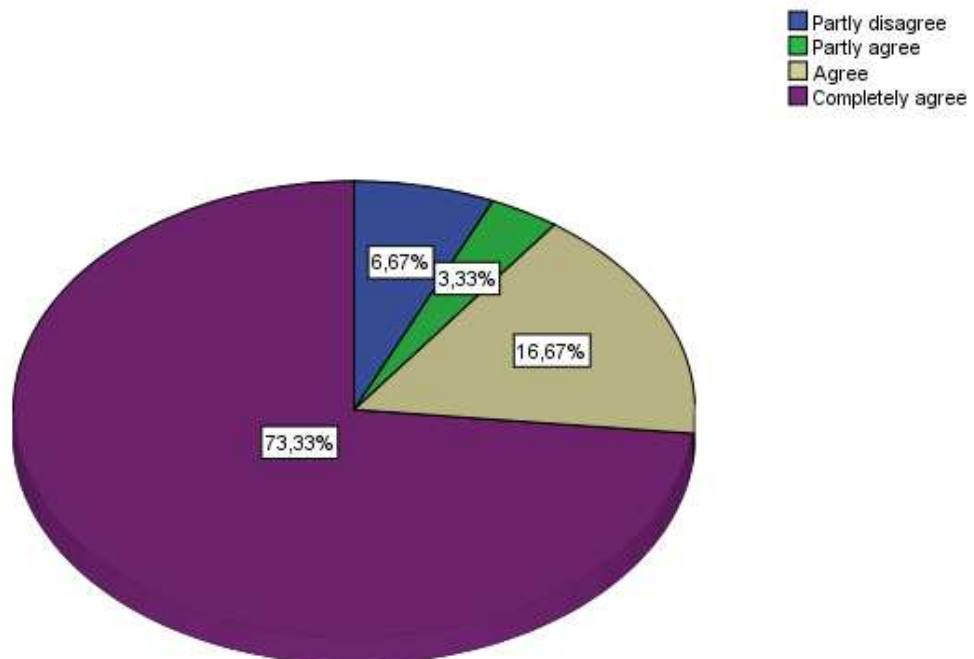
GRAPH 17: Hindrance for sustainability and ecotourism

From this graph 17 we can see that most of the respondents think, inconsiderate behaviour of the local inhabitants, lack of government concern on tourism sector, inactiveness of the tourism development organizations lack of cooperation between the host community,

government policy and policy implementing organizations all of them are the most important things that make problem for sustainability and ecotourism. On the other hand only 3.3% answer inconsiderate behaviour of the local inhabitants and inactiveness of the tourism development organizations is the main hindrance.

11. To develop the tourism sector the government plays an important role. In question 11, the respondents were asked about what they think about Bangladesh, whether the government should more active and aware in sustainable and ecotourism issues or not.

The government should more active and aware in sustainable and ecotourism issue



GRAPH 18: Activeness of government

According to Graph 18 it is seen that 73.33% of the total respondents completely agree in this and they think that government should be more active and aware. Only 3.33% of the total respondents partly agreed on it. This means the government activity is very important. From this above mentioned graph it is clear that almost everybody is agreeing about the government activeness.

12. In this question 12, the respondents were asked to answer about the responsibility of general people and their ethical behaviour against nature. To keep the environment safe for future generations is very important. If the general people will not be responsible and do not behave ethically to the environment, then it will be trouble for future generation.

TABLE 4: People responsibility and ethicality

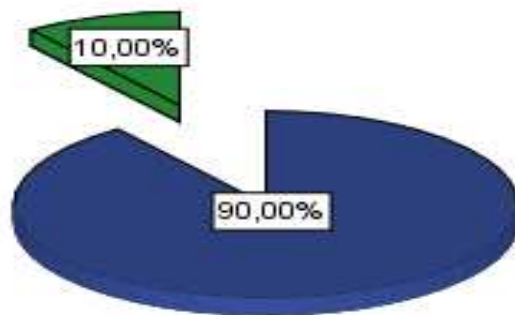
Considering the future generation, people should be more responsible and ethical					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Partly disagree	4	13,3	13,3	13,3
	Partly agree	6	20,0	20,0	33,3
	Agree	6	20,0	20,0	53,3
	Completely agree	14	46,7	46,7	100,0
	Total	30	100,0	100,0	

From this table 4 we can see that out of 30 respondents' 14 respondents completely agree with this and they think that considering the future generation, people should be more responsible and ethical. The same numbers of the respondents partly agree and agree. No one is completely disagreeing with it.

13. Question 13 was if local people as well as the tourists need to be educated about their contribution to global warming when they travel so that they will assume more responsibility for the choices they make.

Trained to local people and tourist

■ Yes
■ NO

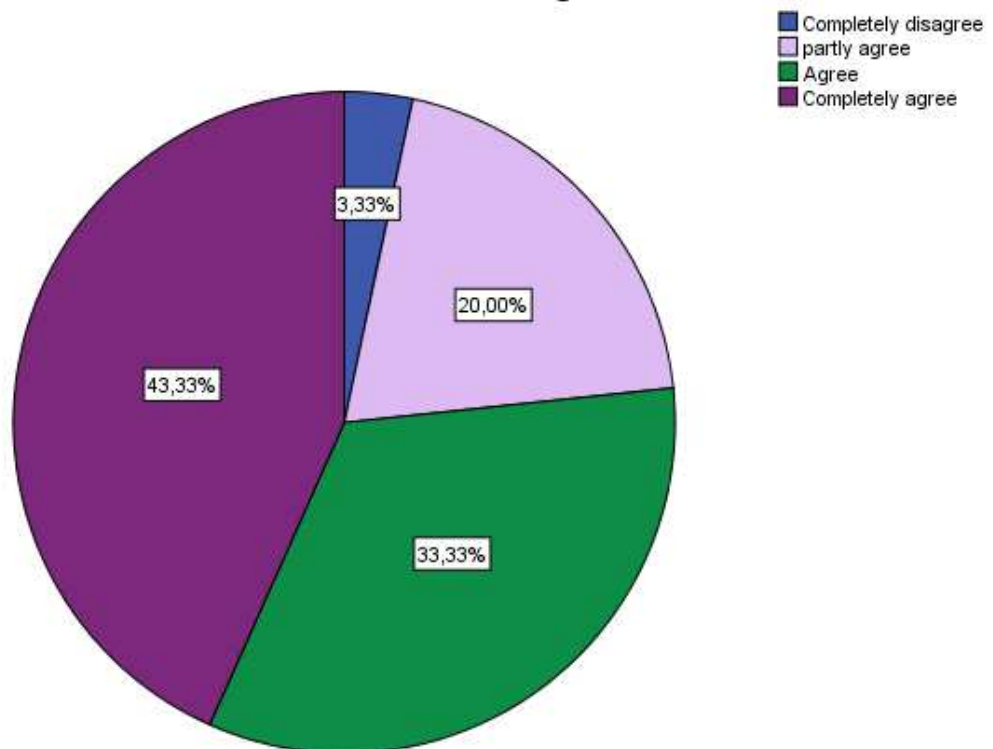


GRAPH 19: Training to local people and tourist

In this statement, according to Graph 19 it clearly shows that 90% of the total respondents agree with it on the other hand only 10% from the total respondents disagree on it. If the local inhabitants and tourist be trained and get proper knowledge about keeping sustainability in ecotourism then it will be very effective for sustainable development.

14. In question 14 respondents were asked to, sustainable transportation, building green environments and energy saving should be the goal of tourism development strategy. In Bangladesh it is very important to follow this strategy.

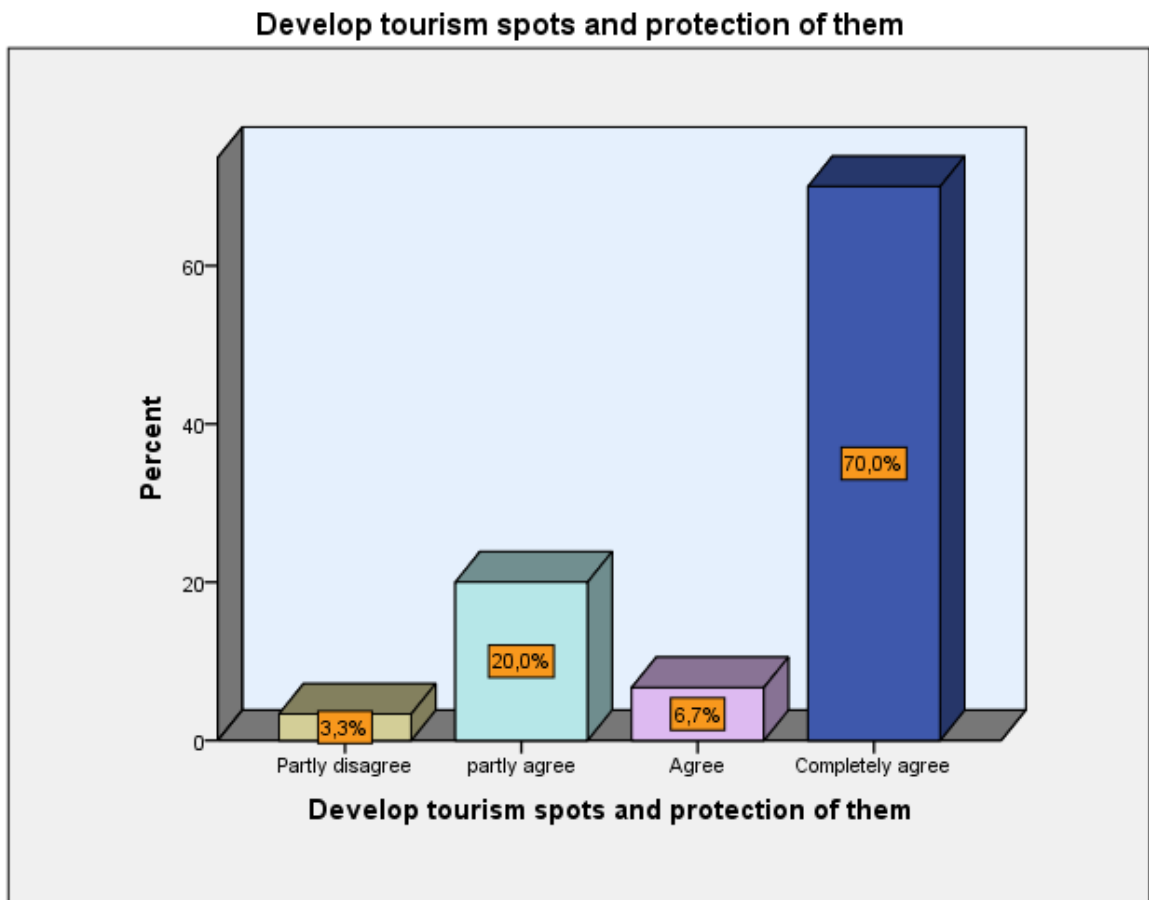
Sustainable transportation, building green environments and energy saving should be the goal



GRAPH 20: Goal of sustainability

According to this Graph 20, 43.33% of the respondents completely agree with this statement where only 3.33% respondents found who completely disagree. 33.33% are agreeing with this. 20% of the respondents found partly agree and 33.33% of the respondents found agree.

15. Bangladesh has more than 16 beautiful and attractive tourism spots. Moreover in Bangladesh there are lots of historical places to visit. Here respondents were asked about the government responsibility. The question 15 was, Government should develop tourism spots and also need to be concerned about protecting these.

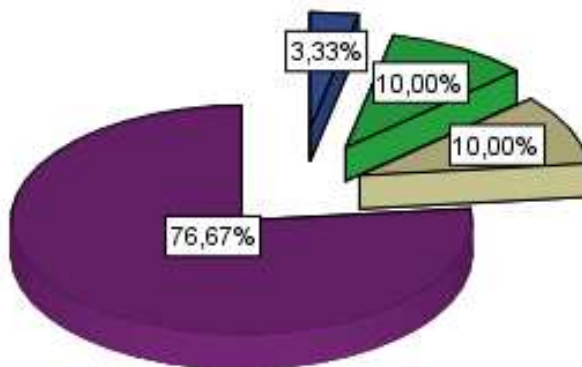
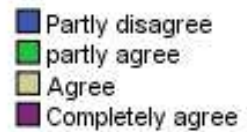


GRAPH 21: Tourism spots development and protection of these

From this Graph 21, we can see that 70% people completely agree and think that the government should develop tourism spots and protect these on the other hand only 3.3% of the total respondents partly disagree in this statement.

16. The government and the people should work together to help the environment to be more ecological and sustainable is the statement in question 16. If there is no cooperation between the government and the local people then the whole process will be a failure to develop the sustainability.

The government and the people should work together

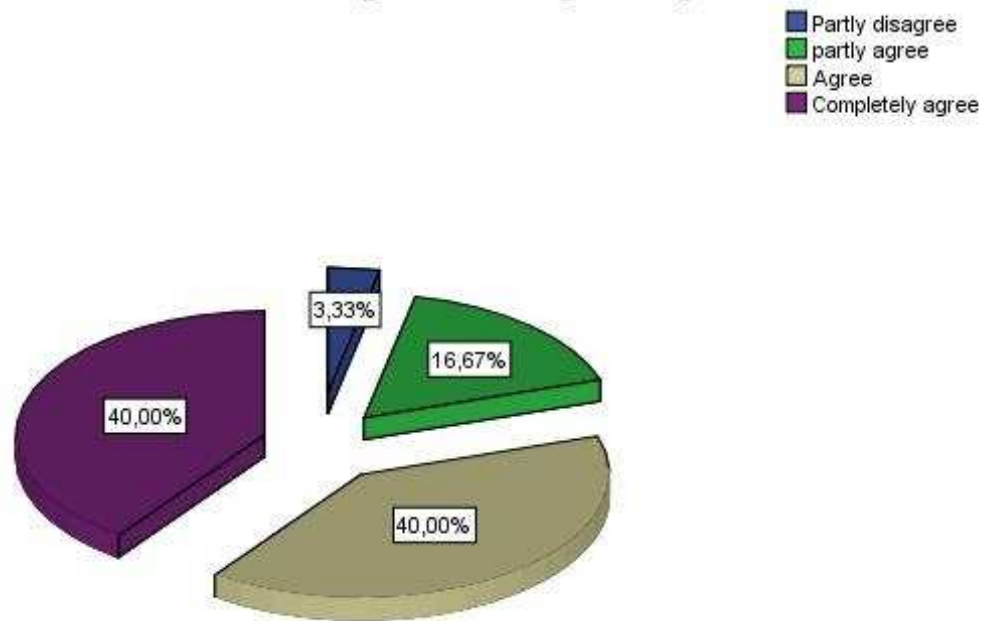


GRAPH 22: Cooperation between government and people

In this above Graph 22, we can see that 76.67% of the total respondents completely agreed and they think that the government and the people should work together so that the environment and ecological system keep safe. Whereas 3.33% respondents partly agreed but 10% of the total respondents agreed and partly agreed eventually. There are no respondents found who completely disagreed with this.

17. Respondents were asked in question 17 to tell their thinking about if creating new forests and preserving the existing ones can be an example of behaving in an ecological way.

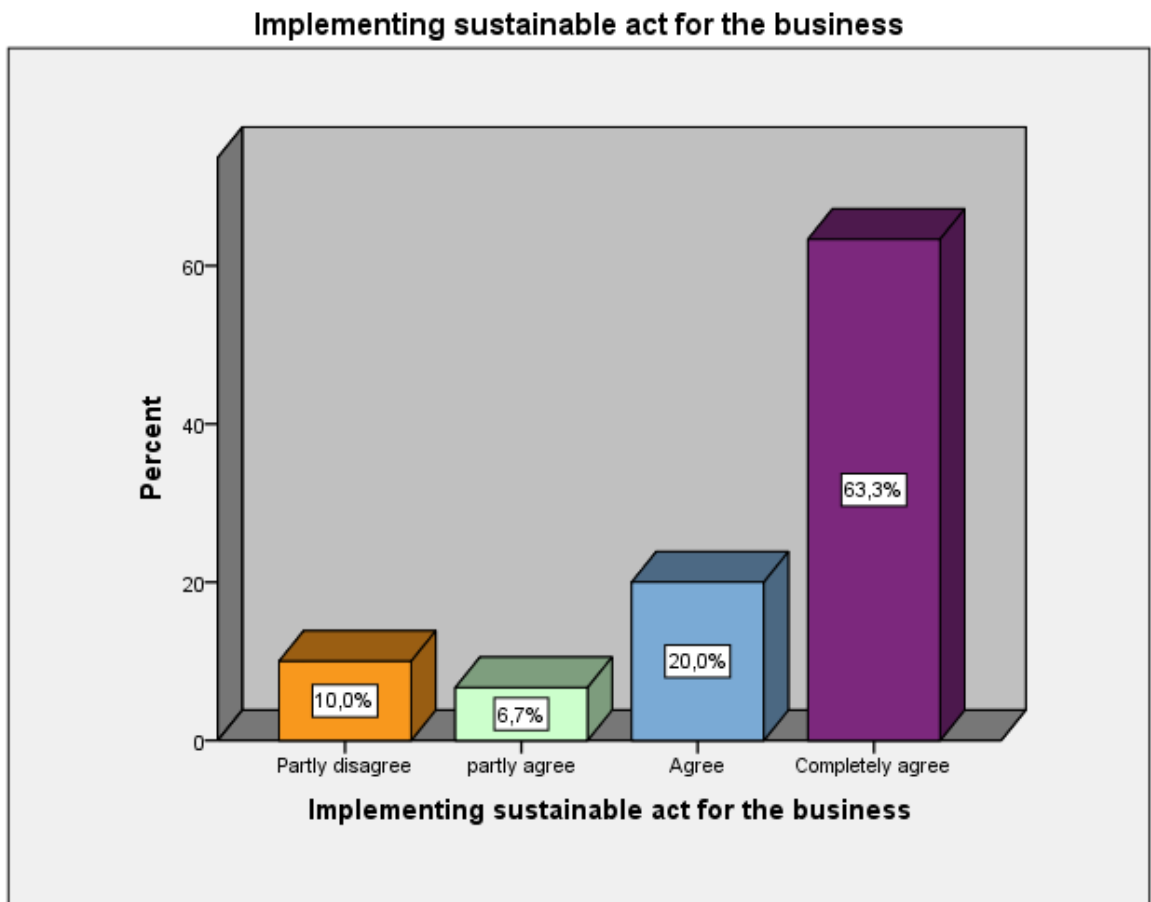
Creating new forests and preserving the existing ones can be an example of behaving in an ecological way



GRAPH 23: Example of behaving in an ecological way

According to this Graph 23, 40% of the total respondents found who are agree and partly agreed with this statement eventually whereas only 3.33% from the total respondents partly disagreed. No respondents were shows completely disagree with this.

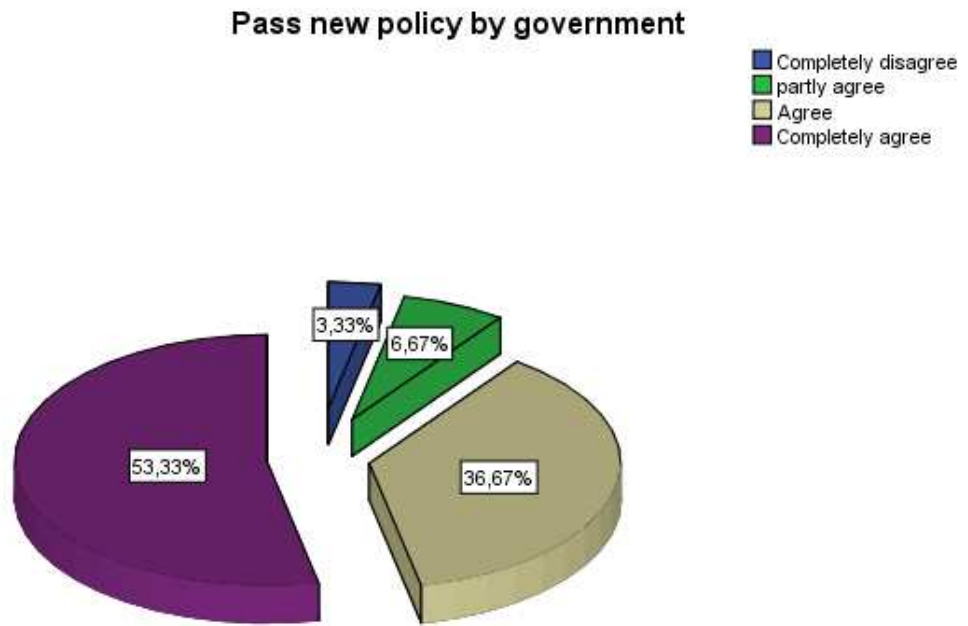
18. Sustainability developing should be the goal for everyone who is related to tourism industry as well as others. In question 18 the statement was if tour operators, tourism industry, tourism development organizations and other tourism related companies should develop more sustainable products and implement sustainable things for their business.



GRAPH 24: Implementing sustainable product for the business

On this statement from this Graph 24, we can see from the graph most of the respondents completely agreed with it and this is 19 respondents out of 30 respondents. Whereas only 2 respondents out of 30, found partly disagreed with it. Moreover, 10% of the total respondents partly disagreed.

20. This question 20 is about the government responsibility to keep the environment sustainable and ecological is very important. The government should need to pass new policies considering the necessity and present scenario of current tourism profile and should also take proper steps when needed.



GRAPH 25: New policy by government

According to above Graph 25 we can see that, more than half of the respondents almost 53.33% completely agreed with it on the other hand only 3.33% of the total respondents completely disagreed with it. 36.67% respondents found who agreed with this statement and think government should pass new policy considering the demand of tourism industry.

7 CONCLUSION AND RECOMENDATIONS

Resulting from the questionnaire asked to the respondents, several recommendations come out regarding the future tourism development of Bangladesh. This part of the thesis is dedicated for the suggestions found from the questionnaire. Bangladesh does not have a strong position in the tourism sector if we compare it to the neighbor countries. Sustainability and ecotourism practice in Bangladesh is being implementing in a steady way. Even though for developing tourism sector sustainability development plays a vital role.

Firstly, In order to implement the sustainability and ecotourism practice for Bangladesh, some factors are very necessary to implement like, awareness of the local people, as well as the awareness of the government, tourism related companies sustainable behavior and tour operators' eco-friendly act to the nature and environment and tourist awareness about nature especially when they visit a place. Nature and the environment somehow have been affected by tourists and their activities so it is very important for the tourists to know their responsibility and behavior are sustainable or not.

Secondly, when a tourist visits a place this benefits the local community socially and economically. So having tourist attractions and receiving more tourists to the community is beneficial. To get more tourists to Bangladesh the host community should need to work together with the government and if there are any types of hindrance taking place in developing the tourism sector then it must need a proper steps are needed. Hindrance could be, inconsiderate behavior of the local inhabitants, lack of government concern on tourism sector, inactiveness of the tourism development organizations, lack of cooperation between the host community, government policy and policy implementing organizations etc. For this reason the government should be more active and aware in sustainable and ecotourism issues.

Thirdly, if we think about the future generations, then we must to make ourselves responsible and concerned. People need to behave ethically to the nature. If needed then, local people as

well as the tourists need to be educated about their contribution to global warming when they travel so that they will assume more responsibility for the choices they make. Educating ourselves for sustainable societies indicate to establish us in relation to the present global systems, leaving a smooth and flexible trace reshaping our entity in this world.

Fourthly, from the respondents' response it is clear that sustainable transportation, building green environment and energy saving should be the goal of tourism development strategy. Moreover, the government should develop tourism spots and need to be concerned about protecting these. If the Bangladesh government gives concern on these touristic sites and develop them then it will be easy to catch the eye of new tourist's arrival. For this purpose the government and people should work together to help the environment to be more ecological and sustainable. One example could be creating new forests and preserving the existing one, we can behave in an ecological way to the nature.

Finally, tour operators, the tourism industry, tourism development organizations and other tourism related companies should develop more sustainable products and implement sustainable activities for the business. Bangladesh Parjatan Corporation and other tourism development organizations should be more active and make cooperation with the government to implement policies for improving the tourism sector and the quality of service. Privat service organizations also need to come ahead and take the responsibility for sustainability development in ecotourism. Considering the present scenario of current tourism profile the government should pass new policies if necessary. More marketing and making the information and service available for the foreign tourists online and websites might help to attract new tourists. The government should also need to invest more money in this sector; moreover, organizing exhibitions in other countries in order to sell tourism products also plays an important role. Political unrest is also a main hindrance for the tourism industry in Bangladesh, so this also needs to be avoided. After all making a secured and safe environment for the tourist is also considered a part of tourism development.

This world is a gift to us. We have to make and keep it sustainable to live responsibly. For our future generation it is our duty not to destroy its beauty. For global warming the beauty of this world is being destroyed day by day. Moreover now we are in front of a big threat. Sea Ice is melting and the sea water level is increasing. This is why it is predicted that a large part of this world will vanish in the near future. Cyclone, tsunami, earthquake etc. are happening all the time. We are responsible for that. It is not too late to alert. By taking proper steps we can still make this world livable, sustainable for us and also for our future generations.

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Sustainable development in ecotourism: Perspective of Bangladesh

The aim of this research is to find out the current situation of the sustainability and ecotourism practice in Bangladesh and the possibilities of developing them. This survey includes the activities of the Government, people of Bangladesh, tourist and tourism related organizations and their responsibility to the nature to make it ecological and sustainable. This research is a part of my thesis requirement. This questionnaire will probably take about 10 minutes to fill in. Please mark your answers clearly with a **cross** or a **circle**. Your participation is highly appreciated.

1) Which of the following best describe your career currently?

- Full-time student
- Full-time worker
- Full-time student and part-time worker
- Full-time worker and part-time student
- Other professional

2) How long have you lived in Finland?

- Less than 6 months
- 6 months to 1 year
- 1 year to 3 years
- More than 3 years

3) How often do you go to Bangladesh?

- Once a year
- Twice a year
- Once in two years
- Whenever I have the chance

4) Comparing to neighbour countries Bangladesh has a strong position in the tourism Industry

Completely Agree 5 4 3 2 1 *Completely Disagree*

5) Sustainability and ecotourism play a vital role the development of tourism

Completely Agree 5 4 3 2 1 *Totally Disagree*

6) How do you rate your environmental awareness?

- a. Very good b. somewhat c. good d. somewhat poor e. poor

7) Sustainability and ecotourism practice are satisfactory in Bangladesh compared to other countries.

Completely Agree 5 4 3 2 1 *Completely Disagree*

8) Which factor should be the first priority in terms of developing sustainability?

- Awareness of the people
- Awareness of the Government
- Sustainable behaviour of tour operators and tourism-related industries
- Tourist awareness about nature and environment
- All of them

9) Nature and environment have been affected by tourists and their activities that hinder sustainable development

Completely Agree 5 4 3 2 1 *Completely Disagree*

10) Visiting a place benefits local community economically and socially.

Completely Agree 5 4 3 2 1 *Completely Disagree*

11) Which of the following is the main hindrance for sustainability and ecotourism issue

- Inconsiderate behaviour of the local inhabitants
- Lack of government concern on tourism sector
- Inactiveness of the tourism development organizations
- Lack of cooperation between the host community, government policy and policy implementing organizations
- All of them

12) The government should more active and aware in sustainable and ecotourism issues

Completely Agree 5 4 3 2 1 *Completely Disagree*

13) Considering the future of the new generation, people are also responsible and behave ethically to the nature.

Completely Agree 5 4 3 2 1 *Completely Disagree*

14) Local people as well as the tourists need to be educated about their contribution to global warming when they travel so that they will assume more responsibility for the choices they make

Yes

No

15) Sustainable transportation, building green environments and energy saving should be the goal of tourism development strategy.

Completely Agree 5 4 3 2 1 *Completely Disagree*

16) Government should develop tourism spots and also need to be concerned about protecting these.

Completely Agree 5 4 3 2 1 *Completely Disagree*

17) The government and the people should work together to help the environment to be more ecological and sustainable

Completely Agree 5 4 3 2 1 *Completely Disagree*

18) Creating new forests and preserving the existing ones can be an example of behaving in an ecological way

Completely Agree 5 4 3 2 1 *Completely Disagree*

19) Tour operators, tourism industry, tourism development organizations and other tourism related companies should develop more sustainable products and implement sustainable act for the business

Completely Agree 5 4 3 2 1 *Completely Disagree*

20) Government should pass a new policy considering the necessity and present scenario of current tourism profile.

Completely Agree 5 4 3 2 1 *Completely Disagree*

21) Feel free to add your other opinions on how to improve the tourism sector of Bangladesh

Thank you for your kind cooperation.