

Investigating the Compliance of Tourism Principles with the Components of Sustainable Tourism: Bangladesh Perspective

Dr. Mohammad Masrurul Mowla¹

¹ International Islamic University Chittagong

Received: 16 December 2018 Accepted: 2 January 2019 Published: 15 January 2019

Abstract

This is a qualitative research that has been done by using secondary data. The main objective of this paper is to examine the compliance of tourism principles of Bangladesh with the components of sustainable tourism that is prepared by the united nation world tourism organization (UNWTO). This paper describes that, Bangladesh has a 421.4 billion travel & tourism economy. The Bangladesh government formed the national tourism policy – 2010 to attain the goal of the sustainable tourism. This paper reveals that, national tourism policy – 2010 has 9 policies or principles and all of these comply the components of sustainable tourism. Finally, this paper

Index terms— sustainable tourism, compliance, tourism policy, bangladesh.

1 Investigating the Compliance of Tourism Principles with the Components of Sustainable Tourism: Bangladesh Perspective

2 Dr. Muhammad Masrurul Mowla

Abstract-This is a qualitative research that has been done by using secondary data. The main objective of this paper is to examine the compliance of tourism principles of Bangladesh with the components of sustainable tourism that is prepared by the united nation world tourism organization (UNWTO). This paper describes that, Bangladesh has a \$421.4 billion travel & tourism economy. The Bangladesh government formed the national tourism policy-2010 to attain the goal of the sustainable tourism. This paper reveals that, national tourism policy-2010 has 9 policies or principles and all of these comply the components of sustainable tourism. Finally, this paper recommends some steps to attain the goal of the sustainable tourism in Bangladesh.

Keywords: sustainable tourism, compliance, tourism policy, bangladesh.

I.

3 Background of the Study

People love to travel for several purposes, including trade and recreations. The current value of the world tourism economy is \$7.6 trillion that is growing at the rate of 3.8% for the 2016 (WTTC 2017, Statista 2018). Bangladesh earned \$421.4 billion from the travel & tourism economy. However, the concept of sustainable tourism was introduced in the 1970s due to the negative effects of tourism around the world. After initiating the concept of sustainable development in 1987 by The UN World Commission on Environment and Development, in 1999, the German Forum on environment and development introduced the definition of Sustainable Tourism at the UN environmental Conference in New York, USA. The stated that, sustainable tourism is the tourism that justly and Socially fulfill the social, cultural, environmental and economic necessities for current and future generations (Baumgartner, 2008).

However, the voices for sustainable tourism have been strengthening around the world. A large number of pro-environmental organizations are functioning around the world. The International Ecotourism Society (TIES)

-a non-profit organization has been working since 1990 with 750 organizations and 15000 members in the 190 countries ??ecotourism, 2018). Besides, about 60 non-profit organizations have been working around the world to implement the concept of sustainable tourism. For instance, the Global Sustainable Tourism Council (GSTC), Global Partnership for Sustainable Tourism (GPST), The Sustainable Tourism Certification Alliance (STCA).

Consequently, this paper has been prepared as the initiative to check the compliance of the tourism principles of Bangladesh with the components of the sustainable tourism.

4 a) A Discussion of the Concept of Sustainable Tourism

The Cambridge dictionary defined the tourism as the business that offers the services for the tourist (Cambridge dictionary, 2018). On the other hand, the sustainable tourism is nothing but the eco-friendly tourism. UNESCO defined the sustainable tourism as the tourism that maintains the respectfulness to both local people and the tourist, cultural heritage, customs and the local environment (UNESCO, 2018). Sustainable tourism has multi-dimensions, including cultural tourism, eco-tourism and nature-based tourism. Moreover, the International Ecotourism Society (TIES) states that, the ecotourism or sustainable tourism is nothing but the Dutiful tour to natural areas that preserves the environment and develops the welfare of native people (TIES, 1990).

5 Responsibility to Local communities and Heritage

Respect the socio-cultural legitimacy of local people, protect their heritage, customs and traditional standards, establish the inter-cultural thoughts and mutual forbearance.

6 Socio-economic benefits

Make sure the socioeconomic benefits to all participants (tourists + local host) through practical and long lasting economic setup and actions, by the equitable distributions of income, employment opportunities and social services

7 Source: compiled by the author from the (UNWTO, 2005), (TIES, 1990).(UNESCO, 2018). b) Responsibility of an Eco-friendly Traveler

Sustaining Tourism is an international organization that works to make responsible tourist to the tourism for the protection of the environment. It suggests some steps for being a responsible tourist Sustainable tourism (2008). These are followed:

- ? Be respectful to the localities, cultures, religious places and the environment II.

8 Objective of the Study

The main objective of this paper is to investigate the compliance of tourism principles of Bangladesh with the components of sustainable tourism. More specifically, the aims of this paper are: In addition, United Nation world tourism organization defined the sustainable tourism as the tourism that takes complete accountability of its present and future social, economic as well as ecological effects, considering the necessities of tourists, the industry, the environment and local population ??UNWTO, 2005). As well, the sustainable development goal 8.9 states that, the tourism that generates employments and stimulates as well as support the local culture and heritage-is called sustainable tourism (CSD, 2018). From the above discussion, table-2 summarizes The Components and Functions of Sustainable Tourism.

? To highlight the tourism principles and policies of Bangladesh ? To inspect the compliance of the components of sustainable tourism in Bangladesh III.

9 Methodology

This is a qualitative research by nature that has been prepared by collecting secondary data on the issues of tourism, sustainable tourism. Besides, different books, articles, reports, brochures and newspapers have been reviewed to prepare this paper.

IV.

10 Literature Review

Several researches have been done on the sustainable tourism issues of Bangladesh. The main theme of these literatures is given below.

Jahan and Amin (2014), empirically studied the sustainable tourism on the sylhet division of Bangladesh. Rahman (2013) explained the debates related to the development issues of sustainable in Bangladesh. Sultana (2016) discusses the contribution of tourism in Bangladesh economy. Roy and Mallika (2015) describe the current status and the future prospects of the tourism sector of Bangladesh. Shakil (2016) evaluates the development of the Sustainable tourism, Cox's Bazar, Bangladesh. Iraj (2017) discusses the potentials of the Sustainable

Tourism of Bangladesh. Howlader (2017) raises the ethical issues of the sustainable tourism in Bangladesh. Howlader (2017a) discusses the functions of the World Tourism Day. Hasan et al (2013) showed a position of Bangladesh tourism by the country branding. Khandakar (2014) prescribed the strategies and guidelines for the Development of Sustainable Tourism in Bangladesh. Thomsen (2010), presented the Prospects of Sustainable Tourism of Bangladesh.

From the above discussion, it can be summarized that, the researches which are conducted on the Sustainable Tourism of Bangladesh, mainly covers the introduction, strategies and guidelines, potentials and Prospects, case studies on Sylhet and Cox's bazar, the ethical issue of sustainable Tourism and contribution of tourism, etc. However, this research paper is unique from the earlier researches because it investigates the compliance of tourism principles of Bangladesh with the components of sustainable tourism. This is the new addition to the tourism research of Bangladesh.

V.

11 Examining the Compliance of Sustainable Tourism in Bangladesh

It should be mentioned that, the government of Bangladesh prepared the first national tourism policy in 1992. After 18 years, in 2010, the Bangladesh tourism corporation upgraded and reformed the tourism policy of 1992. The main objective of the Bangladesh tourism policy-2010 is to make the tourism sector as the source of national income through the development of economic infrastructure related to the tourism sectors. Besides, making master plan for the development of the tourism sector, making exclusive tourist zone, protecting the local culture, customs and heritage, attaining the goal of the sustainable tourism are also the objective of this policy.

However, Table-2 highlights the 9 policies of the national tourism policy of Bangladesh-2010 and checks its consistency with the elements of the sustainable tourism. The United Nations World Tourism Organization (UNWTO) determined these elements. Propagate about the natural beauties, attractiveness of national tourist spots of Bangladesh among the tourist generating countries. Also make easy the visa processing of the tourist.

Yes, promote the sustainable tourism

From the above discussion, it can be concluded that, the National Tourism policy of Bangladesh-2010 complies the principles or components of the sustainable tourism.

12 VI.

13 Conclusion and Policy Recommendations

At last, it can be concluded that, National Tourism policy of Bangladesh-2010 follows the principles or elements of sustainable tourism. Finally, this paper recommends the following points to achieve the target of sustainable tourism through National Tourism policy of Bangladesh-2010:

? The government of Bangladesh should facilitate and involve the local people of tourist spot to prevent the pollution ? The Government should construct the adequate economic infrastructure in the tourist zone by the public and private initiative to ensure equal employment opportunity ? National tourism authority should educate and train the tourist guide/ security/guard about the issues of sustainable tourism, so that they can help/assist the local and foreign tourist to protect the environment, culture and heritage of the tourist spot. ? The competent authority should provide the handouts, booklets and books containing the messages of ecotourism & description of tourist spot among the tourists in their buses, airlines, ships, and railway. Tourism authority also establishes the printed and digital billboards that carry the guidelines and videos for the tourist's concern.

? The government may establish some museum on the local caste, ethnicity, customs, culture and heritage. Then tourist may be inspired to preserve the environment spontaneously. ¹

1

[Note: Responsibility to Environment Efficient use of environmental resources, abiding by the law of the ecology, preserve the natural heritage, biodiversity]

Figure 1: Table 1 :

2

			Year 2019 Volume XIX Issue I Ver- sion I) G (Global Jour- nal of Man- age- ment and Busi- ness Re- search
Policy	National Tourism policy of Bangladesh 2010 Incor- porate the national tourism under the planning and 1 implementation of sustainable tourism Encourage Policythe private and expatriate investor to invest in the 2 tourism sector individually or with the government. PolicySearching for the new tourism places. Preserve and 3 protect these places. Allocate the budget for the Policydevelopment and protection of historical places and 4 cultural heritage. Besides, take the project under ADP to develop the railway, road and highway, air and naval routes.	Compliance with the Element of the Sustainable Tourism Yes, fulfill the Responsibility to Environment Yes, preserve the Environment Yes, preserve the Environment Yes, practical and long lasting economic setup	
Policy	Encourage the private investor to construct and 5 develop the economic infrastructure related to the tourism. Take the collective initiative to incorporate the national culture, PolicySo, the people and government ministries should 6 promote the ethnic culture and festival as the tourism events. national song, bawl song etc.	Yes, Employment creation, economic development, benefit for all Yes, conserve the customs and the cultural heritage	

Figure 2: Table 2 :

- [STCA ()] , <http://www.sustainabletourismalliance.net/about-us/what-is-the-alliance/> STCA 2018. (what is the alliance)
- [UNWTO ()] , <https://sustainabledevelopment.un.org/partnership/?p=7411> UNWTO 2018. [10/10/World-Tourism-Day-and-sustainabletourism] /10/10/World-Tourism-Day-and-sustainabletourism,
- [Ecotourism ()] *About us*, Ecotourism . <http://www.ecotourism.org> 2018.
- [About us, The Global Sustainable Tourism Council GSTC ()] ‘About us, The Global Sustainable Tourism Council’. <https://www.gstccouncil.org/about/about-us/> GSTC 2018.
- [Baumgartner ()] C Baumgartner . *Nachhaltigkeit im Tourismus: Von 10 Jahren Umsetzungsversuchen zu einem Bewertungssystem*. Studienverlag: Vienna. Retrieved from: *NachhaltigerTourismus_EN.pdf*, 2008.
- [Howlader and Haque ()] *Code of ethics for sustainable tourism development*, daily sun, Md Howlader , Haque . <https://www.daily-sun.com/post/237978/2017/07/04/Code-of-ethics-for-sustainable-tourism-development> 2017.
- [Dictionary ()] Cambridge Dictionary . <https://dictionary.cambridge.org/dictionary/english/tourism> *tourism*, Cambridge Academic Content Dictionary, (Cambridge, UK.) 2018. Cambridge University Press.
- [Sultana ()] ‘Economic Contribution of Tourism Industry in Bangladesh’. Sharmin Sultana . *Journal of Tourism, Hospitality and Sports* 2016. 22 p. .
- [Global organization ()] *Global organization*, <http://www.sustainabletourismalliance.net/global-organisations/> 2018. GPST
- [Statista ()] *Global tourism industry -Statistics & Facts*, Statista . <https://www.statista.com/topics/962/global-tourism/> 2018.
- [Hassan et al. ()] ‘Leveraging the Tourism Sector in Bangladesh by Country Branding: An Exploratory Synopsis’. Md Hassan , Mohammad Kamrul , Md Badruzzaman Bhuiyan , Kamruzzaman . *Dhaka University Journal of Business Studies* 2013. (1) p. 186. (XXXIV)
- [Making Tourism More Sustainable -A Guide for Policy Makers UNEP and UNWTO ()] ‘Making Tourism More Sustainable -A Guide for Policy Makers’. http://www.unesco.org/education/tlsf/mods/theme_c/mod16.html 23.UNWTO UNEP and UNWTO 2018. 2005. Madrid. p. . (UNESCO)
- [Thomsen ()] *Prospect of Sustainable Tourism in Bangladesh*, JCI seminar at the United International University, Majbritt Thomsen . 2010. Dhaka, Bangladesh.
- [Roy and Roy ()] Chandra Roy , Mallika Roy . *Tourism in Bangladesh: Present Status and Future Prospects*, 2015. p. .
- [Ahmed and Shakil ()] *Sustainable tourism development in Bangladesh, A Case Study of Cox’s Bazar, Bangladesh*, Bachelor’s Thesis, Centria university of applied sciences, Degree Programme in Tourism, Finland, Md Ahmed , Shakil . <https://www.theseus.fi/bitstream/handle/10024/111074/FINAL%20THESIS.pdf> 2016.
- [Jahan and Ruhual Amin ()] ‘Sustainable Tourism Development in Bangladesh: An Empirical Study on Sylhet’. Nusrat Jahan , Mohammad Ruhual Amin . *Dhaka University Journal of Business Studies* 2014. (2) p. . (XXXV)
- [Khandakar ()] *Sustainable Tourism Development in Bangladesh: Strategies and Guidelines, world vision*, Sabrina Khandakar . 2014. 8 p. .
- [Iraj ()] *Sustainable Tourism, the independent magazine*, Sheikh Iraj . <http://www.theindependentbd.com/magazine/details/117148/Sustainable-Tourism> 2017.
- [sustainable tourism, The UN Commission on Sustainable Development (CSD) ()] <https://sustainabledevelopment.un.org/topics/sustainabletourism> *sustainable tourism, The UN Commission on Sustainable Development (CSD)*, 2018.
- [Sustainabletourism ()] *Sustaining Tourism’s Guide to Being a Responsible Traveller*, Sustainabletourism . <http://sustainabletourism.net/sustainable-tourism/travel-tips-responsible-travel-tips/> 2008.
- [the International Ecotourism Society (TIES), what is ecotourism TIES ()] ‘the International Ecotourism Society (TIES), what is ecotourism’. <http://www.ecotourism.org/ties-overview> TIES 1990.
- [Rahman ()] ‘tourism as an Economic Development Tool: A Theoretical Debate’. Masudur Rahman . *Dhaka University Journal of Business Studies* 2013. (1) p. 463. (XXXIV)
- [Travel tourism economic impact 2017 world WTTC ()] ‘Travel & tourism economic impact 2017 world’. <https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2017/world2017.pdf> WTTC 2017.
- [Howlader and Haque ()] *World Tourism Day and sustainable tourism*, daily sun, Md Howlader , Haque . <https://www.daily-sun.com/post/260411/20> 2017a.