



Identifying Critical Factors for Sustainable Tourism and Local Community Development: Evidence from Select Destinations in Bangladesh

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Abstract.

Tourism has always acts as a catalyst to develop local economy, improve socio-cultural changes and life style of the people residing tourist destinations. To conduct this study 616 respondents were selected from Khulna, Jessore, Bagerhat, and Kushita. On the other hand, Socio-cultural condition are influencing for development of local destinations. This paper argues and figures out influential factors of Socio-cultural condition by its broader societal context for more effective policy making. The purpose of this study is to assess the critical factors for sustainable tourism and community development of the local tourism industry in Bangladesh, to identify the major challenges in the local tourism sector in Bangladesh , to provide necessary suggestions for ensuring the sustainable development of the local tourism sector in Bangladesh. For fulfillment of above stated objectives data has been collected from various stakeholders and selected statistical techniques, such as measurement models, discriminant validity, and hypothesis testing were employed to examine the data in the study to confirm the study's assumption through SPSS and AMOS. The study is particularly important from a practical standpoint since it outlines difficulties and methods for the development of Bangladesh's tourist industry, which should be a priority in the development process. These characteristics can be applied to the local and worldwide development of a tourist location.

Kata Kunci:

Parwisata lokal,
Pembangunan
berkelanjutan,
Pengembangan
masyarakat,
Kesempatan kerja.

Abstrak.

Parwisata selalu berperan sebagai katalis untuk mengembangkan ekonomi lokal, meningkatkan perubahan sosial budaya dan gaya hidup masyarakat yang tinggal di daerah tujuan wisata. Untuk melakukan penelitian ini, 616 responden dipilih dari Khulna, Jessore, Bagerhat, dan Kushita. Di sisi lain, kondisi sosial budaya mempengaruhi perkembangan destinasi lokal. Makalah ini berargumen dan memaparkan faktor-faktor yang mempengaruhi kondisi sosial-budaya melalui konteks sosial yang lebih luas untuk pembuatan kebijakan yang lebih efektif. Tujuan dari penelitian ini adalah untuk menilai faktor-faktor kritis untuk pariwisata berkelanjutan dan pengembangan masyarakat dari industri pariwisata lokal di Bangladesh, untuk mengidentifikasi tantangan utama dalam sektor pariwisata lokal di Bangladesh, untuk memberikan saran yang diperlukan untuk memastikan pembangunan berkelanjutan dari pariwisata lokal. sektor pariwisata di Bangladesh. Untuk memenuhi tujuan tersebut di atas, data telah dikumpulkan dari berbagai pemangku kepentingan dan teknik statistik terpilih, seperti model pengukuran, validitas diskriminan, dan pengujian hipotesis digunakan untuk menguji data dalam penelitian untuk mengkonfirmasi asumsi penelitian melalui SPSS dan AMOS. . Studi ini sangat penting dari sudut pandang praktis karena menguraikan kesulitan dan metode pengembangan industri pariwisata Bangladesh, yang harus menjadi prioritas dalam proses pengembangan. Karakteristik ini dapat diterapkan pada pengembangan lokasi wisata lokal dan dunia.

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1. Introduction

The tourist industry in Bangladesh is still very new, and its growth is entirely dependent on local markets. Bangladesh needs a locally built structure to have a strong tourism industry. Because progress is impossible without missions, visions, policies, and goals for this industry. With 170 million people living on 147,000 square kilometers of land, Bangladesh is one of the world's most densely populated countries. The country can enhance domestic tourism because of its vast population and potential tourist attractions. Domestic tourism has the potential to enhance the livelihoods of both local residents and tourism service providers affected by the pandemic. It has the ability to enhance the lives of tourists who have been directly impacted by the pandemic. Tourism has the ability to produce jobs, money, and hard currency, it is projected to play an important role in achieving the desired goals in developing countries and ensuring their long-term viability (Manzoor, et al., 2019). The tourist industry contributes to the country's economy in a variety of ways, including product and service sales, business profits, resident income, job creation, and tax revenues. Many economic benefits, such as expanded employment possibilities, foreign currency revenues, and balance of payments, are cited by tourism proponents as factors in local economic development. Local tourist marketing is critical to the development of the industry (Švajdová, 2019). Local populations should be more supportive of tourist growth and have a positive attitude toward it, resulting in a more prosperous tourism sector (Asa, Campbell, & Nautwima, 2022). Community involvement in tourism development has moved closer to the center of sustainable development. Many models of sustainable development include the community as a cornerstone of the event process. The character of the community is also changing along with globalization and localization. Economic sustainability ensures the country's economic development. As a result, economic resources in economically challenged regions and locations should be managed to benefit future generations by establishing job opportunities, financial incentives, and supporting local ownership.

This study tries to explore the contributions of the tourism industry in Bangladesh and make this country a sustainable tourism destination. This study also elucidates the critical factors for sustainable tourism and local community development. The objectives of this study are (1) To assess the critical factors for sustainable tourism and community development of the local tourism industry in Bangladesh; (2) To identify the major challenges in the local tourism sector in Bangladesh; and (3) To provide necessary suggestions for ensuring the sustainable development of the local tourism sector in Bangladesh.

2. Literature Review

Tourism has a wide range of positive socio-cultural effects on local communities, including increased employment opportunities, money creation, infrastructure development, and improvements in social services such as telephones and banking. However, there are a number of negative socio-cultural repercussions on local communities, including the adoption of others cultures, such as wearing styles and racism, as well as the cannibalism of local cultures and languages (Scholtz, 2014). Local communities should be more supportive of tourist growth and adopt a positive attitude toward it, resulting in a more prosperous tourism sector. Community development and involvement are one of the most important aspects of long-term tourism growth (Khandare & Phophueksanand, 2018). Participation of local communities in tourism activities is one of the most critical conditions for long-term tourism growth (Pathumporn & Nakapaksin, 2015). To meet tourist needs, local people are active in the production of locally manufactured handicrafts, ornaments, food supplies, tourism-related organizations, agricultural goods for tourists, livestock, and fishing, and some local people are interested in the trading of all of these items. Local communities are also active in the education of tourism professionals through the establishment of

tourism-related educational institutions. All of these tourism-related activities and jobs help to alleviate poverty in both the tourist destination and the country (Z. Lincoln, 2011). The influence of tourism on the environment; the resource implications of tourism-related enterprises, such as transportation stresses and pollution; energy and water consumption; trash generation; purchasing tactics; and the potential negative impacts on host communities (Vernon, Pinder, & Curry, 2005).

Sustainable tourism development in rural regions will help local communities become more resilient. Some strategies are required to ensure the long-term viability of rural tourism and the resilience of the local community (Amiret et al. 2015). Travelers in the twenty-first century are more likely to support and choose environmentally friendly tourist destinations that protect both the natural and built ecosystems (Ban, 2009). Sustainable development entails protecting both the diversity of animals and the diversity of a natural region while also working to develop a community in order to better people's lives. Social, environmental, and economic sustainability are the three pillars of sustainability. Communities, businesses, and individuals should all think about these issues (Aronsson, 1994).

Rural tourism has the potential to be a valuable commodity for marketing the country and incorporating locals into the tourist industry. In Malaysia, rural tourism contributes to the government's goal of providing jobs and alleviating poverty in the affected communities. Apart from that, it might be seen as a way to assist communities in earning money (Pusiran & Xiao, 2013). Rural tourism appeared to offer a potential solution to the negative effects of mass tourism in developing countries. It's also one of the community's strategies for bettering living conditions. The main goal is for the community to come up with a project that displays long-term growth while also developing local-to-visitor interactions. Developing a tourism offering as such requires combining hotel management, tourism management, food and beverage management, and supplementary services. Infrastructure, health, education, and the environment are all important subsystems to consider (Sampaio & Almeida, 2007).

Bangladesh's slowly growing tourism industry could be a source of foreign income. The country has a lot to offer travelers from across the world and within the country (Kumar, Bagchi, & Ray, 2021; Nandi, Kumar, & Azevedo, 2022). Travel and tourism have grown in importance in the global economy over the last few decades (Blanke & Chiesa, 2013). The importance of tourism in Bangladesh, as well as the benefits it brings to the country's socioeconomic development, cannot be overstated.

A multitude of factors, including complicated travel processes, safety and security, a negative image, and substandard facilities and services. The study also suggests that strong political commitment and fewer bureaucratic laws can help remove major roadblocks to the region's flourishing tourism industry (Rasul & Manandhar, 2009). The tourist industry in Bangladesh is becoming an increasingly important issue for both the general public and the private sector to determine their eligibility for running a profitable business, as well as the development of marketing activities (Sofique & Parveen, 2009). Proper conservation of archeological, historical, and natural beauty spots, as well as placement of marketing and publicity campaigns, are essential to persuade local and international tourists to visit various parts of Bangladesh. Other tourism emphasizes the importance of visitor locations' social, natural, and historic properties being preserved.

Tourism relies heavily on the quality of the environment, both natural and man-made. Because of coral reef destruction, overfishing, pollution of marine and freshwater resources, soil degradation, and loss of natural resources, pollution, natural hazards, water level rise, and global temperature change, the negative impacts of tourism development can gradually destroy environmental resources such as coral reefs. The sustainable tourism growth of coastal Bangladesh can be aided by an environmentally aware society (Kalam & Hossen, 2018). A careful evaluation of the empirical

research on the sector was deemed necessary to establish a foundation for understanding the necessity for Bangladesh's tourist industry to develop sustainably. Numerous concerns and obstacles beset the tourism industry. In order to build a sustainable tourist industry in Bangladesh, it is important to identify difficulties and make realistic recommendations.

In addition to managing and controlling business growth and development, tourism offers destinations with a number of other distinct issues, such as ensuring the quality and longevity of natural resources and historical sites. These are the constituent parts that are present in the destination and allow guests to remain and enjoy themselves there. They comprise Accommodations include hotels, vacation homes, condos, apartments, villas, campgrounds, caravan parks, farms, and guesthouses. Anything from fast cuisine to exquisite dining is available at restaurants, pubs, and cafés. Transportation options at the destination include taxis, buses, rented cars, and bicycles. Sporting facilities and recreational pursuits include golf courses, sailing clubs, ski resorts, sailing schools, and nature study centers. Health clubs and language schools are additional amenities. Retail establishments include stores, tour operators, souvenir shops, and camping supply stores. Information services, equipment rentals, and tourism police are additional services.

According to Khan & Kakar's (2017) research, managers of the tourism industry should give careful consideration to factors, particularly the quality of accessibility, accommodations, venues, and their dimensions, as these directly affect visitors' satisfaction, their intent to return, and ultimately the growth of the industry in a region. Negero (2020) states that, peace and stability, regional airports, international advocacy and marketing, access to tourist attractions, and hospitality services that foster the inflow of tourists in Ethiopia. As a result, focusing on the aforementioned factors is critical for developing tourism potential, maximizing economic benefits, and reducing poverty and underdevelopment in Ethiopia. It is a way for tourists to go to the region where the attractions are. Every form of tourist attraction would be of little value if its sites were inaccessible by common transportation. A visitor requires a means of transportation to go to his or her destination (Pike & Page, 2014). Tourists are motivated and drawn to destinations by attractions, which can be either man-made or natural elements or cultural activities (Kumar, Akter & Paul, 2022).

As Vengesai, Mavondo & Reisinger (2009) mentioned that, the primary determinants of attractiveness are determined to be destination attractions, with people-related elements, support services, and amenities as the secondary determinants. Equivalent variances are explained by support infrastructure, services, and human-related factors, indicating that these components are complementary rather than substitutive. According to Rahmathullah (2015) the tourism sector confirms that consumer satisfaction in Jordan tourism, one of the country's top tourist destinations, is positively and significantly impacted by tourist attractions, facility and service goals, and accessibility. Service quality has been a crucial area of research for the management and tourism departments. The factors that encourage travelers to return to a destination and the requirement for the tourism department to provide top-notch service have not yet been addressed, despite extensive research on the quality of services. This essay aims to assess the available literature on service quality control in the tourism sector (Parasuraman et al, 1985).

Zhao and Di Benedetto (2013) state that several tourism academics have advised that the role of service quality is crucial when looking at the issue of visitor discontent and when attempting to draw in new visitors or secure plans to return. According Hashim, Wahid & Harudin (2016), it was discovered that social security was the most significant predictor of travellers' happiness, followed by traveler expectations, destination image, expenses, and dangers. The results of this study may serve as suggestions for tourism managers and destination operators as they continue to create more effective plans for attracting tourists to Langkawi. Tourist satisfaction is defined by Severt et al. (2007) as the degree of the visitor's fulfillment delight resulting from the trip experience

regarding a product or service characteristic that satisfies the visitor's wants, expectations, and desires in connection with the trip. The hypothesis of the study are given below.

H1: *Service quality and destination attraction have a significant relationship with sustainable tourism and community development.*

H2: *Basic facilities at tourist destinations have a significant relationship with sustainable tourism and community development.*

H3: *Food and emergency services at tourist destinations have a significant relationship with sustainable tourism and community development.*

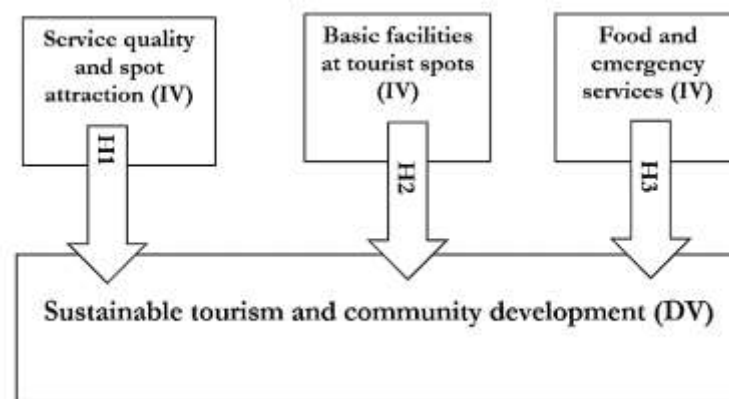


Figure 1. Research Model

3. Methodology

This study is based on facts. The analytic technique comprises establishing hypotheses based on previously held beliefs and then devising a research strategy to evaluate the theory (Wilson, 2014). Simple random sampling was used to acquire the data. A simplified formula was used to get the sample size (Yamane, 1967). A survey questionnaire was utilized to obtain data from respondents, and experts were engaged through a focus group discussion. Secondary data was acquired from a number of sources, including books, media stories, seminar papers, and other publications. To conduct this research, population size was undefined so researchers selected a total of 616 structured questions were completed by respondents from four districts: Khulna, Jessore, Bagerhat, and Kushita. Khulna (Sundarban Tourist destination), Jessore (Michael Madhusudan Dutta Memorial), Bagerhat (Shat Gambuj Masjid and Khan Jahan Ali Mazar), and Kushtis (Lalon) were among the districts selected for collecting primary data. Several statistical techniques, such as measurement models, discriminant validity, and hypothesis testing were employed to examine the data in the study to confirm the study's assumption.

4. Overview of the Selected Tourist Places

4.1 Sundarbans Mangrove Forest

In the Bay of Bengal's Ganges, Brahmaputra, and Meghna river deltas, the Sundarban mangrove forest is one of the world's largest (140,000 hectares). It is close to India's Sundarbans World Heritage Site, which was designated in 1987. This area is crossed by a complex network of tidal rivers, mudflats, and small islands of salt-tolerant mangrove forests, making it an excellent example

of ongoing ecological processes. The area is known for its unique biodiversity, which includes 260 bird species, the Bengal tiger, and other threatened species like the estuarine crocodile and Indian python. Both Bangladesh's southern region and the country's overall economy rely on the Sundarbans (Mahmood et al., 2021).

4.2. *Sixty Dome Mosque*

The sixty-dome mosque with exceptional design is the first mosque that comes to mind. It doesn't have a roof in the traditional sense. The roof, which is generally viewed as level or sloping, is not present. The roof is made up of semi-oval and rectangular domes. It was given the name "roof dome" mosque because of this. It has grown into the "sixty-domed" through time. This mosque, in reality, has 81 domes (Imran & Masud, 2021).

4.3. *Shrine of Hazrat Khan Jahan (RA)*

The architecture of his shrine has four round towers/pillars in the four corners, similar to the mosques established by Hazrat Khan Jahan Ali (Rah :). The tomb of Hazrat Khanjahan (Rah :) is covered in gray stones inside the shrine building. It has a semi-circular surface with a length of around 6 feet.

4.4. *Michael Madhusudan Dutt House*

Bengali poet, writer, and dramatist Michael Madhusudan Dutta was a forerunner in the field of Bengali drama. Meghnad Badh Kavya, his most famous work, is a tragic epic. It is a nine-canto poem that is unique in Bengali literature in terms of both style and substance. He also produced poems about women's pains and afflictions when it came to love. Michael Madhusudan Dutta, known as the "Father of Bangla Sonnet," is a legendary poet in Bangla language. Despite the fact that he has been gone for nearly 150 years, his village and home have remained steadfastly in place. His father was a wealthy lawyer at the time, and he built this Elysian-style palace in the village of Sagardari (Dutt, 2004).

4.5. *Shelaidah Kuthibari, Kushtia*

Rabindra Nath Tagore's house, Shelaidah Kuthibari, is a palatial edifice with distinctive architectural beauty and old Bengali traditions. The Archaeological Department has taken over the structure to ensure its appropriate maintenance. Throughout the year, the location attracts a large number of people. The location is eight kilometres from Kushtia town, across the Gorai River (Van, 2020).

4.6. *Lalon Academy and Shrine*

The Lalon Academy and Shrine is located on the banks of the Kaliganga River in the village of Cheuria, Kumarkhali upazila, Kushtia district, which is recognized as the region's literary and cultural centre. Lalon Shah, the Baul ruler, is buried at Chaueria village.

5. Analysis and Interpretation of Data

Table 1 shows the result of the measurement model. Generally, factor loading on a construct was used to measure the indicator reliability of the study. Factor loadings values more than 0.50 were considered to be very significant (Hair, 2009). The factor loadings for all items in this study exceeded the acceptable value of 0.50, indicating that they are suitable for analysis. Each construct's composite reliability (CR) score is 0.70 or higher, and the average variance extracted (AVE) value is

greater than 0.50, which is considered satisfactory. All of the composite dependability values in the table were greater than 0.70, ranging from 0.723 to 0.819. The extracted average variance values are more than 0.50 and vary from 0.511 to 0.607. As a result, it's been determined that convergent validity exists.

Table 1. Represents the Socio Demographic Representation of the Respondents

	Category	Frequency	Percentage
Age	18 to 24 Years	227	36.9
	25 to 34 Years	354	57.5
	35 to 44 Years	24	3.9
	45 to 54 Years	6	1.0
	55 to older	5	.8
Gender	Male	468	76
	Female	148	24
Occupation	Government Service	81	13.1
	Private Service	128	20.8
	Business	20	3.2
	Students and others	387	62.8
Monthly Income	Tk. 1-10,000;	361	58.6
	Tk. 10,001-20,000;	62	10.1
	Tk. 20,001-30,000;	82	13.3
	Tk. 30,001-40,000;	64	10.4
	Tk. 40,001 to above.	47	7.6
Education Qualification	PhD and Master	249	40.4
	Graduate	193	31.3
	SSC and HSC Pass	174	28.2
Tourist spot	The Sundarbans Tourist Spots	142	23.1
	Bagerhat Six Dome Mosque & Khan Jahan Ali Majar	119	19.3
	Michael Madhusudan Dutta Memorial	79	12.8
	Lalon Academy and Shrine and Rabindranath		
	Tagore's Shilaidaha Kuthibari	276	44.8

Table 2. Measurement Model

Construct	Item	Estimate	Cronbach alpha	AVE	CR
Food and emergency services at tourist spots	OLS1	0.83	0.804	0.607	0.819
	OLS2	0.88			
	OLS4	0.60			
Basic facilities at tourist spots	SOF1	0.73	0.760	0.511	0.758
	SOF2	0.66			
	SOF3	0.75			
Sustainable tourism and community development	SUT1	0.68	0.584	0.584	0.807
	SUT2	0.79			
	SUT3	0.82			
Service quality and spot attraction	TSA1	0.788	0.715	0.567	0.723
	TSA2	0.716			

The study first determined that the goodness of fit indices exceeded their respective common acceptance levels, as suggested by previous research, indicating that the measurement model fit the data reasonably well. According to the figure, the Normed chi-square value (X^2/df) = 2.684, the Comparative Fit Index (CFI) = 0.975, Root Mean Square Error of Approximation (RMSEA) = 0.052, Goodness of fit index (GFI) = 0.971, Adjusted goodness-of-fit (AGFI) = 0.949, Parsimony Goodness-of-Fit Index (PGFI) = 0.559, Incremental Fit Index (IFI) = 0.976, Lewis Index (TLI) = 0.964, Non-normed fit index (NFI) = 0.962, Relative fit index (RFI) = 0.945, and p value = 0.0001 (Bollen, 1986; Bentler & Bonett, 1980).

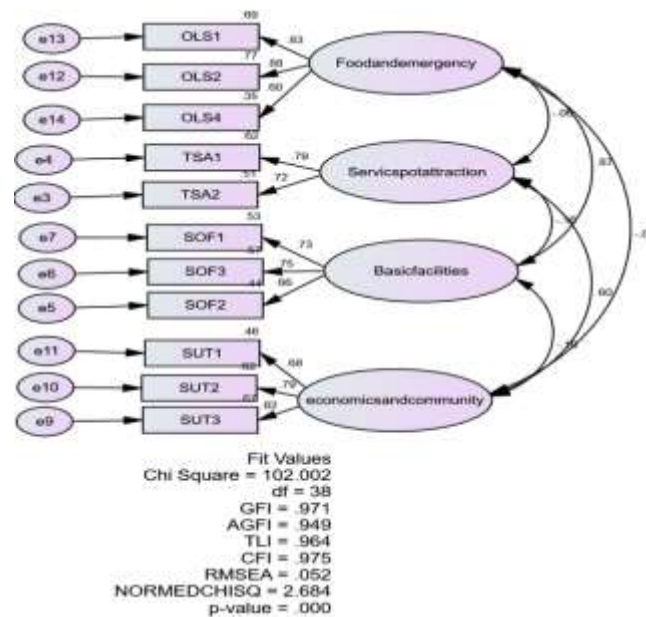


Figure 2. Research Structural Model Results

Table 3. Discriminant Validity

Construct	1	2	3	4
Food and emergency services at tourist spots	0.779			
Sustainable tourism and community development	-0.069	0.764		
Basic facilities at tourist spots	0.869	-0.099	0.715	
Service quality and spot attraction	-0.060	0.601	-0.156	0.753

Note: Diagonals represent the square root of the average variance extracted while the other entries represent the squared correlations

Discriminant validity, according to (Cheung & Lee, 2010), is the degree to which the measures are not a reflection of other notions. The poor correlations between the measures of interest and measurements of other constructs suggest this. The discriminant validity of the AVE is demonstrated when its square root is bigger than its correlations with all other variables (Fornell & Larcker, 1981). The discriminant validity of all exogenous constructs is met when the correlation between them is less than 0.85 (Mustafa & Razzaq, 2020). As seen in table 2, the square root of the AVE is bigger than its correlations with all other variables. All discriminant validity is less than 0.85.

Table 4. Hypothesis Testing

Hypothesis	Unstd. Beta	Std. Beta	Std. Error	T value	P	Comment
H1: Service quality and spot attraction have a significant relationship with sustainable tourism and community development.	0.217	0.601	0.025	8.765	***	Supported at 1% level of significance
H2: Basic facilities at tourist spots have a significant relationship with sustainable tourism and community development.	-0.041	-0.099	0.021	-1.917	0.028	Supported at 5% level of significance
H3: Food and emergency services at tourist spots have a significant relationship with sustainable tourism and community development.	-0.036	-0.069	0.025	-1.43	0.077	Supported at 10% level of significance

Table 4 shows the result of the three-hypothesis test. The structural equation modeling (SEM) analysis indicates that service quality and spot attraction have a significant relationship with sustainable tourism and community development, H1 is accepted ($\beta = 0.217$, $p < 0.0001$). Basic facilities at tourist spots have a significant relationship with sustainable tourism and community development; therefore, H2 is supported ($\beta = -0.041$, $p < 0.028$). Likewise, food and emergency services at tourist spots have a significant relationship with sustainable tourism and community development; H3 is supported as ($\beta = -0.036$, $p < 0.077$).

6. Conclusion

Convenient transportation, no travel limitations, information on a variety of tourist destinations, and new marketing methods all contribute to the contemporary market's overall increase in tourists. Tourism expansion has also been influenced by socio-demographic variables such as higher educational standards, advances in information technology, and rapid urbanization. The smooth and unrestricted mobility of tourists of all ages, including physically challenged tourists, necessitates tourism-friendly infrastructure. As a result, Bangladesh must construct lodgings, restaurants, good communication and transit networks, restroom facilities, parking facilities, and other amenities near the country's tourism attractions. Bangladesh's tourism attractions must be upgraded to international standards. According to the study, security and safety, local people's attitudes, washroom and toilet facilities, emergency services, health and medical services, food services, the availability of tourist attractions, and service quality are all critical factors for the local tourism industry's sustainable economic and community development in Bangladesh.

From a theoretical and practical aspect, this study is significant because it contributed to a theoretical improvement of the current state of knowledge in the literature on tourism development. The study could be beneficial to Bangladesh's tourism sector as well as the country as a whole. It can use them to analyze its own strengths and weaknesses, especially the local tourism business. It may also use the findings as a springboard for building other tourism strategies. The tourism industry has the potential to earn more foreign currency and contribute to economic growth if it is rejuvenated. As a result, it may be able to assist in lowering the high unemployment rate and improving living conditions. If the study's recommendations are implemented, Bangladesh may be able to build itself as a world-class tourism destination country.

Future Research Directions: This study makes various recommendations and creates a new door for future scholars to investigate. The current study can be expanded in the future by gathering data from various tourist destinations throughout Bangladesh. As a result, the sample area for in-depth study should be enlarged. Finally, this type of study would be more fascinating if it was expanded to include a large survey, the development of variables, and the use of other statistical tools.

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Appendix

SOF1	Security & Safety	Basic facilities of tourist spot
SOF2	Local People's Attitude	
SOF3	Wash room & Toilet facilities	
OLS1	Emergency Services	Food and emergency services
OLS2	Health & Medical Services	
OLS4	Food Services	
TSA1	The availability of tourist attractions is an important character of a good tourist spot	Service quality and spot attraction
TSA2	Service quality is the most important factor for tourist attraction	
SUT1	Local people get benefits economically and socially from community tourism	Sustainable tourism and community development
SUT2	Sustainable tourism will improve economic condition of local people	
SUT3	Sustainable tourism will create more employment for local people	