

Impact of Tourism in Cox's Bazar, Bangladesh

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To Shapla for travelling with me and
To Arnob & Pritha for giving me reasons to stay put.



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When I embarked on my ‘master’s journey’, I decided that, although being the first, this would be the very last page of the thesis that I would write. Over the months, writing the acknowledgements has become a symbol for being very close to achieving one of the greatest goals of my life. Hence, it is with immense relief and a hint of sadness that I realize that I have come to the end of my journey. I have reached this particular destination and learnt a lot in the process, not least, about how complex tourism development is and what impact it leaves on. In this spirit of reflection, I would like to take the opportunity to thank some important travelling companions who have helped me along the way. Although I am solely responsible for its contents, the completion of this thesis paper would not have been possible without support from a number of persons to whom I am deeply indebted.

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Dhaka in June 2010

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ABSTRACT

Tourism is an increasingly important component of the economies of many countries. For some countries including Bangladesh it is a significant source of income, employment and investment. Tourism expansion creates both positive and negative impacts on the destination area, Cox's Bazar and the host country, Bangladesh. It is a good source of revenue for Bangladesh and important to its economy. The purpose of this study is to understand the socio-cultural, economic and environmental impacts of tourism development on the residents in Cox's Bazar Township. This area is famous for accommodating the longest unbroken beach, 120 kms in length, in the world. This area is also the home of many tourist destinations including much-visited St. Martin's Island. People from home and abroad gather in large number during the peak season (from November to March).

A survey was conducted in April and May 2010 in Cox's Bazar Township. Among a random sample of residents of different sections of life from the city, 30 questionnaires, with 35 tourism impact statement to know the residents' perceptions, were administered with a response rate of almost 100%. Also residents were asked three open-ended questions- - about the impact of tourism on the locality. The Government officials, local NGOs, local and non-local tourism business personalities (the number of officials is total 10) were also asked with an open-ended questionnaire about the possible impacts of tourism on Cox's Bazar.

The results show that respondents strongly agree with the idea that tourism provides many economic and socio-cultural benefits, but the residents are ambivalent about its costs. The residents also mentioned some negative consequences on social, cultural, economic and environmental sides. On social side, negative impacts are increase of crime, social division over benefit of tourism and, most unwantedly, moral erosion or prostitution. On cultural part, it is that local conservativeness and traditional life style is on the wane. On economic front, the residents are happy with the opportunity of employment but bearing the odds like inflation and higher land valuation. On environmental aspect, the residents did not significantly mention any positive side but informed some negative sides like hill cutting, forest clearance and unplanned growth of structures along the beach.

It was also found that residents tend to recognise tourism benefits and are less interested or concerned with its costs. It is probably peoples' priority for employment and economic benefits. People in developing countries tolerate the negative impacts. Education would encourage a greater understanding of tourism development and therefore would create a better understanding of tourists and tourism issues. Also, sustainable tourism or ecotourism, which aims to overcome the impacts and satisfy the needs of both tourists and the host community, is to be encouraged in Cox's Bazar tourism. The government and BPC should not ignore the impact of tourism as enunciated in this research by the residents.

Therefore the findings from this research are valuable at least in helping to develop strategic management plans for Cox's Bazar tourism in the way that the local residents are to be taken as tourism development partner and the positive impact surfaced from this research should be reinforced for manifold benefits to the tourism stakeholders including the local community. And the negative impact of tourism as found out in this study should be ameliorated for the greater benefit of the local community and tourism in Cox's Bazar as a whole.

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Abbreviations

ACF - Assistant Conservator of Forest
ADC (G) – Additional Deputy Commissioner (General)
ADM – Additional District Magistrate
BD - Bangladesh
BMC - Beach Management Committee
BPC - Bangladesh Parjatan Corporation
CBTI - Community Benefit Tourism Initiatives
CEO - Chief Executive Officer,
DC – Deputy Commissioner
ETZ - Exclusive Tourist Zone
HMGHOA - Hotel Motel & Guest House Owners’ Association
HSC- Higher Secondary School Certificate.
HTL - Highest Tide Level
ISO – International Standard Organization
IUCN- International Union for Conservation of Nature.
IUOTO - International Union of Official Travel Organizations
LG – Local Government
LGED- Local Government Engineering Division
M- Median
MCAT- Ministry of Civil Aviation and Tourism
NACOM - Nature Conservation Movement
NTC - National Tourism Council
ROA - Restaurants Owners’ Association
SD – Standard Deviation
SET- Social Exchange Theory
SPARSO- Space and Remote sensing organization.

SPSS - Statistical Package for the Social Sciences

SSC- Secondary School Certificate.

TIES - The International Ecotourism Society

TOAC - Tour Operators of Cox's Bazar

TP – Tourist Police

TT- Travel and Tourism

TTE- Travel and Tourism Economy

UN- United Nations

UNEP- United Nations Environment Programme

WTO - World Tourism Organization

WTTC – World Travel and Tourism Council

YLG- Yasir Life Guard.

Chapter 1: Introduction

In this following chapter an introduction will be followed by the complexity that exists regarding the development of Cox's Bazar as a tourist destination. The specific aim of this study will thereafter follow. Limitations will be acknowledged, finally terms and definitions that are central for this report will be explained further

1.1. Background

In the 20th century, globalization of capitalism, movement of populations, and advances in transportation and communication technology have helped to develop tourism into one of the world's largest industries. It continues to grow at an expected 100% over the next 10 years (Burke and Kura *et al*, 2001; World Travel & Tourism Council, 2006; UN Atlas of the Ocean, 2004; UNEP Division of Technology, Industry, and Economics, 2006). Globally tourism and related economic activities generate 11% of Global Domestic Product, employ 200 million people, and transport nearly 700 million international travelers per year. These figures are expected to double by 2020, especially in some of the world's least developed countries.

Bangladesh is located conveniently on the east-west air-corridor making it a gateway to the Far East. It is endowed with resources and the potential for a tourism industry. In the south-east the country has a 120 km long beach of soft silvery sand, the world's longest, in a Riviera-like setting with crescent-shaped low hills overlooking the Bay of Bengal. The range of the hills clad in lush green thickets are treasured locations for tourists. At the head of this terrain is Cox's Bazar which is as romantic as its name is to the outside world. It is also known by the name "Panowa", the literal translation of which means "yellow flower". Its other old name was "Palongkee". The modern Cox's Bazar derives its name from Captain Cox (died 1798), an army officer serving the then India. Cox's Bazar town is a small port and health resort. The municipality covers an area of 6.85 sq km with 27 mahallas and 9 wards and has a population of 51,918. Located at a distance of 152 km. South of Chittagong, Cox's Bazar is connected both by air and road with Dhaka and Chittagong. The major source of economy of Cox's Bazar is tourism. Many people are involved in these hospitality and customer service type business. A number of people are also involved in fishing and collecting seafood and sea products for their livelihood. Traditionally Cox's Bazar is a

conservative society and socio-cultural and economic statistics including literacy rate is far below than national average.

Miles of golden sands, tall Cliffs, surfing waves, rare conch shells, colorful pagodas, Buddhist temples and tribes, delightful sea-food all these make Cox's Bazar what it is, the tourist capital of Bangladesh. The world's longest unbroken (120 km.) beach, still unspoiled, slopes gently down to the blue waters of the Bay of Bengal against the picturesque background of a chain of green hills. The long sandy beach that stretches from the mouth of the Bakkhali River going all the way to Teknaf welcomes tourists for bathing, sun-bathing and swimming. It is the main attraction of Cox's Bazar. The breathtaking beauty of the setting-sun behind the waves of the sea is captivating. Handmade cigars and handsome products of the Rakhayne tribal families are good buys.

The around-attractions of Cox's Bazar include: Aggmeda Khyang, a Buddhist monastery at the hills, Himchari picnic spot, just about 8 kms from Cox's Bazar, Innani Beach, 32 kms away from the city, Sonadia island with very little human visitation, Teknaf peninsula, some 80 kms from town and picturesque St. Martin Island to the south at 13 kms distance from mainland. A total of 15933 birds of 52 species have been spotted in Cox's Bazar according to a census of aquatic birds (the Daily Star, February 2, 2009). All these places are easily accessible from Cox's Bazar by bus, jeep and water. As a result Cox's Bazar becomes a hub of tourism.

Tourism in Bangladesh is managed by Bangladesh Parjatan Corporation (BPC) under the Ministry of Civil Aviation and Tourism (MCAT). The economic contribution of tourism and the share of Cox's Bazar to the national economy are not studied with reliable statistics. Very recently World Travel and Tourism Council's Bangladesh Country Report 2010 (www.wttc.org) forecasted that the contribution of Travel & Tourism (TT) to Gross Domestic Product (GDP) is expected to rise from 3.9% (BDT265.9bn or US\$3,786.4mn) in 2010 to 4.1% (BDT788.4bn or US\$8,781.7mn) by 2020. The Real GDP growth for the Travel & Tourism Economy (TTE) is expected to be 1.7% in 2010 and to average 6.4% per annum over the coming 10 years. The contribution of the TTE to employment is expected to rise from 3.1% of total employment, 2,373,000 jobs or 1 in every 32.3 jobs in 2010, to 3.2% of total employment, 3,114,000 jobs, or 1 in every 31.1 jobs by 2020. Export earnings from international visitors are expected to generate .5% of total exports (BDT6.0bn or US\$85.8mn) in 2010, growing (nominal terms) to BDT20.5bn or US\$228.5mn (.5% of total)

in 2020. Travel & Tourism investment is estimated at BDT64.0bn, US\$911.9mn or 3.7% of total investment in 2010. By 2020, this should reach BDT190.7bn, US\$2,124.5mn or 3.8% of total investment.

Nearly two million people visit Cox's Bazar in peak season from November to March (Mr. Abdur Rahman, ACF, Divisional Forest Office, Cox's Bazar in the interview on 14.05.2010). Visitors are mainly Bangladeshi nationals and originate from all parts of Bangladesh. The basic itinerary of visitors includes walk along the beaches, sea bathing, shopping from the Rakhaine stalls. The beaches of Labonee, Kalatoli, Himchari and Innani are particularly heavily visited-Labonee beach is reportedly one of the most heavily visited tourist destination in the country (Daily maximum visitors as high as 30,000) (Abdullah Z Ahmed, 12 August, 2006).

The area from Labonee to Kalatali beach has many hotels, motels, cottage, rest and guest houses and restaurants, around 300 in number developed by both private and government for tourist. Some thousands of local and non-local Bangladeshi nationals are working in the tourism sector of Cox's Bazar. The rural setting of Cox's Bazar is gradually changing by the force of tourism.

1.2. Problem Statement and research Questions

Tourism's unplanned growth has damaged the natural and socio-cultural environments of many tourism destinations. These undesirable side-effects have led to the growing concern for the conservation and preservation of natural resources, human well-being and the long-term economic viability of communities (Akis, Peristianis, & Warner, 1996; Butler & Boyd, 2000; Cater, 1993; Hall & McArthur, 1998; Haralambopoulos & Pizam, 1996; Healy, 1994; Mowforth & Munt, 1998; Place, 1995; Richard & Hall, 2000).

Much of the recent literature on the development of world tourism has been concerned with the impact of tourists on the host community. As the countries have turned to tourism as the means of raising national income and as a means of ending dependency on a limited range of primary products for export. So the diverse pressures from tourism and its associated development have begun to affect the local population. In 1980, R. W. Butler in an influential article postulated a link between tourism development and the attitudes of residents to tourists. As the number of tourists to a region increases, residents who at first were overwhelmingly positive in their attitudes to their guests develop increasing

reservations concerning the long-term benefits of the visitors. This may be the original expectations of the benefits of tourism were unrealistic (and so are incapable of being fulfilled) or because the benefits are perceived to accrue only to a small number of people. Alternatively although expectations of the benefits are realized, the environmental or social costs were initially overlooked, or excessively discounted, so that local residents come to doubt whether their visitors are an unqualified blessing. Models such as Doxey's Irridex Model claim that residents' attitudes will go through a number of stages: from 'euphoria to antagonism'. While model of this kind can be criticized as being based on too simplistic an understanding of residents' reactions, they do at least give some indication of residents' feelings.

A major reason for rising interest has been the increasing evidences that tourism development leads not only to positive, but also has the potential for negative outcomes at the local level. Different recent studies show that tourism development is usually justified on the basis of economic benefits and challenged on the grounds of social, cultural, or environmental destruction. Furthermore, the economic benefits traditionally associated with tourism development are now being measured against its potential for social disruption. It is generally felt that the impact study and attitudes of residents toward the impacts of tourism are likely to be an important planning and policy consideration for successful development, marketing, and operation of existing and future tourism programs. So the tourism industry's greatest challenge is that of integrating the needs of all stakeholders in a sustainable management plan that takes into account the environmental, socio-economic, and cultural dimensions.

Cox's Bazar experiences huge growth in tourism since 1990 (**shown in figure 1**). During the peak season some millions of tourists visit Cox's Bazar and all hotels, motels and guest houses are totally filled up and even some visitors spend their night inside the vehicle because no seats are available in the hotels. From general observation it is understood that tourism has brought a big change in this area. Local community people are seemingly benefited from tourism and its economy is quite good compared to other backward area. On economic front, the local community and other stakeholders like investors, hoteliers, tour operators and so on are getting benefits. But little is known about the overall implication or impact of tourism - whether good or bad- on the area on economical, social, cultural and environmental sides. The substantial literature on the economic, environmental and socio-cultural impacts of tourism is replete with seemingly contradictory observations, with

researchers reporting both positive and negative findings in each of these categories (Wall & Mathieson, 2006).

Research Questions:

This investigation targeted at a small township of Cox's Bazar that has become dependent on tourism as an economic activity and a region that has been seemingly economically over-invested. The research seeks to investigate the following two questions:

1. What are the positive and negative impact of tourism in Cox's Bazar?
2. What are the issues to be addressed for improving the current situation of tourism in Cox's Bazar?

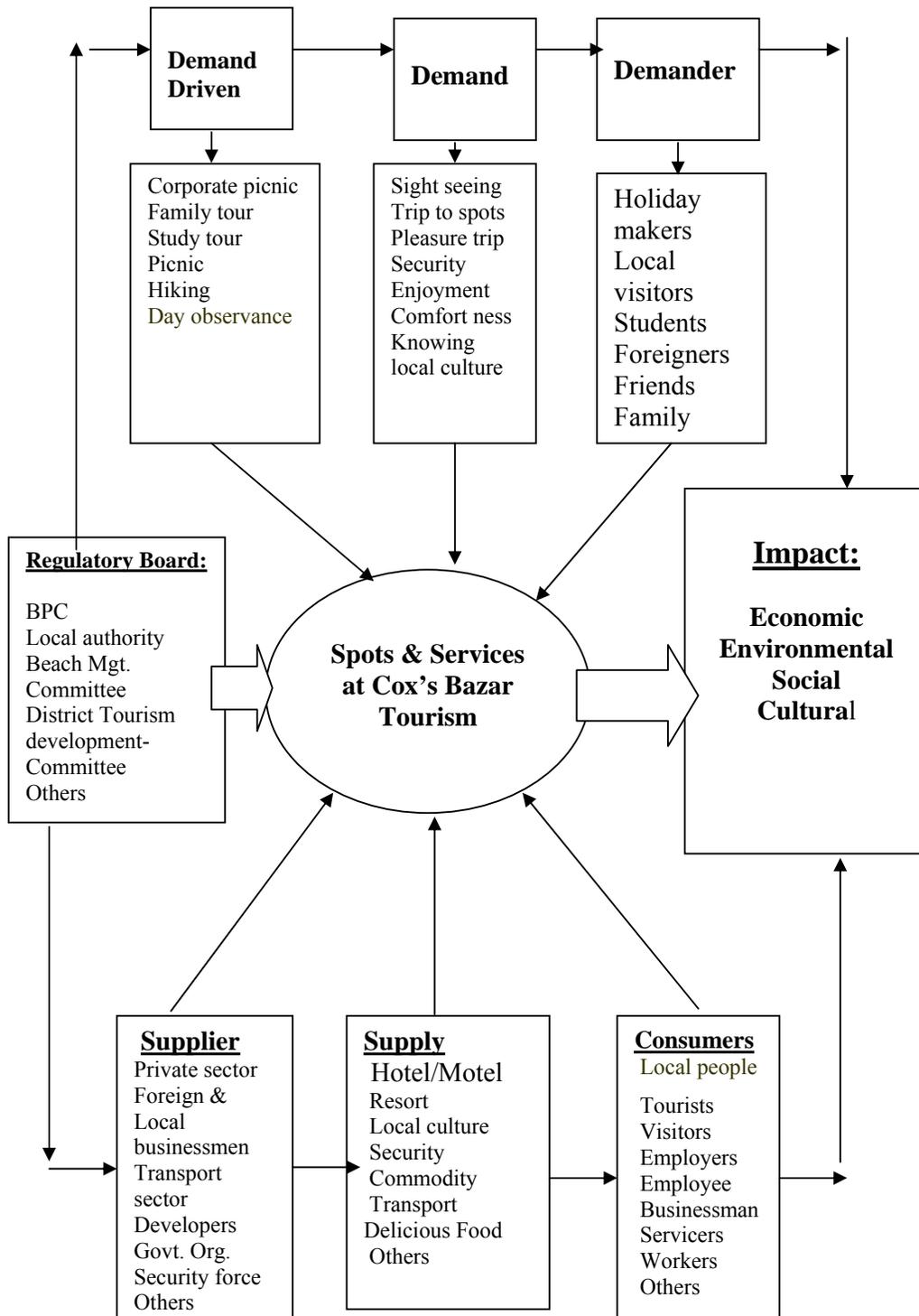


Figure 1: An overall tentative model for tourism economy of Cox's Bazar.

1.3. Rationale

To date, little or no research has examined the impacts of tourism on the local community and residents' perceived impacts of tourism development on the local community of Cox's Bazar. The present study will look into the impact of tourism on Cox's Bazar and the residents' perception to the impact of tourism will be evaluated to find out the positive and negative impact of tourism on social, cultural, economical and environmental aspects. This research will help the policy planners to be updated, at least to some extent, of the tourism impacts being felt and encourage to ameliorate the negative sides and bridge the existing gaps by reviewing the necessary policies and their strict but positive enforcement in the area for a sound, systematic and sustainable tourism development in Cox's Bazar.

1.4. Research objectives:

- a. To investigate into the impacts of tourism development and associated activities in the study area.
- b. To explore possible ways of improvement of the current situation.

1.5. Theoretical Framework

The tourism literature has provided no generally accepted theoretical framework(s) through which one may assess progress toward sustainability. Indeed, the few theoretical works that have been proffered in this area have been met with skepticism (e.g., Collins 2001). Given the highly applied nature of the tourism literature, such skepticism is understandable; formal theoretical models may be viewed as little more than complex mathematical abstractions, whose outcomes are largely driven by ad hoc assumptions. As stated by Henderson and Quandt (1971, p. 2),

“Theories represent simplifications and generalizations of reality and therefore do not completely describe particular situations. . . . [G]eneral theories are fruitful because they contain statements which abstract from particulars and find elements which many situations have in common. Increased understanding is realized at the cost of sacrificed detail.”

However, studies of the impact of tourism on the local communities elsewhere in the world have revealed that tourism has a specific sociological effect on host communities (Cohen, 1988), and several models have been developed to explain the impact of tourism and the way in which these are perceived by the residents. Doxey's Irridex Model (1975), Butler's Tourist

Area Life Cycle (1980), Social Exchange Theory (Ap, 1992) and Stakeholder Theory are most often invoked to explain tourist-host relationship and the possible impacts it produces. Here for the present research the social exchange theory and the stakeholder theory are taken for discussion and finding out the necessary research framework.

Social Exchange Theory (SET):

Social exchange theory is a social psychological and sociological perspective that explains social change and stability as a process of negotiated exchanges between parties. The theory has roots in economics, psychology and sociology. Social exchange theory grew out of the intersection of economics, psychology and sociology. According to Homans (1958), the initiator of the theory, it was developed to understand the social behavior of humans in economic undertakings.

Essentially, Homans introduced the notion that exchanges are not limited to material goods but also include symbolic value (e.g., approval and prestige). In other words, SET posits that all human relationships are formed by the use of a subjective cost-benefit analysis and the comparison of alternatives. In SET, the term 'exchange' could be defined as social interaction characterized by reciprocal stimuli i.e. the interaction would not continue in the long-run if reciprocity were violated. However, his writings bridged a variety of disciplines and sparked differing theories of social exchange.

It is notable that some proponents see SET as a prominent instance of "sociological miniaturism" that ostensibly allows the "examination of large-scale social issues by means of the investigation of small-scale social situations", or by some, simply "seeing the big through the small". Although theorists diverge on particulars, they do converge on the central "essence" of SET: Social exchange comprises actions contingent on the rewarding reactions of others, which over time provide for mutually and rewarding transactions and relationships.

Currently, Social Exchange Theory materializes in many different situations with the same idea of the exchange of resources. Homans once summarized the theory by stating:

Social behavior is an exchange of goods, material goods but also non-material ones, such as the symbols of approval or prestige. Persons that give much to others try to get much from them, and persons that get much from others are under pressure to give much to them. This process of influence tends to work out at equilibrium to a balance in the exchanges. For a person in an exchange, what he gives may be a cost to him, just as what he gets may be a reward, and his behavior changes less as the difference of the two, profit, tends to a maximum.

As part of explanation of the theory, SET uses economic terms such as benefit, gain, cost, and payment to describe social situations. According to this supposition, people consciously and unconsciously evaluate every social situation in terms of what they will have to put into it, and relate this to the benefits they think they may get out of it. The greater the potential benefit, the greater the personal investment an individual may make in a relationship.

In more simple words, people make their decisions based on their individual satisfaction level within the relationship. Individuals typically have a high level of happiness if they perceive that they are receiving more than they are giving to a relationship. If, on the other hand, individuals feel that they are giving more than they are receiving, they may decide that the connection is not fulfilling their needs.

From criticism point of view, SET is considered by many psychologists to be highly individualistic, which means that it assumes that the individual assesses all human social interactions based on his or her personal gain. This supposition denies the existence of true altruism. It also suggests that all decisions are made from a self-serving motivation, even generosity.

Now let us dissect the theory in relation to the perception or thinking of the local people at a local setting of a tourism destination how the tourism industry influences the local community and in turn people feel the consequences or impact in their life on the basis of mutual profit or loss, advantage or disadvantage.

The tourism is an economic activity besides its hospitality and different social ramifications. It is very natural that when a place is thought to be suitable, economically viable and socially compatible and naturally enjoyable, then it is taken for tourism development from modern tourism point of view. In SET exchange is the essence for a relationship between the parties. In tourism at a place seemingly the apparent parties are the local people and the tourism industry itself (The industry may be fragmented for the parties involved into tourists, entrepreneurs and the public management authority- though at this stage it is not the research consideration). The local people will go for exchange with the tourism industry on different fronts mentionably in social, cultural economic and even environmental aspects. The economic aspects can be quantified directly in exchange forms. The other aspects (social, cultural and environmental) are also quantifiable as per SET in form of exchange whether it is good or bad for the parties on a mutual basis. Say, if the local people think that the tourism brings good and favorable outcomes for the locality, they will form their support to it and if

they feel otherwise, they will feel distressed and maintain a negative approach to its further growth. Here lies the underlying clue and framework for the present research to rely principally on the SET as its main way of going deeper into the impact or perception study of tourism for Cox's Bazar Township.

It is very much evident that through the exchange of resources the parties involved in the process of transaction may form two types of opinion – positive traits for continuing the relationship or negative traits for disconnect the relationship. Accordingly if we attempt to fit the aim and objectives and further analysis of the research it surfaces that the parties will evaluate their relationship at the tourism destination in terms of positive and negative exchange ratios and accordingly they will decide on the continuity of the exchange. In the present research one of the parties is the local community who, as host, are exposed to the relationship with the tourism industry and as per SET they will assess their exchange with the tourism industry (including its different parts- tourists, entrepreneurs and the management). This assessment as per SET, once again, can be positive or negative, good or bad, beneficial or detrimental. So people will always look for their advantages and speak against their disadvantages or to mitigate it when in the bond of a relationship. When the local people find happiness and opine positively it means they are experiencing good exchange from the tourism i.e. 'positive impact of tourism on their life'. If they are unhappy and the exchange is prone to the opposition they will feel bad and come out with their grievances against the tourism industry i.e. 'negative impact of tourism on their life' or they may ask the opponent to mitigate or ameliorate their part of the ratio to make it balance one i.e. they are giving 'suggestions or issues to be addressed'.

The tourism literatures suggest that the impact assessment of tourism by the local resident is generally done on socio-cultural, economic and environmental front which, for the sake of logical and systematic understanding, discussion and findings of the proceeding research, is divided into perceived positive impact of tourism and perceived negative impact of tourism.

Globally using SET, many researchers who investigate host community's attitudes toward tourism and support for tourism study the perceived impacts of tourism. Much of the research on host's attitudes toward tourism has been atheoretical. However, a number of studies have made use of a theoretical framework in assessing residents' attitudes toward tourism. Such a framework has been the Social Exchange Theory (SET) which is one of the most widely used models in tourism impact assessments (Gursoy and Rutherford, 2004). The theory has also been found to be the most accepted in explaining perceptions and attitudes toward the

industry (Perez and Nadal, 2005). Consequently several studies have used the SET as a theoretical base for assessing community attitudes toward tourism.

Stakeholder Theory:

In the last forty years, the term 'stakeholder' has come to have a specialized meaning in discussions of business management and corporate governance. According to R. Edward Freeman's history of the term

The actual word "stakeholder" first appeared in the management literature in an internal memorandum at the Stanford Research Institute (now SRI International, Inc.), in 1963. The term was meant to generalize the notion of stockholder as the only group to whom management need be responsive. Thus, the stakeholder concept was originally defined as "those groups without whose support the organization would cease to exist."

Now, however, 'stakeholder' often means something quite different: according to Freeman, 'A stakeholder in an organisation is (by definition) any group or individual who can affect or is affected by the achievement of the organization's objectives.

The main protagonist of this theory is regarded as being R. Edward Freeman, Olsson Professor of Applied Ethics at the University of Virginia's Darden School. It was originally detailed in his book *Strategic Management: A Stakeholder Approach*, and identifies and models the groups which are stakeholders of a corporation, and both describe and recommends methods by which management can give due regard to the interests of those groups. He argued that managers should serve the interests of everyone with a "stake" in (that is, affect or are affected by) the firm. Stakeholders include shareholders, employees, suppliers, customers, and the communities in which the firm operates - termed by Freeman the "big five." According to Freeman the firm's managers are morally obliged to strike an appropriate balance among the big five interests when directing the firm's activities. In short, stakeholder theory attempts to address the "Principle of Who or What Really Counts."

Accordingly any tourism destination generally comprises different types of complementary and competing organizations, multiple sectors, infrastructure and array of public/private linkages that create diverse and highly fragmented supply structure. The most manageable primary unit of study for tourism is the "destination," since this is where the totality of the cumulative interactions among tourists (demand), industry (suppliers), and hosts (including

residents and environment) for a given destination, can be studied. Therefore, stakeholder theory – a theory borrowed from strategic management literature for managing organizational stakeholders to achieve organizational objectives was applied to tourism within a destination context.

Now, who are key destination stakeholders in a tourism area? The World Tourism Organization (WTO) defines major partners for sustainable tourism development as the industry, environment supporters and community/local authority. According to the findings of a case study, the legitimate stakeholders of urban tourism development are industry and government (at national, provincial and municipal levels). Similarly, the industry and government are perceived to be the most important stakeholder groups who should be involved in implementation of sustainable tourism projects (Timur & Getz 2002).

The tourism industry creates business opportunities, jobs, income and foreign exchange by providing an array of tourism services. These services include transportation, accommodation, food and drinks, and travel. The second partner, environment, is the basis for natural, cultural and built (man-made) resources that the industry is dependent upon to attract tourists. These stakeholders focus their efforts on balancing the type and extent of tourism activity against the capacity of the resources available. Finally, the local community is another participant for sustainable tourism decision making. The community group is comprised of residents, local government, local business organizations, and other local institutions and associations (WTO 1993). Each stakeholder group approaches tourism development from a different perspective and therefore has different goals in sustaining tourism development.

As such, stakeholder theory and ideals indicate that all stakeholder groups should be involved in tourism development, including tourists. From the discussion on requirements to be a stakeholder, including the types of stakeholders in the tourism study, it is observed that there are four major tourism stakeholders: tourists, residents, entrepreneurs, and local governmental officials. In one of the first studies to investigate multiple stakeholder groups, Pizam (1978) found that residents and entrepreneurs differed on a few perceptions such as the impact tourism had on the community's quality of life, but that the two groups did not differ in perceptions on some of the negative impacts from tourism (e.g., traffic congestion, litter, price of goods, and property cost). Twenty seven years later, Andriotis (2005) also found that there were not many differences between residents and entrepreneurs in their perceptions of tourism impacts.

So to develop the theoretical framework for the present study both the SET and the stakeholder theory were tied in a logical sequence just by taking full or part 'essence' of the theories for describing the research path of the tourism impact on the destination (Cox's Bazar township) community. Taking help of the stakeholder theory the present study had chosen the government officials and the residents – the other two were just excluded deliberately to minimize the size of research – to interview about the research issue at Cox's Bazar context on the study of tourism impact on its local community. Now how the tourism impact on the local residents could be forwarded for the present research had been relied on the SET which suggested studying the perceived positive and negative impact of tourism under four heads: social, cultural, economic and environmental.

In short for studying the impact of tourism on Cox's Bazar Township, the concerned government officials and the local community were taken to be questioned both on the positive and negative impact of tourism on the local residents under social, cultural, economic and environmental fronts. The succinct of the theoretical framework obtained is presented in figure 2.

By joining the Social Exchange Theory and the Stakeholder Theory the analytical framework for the possible impact of tourism at a destination like Cox's Bazar can be drawn tentatively in the following manner:

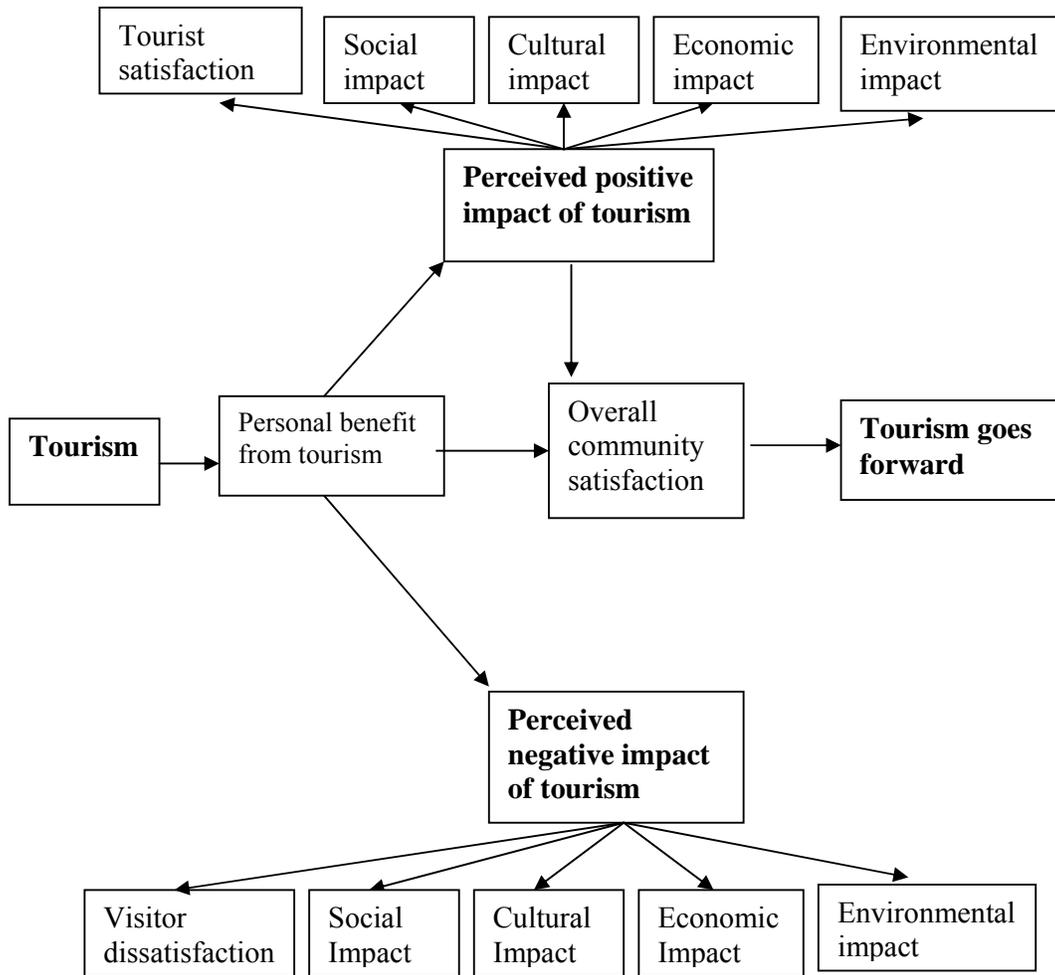


Figure 2: Analytical/Conceptual Framework of Possible Impact of Tourism in Cox's Bazar.

1.7. Terms and Definitions

To make it easier for the reader to understand the different terms that are often used in this report, it is of importance to explain these as they easily can be defined in different ways. It is consequently a way to avoid misunderstandings concerning interpretation. The purpose of this is also to decide on one definition that represents the specific term for this report. To define the meaning of the terms is of uttermost importance as it is crucial to clarify and limit the meaning of ambivalent terms.

Attitude : The term attitude is important in this study as it concerns responsible decisions makers attitudes towards sustainable development in relation to promoting sustainable tourism and responsible travel to the international tourist that are visiting Cox's Bazar. In the

Collins English (1991) dictionary the term is defined as “The way a person views something or tends to behave towards it, often in an evaluative way.”

In the Swedish National Encyclopaedia, Rosén (2007) writes that an attitude is a point of view, an approach to a certain person or a certain phenomenon. Within social psychology the term attitude was defined as thoughts that had been created by experience and that will come to show when someone reacts towards a person, a group or a certain phenomenon. In this study the definition from Collins English dictionary will be used.

Sustainable Tourism: There are many different ways of defining sustainable tourism. To make it easier for the reader to understand how the researchers of this study defines the term the definition of Choi & Sirakaya (2005) has been chosen to be used throughout this research study. According to Choi & Sirakaya “Sustainable tourism is defined as an alternative tourism form that improves the quality of life of the host community, provides a high quality of experience for the visitors and maintains the quality of the environment on which both the host community and the visitor depend.”

According to Agenda 21 for Travel & Tourism Industry “Sustainable tourism can be defined as the tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future.”

However, each organization that has been included in this research study will probably define the term sustainable tourism different from each other and different from the definition presented above. This will be taken into consideration and will also be accounted for.

Tourism: Tourism is undertaken for pleasure. According to Jeansson (2007) in the Swedish National Encyclopedia the term tourism is defined as visitors’ activities when they travel to places that exist outside their ordinary environment. The duration of the stay shall be shorter than a year and the main purpose of the trip shall not involve work that is compensated by someone at the destination. The word tourism can also include the subject which relevant activities and problems are investigated and studied.

Mass Tourism: Mass tourism means providing leisure activities to large numbers of people at the same time. Coastal resorts and cruises are popular forms of mass tourism.

Nature Tourism: Nature tourism can be defined as the travel to unspoiled places to experience and enjoy nature.

Ecotourism: Nowadays ecotourism is thought to be a popular alternative to mass tourism for scarce natural resources. According to The International Ecotourism Society (TIES) ecotourism is “responsible travel to natural areas which conserves the environment and improves the welfare of local people.”

Sustainable Development: According to The Bruntland Report, *Our Common Future*, 1987 sustainable development “meets the needs of the present without compromising the ability of the future generations to meet their own needs.”

Tourist: The most widely accepted, but technical, definition of the tourist was proposed by the International Union of Official Travel Organizations (IUOTO) in 1963 and approved in 1968 by the World Tourist Organization (Leiper 1979:393). It states that (international) tourists are "temporary visitors staying at least twenty-four hours in the country visited and the purpose of whose journey can be classified under one of the following headings:

- (a) Leisure (recreation, holiday, health, study, religion and sport);
- (b) Business (family mission, meeting)" (IUOTO 1963: 14).

Gross Domestic Product (GDP): GDP is the total value of goods and services produced by an economy during a period of time minus the intermediate consumption they use to produce their outputs. GDP does not consider imports or exports in the calculation.

1.5 Structure of the Thesis

The thesis comprises six chapters.

In the current chapter the broader issues, concepts and approaches fundamental to the research have been outlined. Especially the background ideas for the research, the problem statement at the study area context and other areas context, research questions and objectives, the theoretical aspects to analyze the study and finally the important terms and definitions are highlighted.

Chapter Two reviews the literature that provides the conceptual framework followed in this research and tells the outcomes of the different research by the authoritative scholars in the field of tourism. In line with tourism impact study the different important research articles were consulted and some of them are noted down for facilitating the understanding of the outline of research path.

Chapter three outlines the methodological approach adopted in the investigation of impact of tourism in Cox's Bazar. Specifically, I present the research process and analysis in greater detail. The sampling procedure, the reasons for study area selection, the stakeholders to be interviewed and the underlying reasons for selection, questionnaire preparation and its administering the ways of using empirical tool SPSS including descriptive statistics, the limitations and the use of content analysis are described in detail.

Open-ended questions were asked first to the local residents and then put the tourism statements to scale out so that the residents could not imitate from the scaled statements to answer the open-ended questions. The key informants were asked through a specially made open-ended questionnaire only.

Chapters four and Five present the findings and analysis of the research undertaken on impact of tourism respectively. In chapter four the data obtained from the stakeholders through the questionnaire were arranged systematically. The open-ended questions interviewed to the key informants and the local residents are arranged together with frequency under the heads positive social, cultural, economical and environmental impact of tourism and the negative social, cultural, economical and environmental impact of tourism.

Again the data of perceptions of the residents of 35-tourism impact statements on Lickert Scale under the heads –social impact, cultural impact, economic impact, environmental impact and overall impact- are arranged with data of open-ended questions to the both type of respondents under the broad head Social Impact of tourism, Cultural Impact of tourism, Economic Impact of tourism, Environmental Impact of tourism and Overall Impact of tourism in the chapter four titled “Findings.” It is also to be noted that Monkhalia area under Ukhia is taken as Control variable and the data obtained through a focus group discussion are also arranged thereafter. It is taken to compare the study area scenario with the control variable not to allow the research more wide and ambitious.

In the chapter five titled “ Discussion and Analysis” the data under the respective heads are discussed for finding out both the major positive and negative impact of tourism under social, cultural, economic and environmental heads, and some impacts are also discussed under ‘overall impact of tourism’ head. For each head, say positive social impact of tourism’, reflection of the respondents–key informants and the residents- through open-ended questionnaires are arranged in a table. Accordingly the negative social impacts are also arranged in another table. Then the data of the perceptions of the residents from the social

impact statement are put in another table. So for social impact three tables were discussed using frequency and percentages to find the more precise and evident type of social impact both positive and negative on the residents of Cox's Bazar township from Tourism. In the same manner the cultural, economic and the environmental impacts are discussed and analyzed. The overall comment on tourism impact is followed by the next.

Chapter six concludes with a reflection, synthesis and assessment of the findings and makes recommendations drawn from the results for achieving more sustainable tourism development. It also looks for space whether the research questions are answered properly in a valid and reliable manner. The chapter discusses the experience of the researcher and some research challenges in the problem for future, and reflects upon the application of the on-going research style to integrate the open-ended questions with the scaled answers of the respondents to tourism development and the possibilities to advance the tool in the future.

Chapter 2: Literature Review

This chapter will present an extract of what has been researched upon earlier concerning the matter of consequences of local and international tourism. This information can give a clear understanding of how the tourism industry and tourists can influence the social community at a destination. This information can thereafter be put in relation to Cox's Bazar.

The purpose of this chapter is to get a platform for assessing the impact of tourism on the local community and their perceptions of the socio-cultural, economic and environmental impact of Cox's Bazar town tourism according to social exchange theory and stakeholder theory, and to identify key socio-cultural, economic and environmental variables and concepts contained in the literature with a view to developing an appropriate research methodology and instruments that will direct and inform the research process. It is mentionable that there is presumably little or no research done on the impact issue in relation to Cox's Bazar town tourism. The research that has been made is mainly involving what impact tourism exert on the local community and in what way the negative sides could be mitigated to make mass tourism of Cox's Bazar into sustainable tourism for the community.

Murphy's (1985) publication 'Tourism: A Community Approach' emphasized the necessity for communities to relate tourism development to local needs and formed the basis for numerous later studies on the various relationships between tourism and communities (Richards & Hall, 2000).

Swarbrooke (1999) conclude in his previous research that tourism can be seen as an economic activity that produces a range of positive and negative impacts. However sustainable tourism seeks to achieve the best balance between economic benefits and social and environmental costs. In order to plan and develop tourism successfully, economic, environmental and social aspects of tourism must be well understood.

According to Godfrey and Clarke (2000), socio-cultural changes of tourism relate to local quality of life and sense of place. Positive changes in the quality of life could be as follows: personal income increases, helps to improve living standards for those more directly involved in industry, supports the diversity of restaurants and other cultural entertainment, influence the assortment of goods for sale in many local shops that would not be available in the same

amount if tourism did not exist to support them, park areas are often improved, street furniture and design criteria introduced, greater care and attention placed on overall environmental quality, new opportunities etc. And on the contrary negative changes in the quality of life could be as follows: local shops overcharging, petty theft from cars and accommodation, more serious personal assault etc. Regarding the sense of place, positive changes could be as follows; revitalizing local culture and traditions, enriching local understanding and interest in history and culture, a sense of pride in local heritage, celebrations/festivals can become tourist attractions, crafts promotion and production in large scale etc.

Hassan (2000) argues that tourism has become sensitive to and depended on a high-quality sustainable environment. Therefore, tourism marketing in the future must focus on forms of tourism that are sensitive to sustain the environmental integrity of nature and cultural heritage resources. He also expects that sustainable tourism will, in the future, make an economic contribution to both the world economy and the economies of the local destination.

Richards & Hall (2000) explains the importance of the host community in relation to sustainability:

“Human communities represent both a primary resource upon which tourism depends, and their existence in a particular place at a particular time may be used to justify the development of tourism itself. Communities are a basic reason for tourists to travel, to experience the way of life and material products of different communities”

Hunter (2002) says that “For sustainable tourism to occur, it must be closely integrated with all other activities that occur in the host region”. According to this statement it can be concluded that there is a responsibility that lies on the industry but also on powerful organizations within the destination. Management and control therefore seems necessary to be able to integrate sustainability in tourism development.

Mowforth & Munt (2003) argues that the growth of mass tourism has led to a range of problems, which have become more obvious over the recent years. It includes environmental, social and cultural poverty. These problems are often connected with mass tourism, although there is evidence from studies concerning the impacts from tourism which suggests that new forms of tourism also suffer from similar problems.

Williams (2004) continues to argue that the motives for travel are many but a common reason is curiosity. “Curiosity leads the traveller to search for all kind of experiences in all parts of the world. To see other people, other cultures and other political systems is a prime motivational force for travel.”

Shaw & Williams (2004) conclude that if tourism is well planned, developed and managed in a socially responsible manner, it can bring several types of socio-cultural benefits. For example improve the living standards of people and help pay for improvements to community facilities and services if the economic benefits of tourism are well distributed. A possible way to prevent this development is to promote and invest in sustainable tourism; an alternative form of tourism that could help to protect the natural, cultural and social environment of a destination. This form of tourism whether it is called eco-tourism, responsible travel or other, is a reaction of the consequences of mass tourism.

The draft report of Department of Environment for the management of sustainable tourism in Ecologically Critical Areas in Cox’s Bazar (January 2008) observed that the current tourism pattern is marginalizing locals; poor communities in the area are receiving no significant benefits from tourism rather than paying some of the social and environmental costs of this activity. It also states that involving locals in management can be done either by delegating tourism rights to community level or by ensuring that government planning processes are participatory and responsive to local needs.

The following table 1 shows some more research findings of tourism impact on the local community. These findings are very much relevant to the present study.

Table 1: Some relevant research findings on impact of tourism.

Writer (s)	Issue/Impact
Krippendorff (1987)	* Tourism has colonialist characteristics robbing local populations of autonomous decision making.
Harrison (1992)	*Tourism provides new opportunities and instigates social changes.
Burns & Holden (1995)	* Tourism provides socioeconomic benefit at one extreme and dependency and reinforcement of social discrepancies at the other extreme. * Biggest problem is congestion/overcrowding.
Sharpley (1994)	* Employment opportunities and presence of visitors lure young people to areas of tourism development. * Tourism improves quality of life through improvements to infrastructure.
Pizam et al, 1982	* Tourism is a potential determinant of crime.
Ryan (1991)	* Erosion of the local language and dialect.
	* Tourism instigates social interaction within host community.

Sharpley (1994)	<ul style="list-style-type: none"> * Tourism contributes to the preservation of religious and historic buildings. * Hosts adopt foreign language through necessity. * Hosts develop stereotypical attitudes to tourists. * Commoditization of religion and resulting conflict.
McIntosh et al (1995)	<ul style="list-style-type: none"> * Resentment is generated by the economic gaps arising between host and tourists. * Local resentment is generated by inflated prices.
Murphy (1985)	<ul style="list-style-type: none"> * Attitudes changes are an indication of acculturation.
Brown (1993)	<ul style="list-style-type: none"> * Tourism destroys traditional culture.
Burns & Holden (1995)	<ul style="list-style-type: none"> * Culture is seen as a commercial resource.
Joseph Mbaiwa (2003)	<ul style="list-style-type: none"> * Provides employment opportunities to local communities and a significant source of foreign exchange. * Having negative environmental impacts in the area such as the destruction of the area's ecology.

Chapter 3: Research Design and Methodology

This chapter makes an effort to explain my research. It started from selecting the type and design of the research, selecting the study area, sample size, methods of data collection and information collection to their analysis.

In tourism research there is an ongoing need for statistical insights, but qualitative approaches offer a great deal of potential in understanding actions, problems and processes (Phillimore & Goodson 2004). Phillimore and Goodson argue that one of the strengths of tourism research is that it is not bound to fixed disciplinary boundaries with their associated methods, and is therefore free to combine a range of approaches and even Research paradigm to give a more fluid approach to research.

3.1. Research Type and Design

This exploratory research aspired to assess the possible impacts of tourism in Cox's Bazar society. The design of the research was primarily based on phenomenological qualitative research where descriptive, reflective and interpretive views were presented about the circumstances through interviews and perception study approaches. It also enquired the condition of another area, Monkhali under Ukhia upazila, 60 kms away to the south along the beach from Cox's Bazar, as part of the control group study through administering a questionnaire to understand the possible impacts of tourisms in Cox's Bazar in relation to the latter area. Thus, the research broadly focused on a qualitative approach while also using some quantitative information to corroborate the findings.

The study approached the adjacent permanent local residents (whose length of staying was more than five years in the study area) and the cross-sectional experts from the public offices and civil society, who are very much concerned with the spurious growth of the tourist facilities, to measure the impact of tourism in Cox's Bazar. The study area was approached with structured questionnaire. The form of the questionnaire was both closed and open ended for the local residents. The open-ended questions enquired about the impacts of tourism being felt by the residents and some statements (Here also treated as closed questions in the same questionnaire) reflecting possible impacts and perception towards impacts of tourism in Cox's Bazar were also asked to the residents. It is to be noted that the residents

were asked their socio-demographic conditions (Question no 1 to 8) and then the open ended question on tourism impacts and the issues to be addressed (Question no 9 to 12) and then their perception of 35-tourism statements were sought. The open-ended questions related to tourism impact were asked first so that the residents could not copy the answer from the perception statement of tourism impact.

The response of the dwellers were cross-checked with the opinions of the specialists who were public and private (including Non-government organization and the civil society) officials having concern and responsibility to speak on impacts of tourism in Cox's Bazar. An open-ended questionnaire (Annex I) was administered to know the probable impacts of tourism and issues to be addressed to improve the current scenario of tourism in Cox's Bazar. No doubt it brought to light some contradictory issues, cross-sectoral ideas and even hidden realities of the impact of tourism which could not be explored with the use of quantitative method.

To be objective and authentic in the process of research on tourism's impact study on the locality of Cox's Bazar, another place named Monkhal, under Ukhia upazila is selected as control variable which is yet to see any touristic development. At Monkhal a local bazaar called 'Bat Toli' was instantly selected for administering the questionnaire. Many local people gathered there and eight persons were chosen randomly to conduct a focus group discussion for the control variable. It was quite effective and every person participated and expressed their feeling while answering the questions (Annex III). One pertinent side is that it would be unwise to expect all the residents well-educated and quicker in their response to the queries (Annex II). So the control group was the intervening medium to cross-check and compare the situation of the tourism impact in Cox's Bazar and thus to contain the respondents to be over speculative and subjective in their retort.

Therefore, as a researcher, my prime task was to look into the impact of tourism in a systematic and coherent manner and, upon that, also to suggest the issues to be addressed to bridge the existing gaps in the proper tourism management in Cox's Bazar combining the response of the both questionnaires and my logical inference.

3.2. Sample size and Data Collection

This study was conducted in Cox's Bazar town. A sample of 10 officials from different offices as experts or key informants were selected beforehand considering their level of involvement with the tourism through open-ended questionnaire in May 2010. It is

mentionable that a few officers did not want to give interview on personal grounds and respecting their confidentiality those names are not inked out in the preceding discussion.

In order to achieve a 95% confidence level, and a 5 % sampling error (on the basis of a conservative response format 50/50% to determine the sample size) of the present study, the required sample size was approximately 400 respondents. As theory goes, by increasing the sample size to around 500, the overall predicted sampling error could be decreased to below 5. But considering the length of research time (Six months), manageability of the data and processing them, financial involvement to go to the study area for data collection and necessary scrutiny the statistically required sample size was not taken. It is to be mentioned that the present research work is not assisted by any research grant from any source, totally to be borne by the researcher himself. At this backdrop the sample size taken for this study is only 30 (It is the minimum threshold level to validate any social research) residents of the study area. To validate the research, the key informants (10 officials) and control variable (8 participants through FGD at Monkhal) were taken to corroborate the findings of the research.

Most of the local respondents (18 participants out of 30 i.e. 60%) were between the ages of 30 to 50. The questionnaire for the residents was administered verbally by the researcher himself. To avoid an enrolment bias, adjacent residents of the study area were interviewed. All adult members of the household were approached. Some of them denied taking part in the interview. The interviews were taken in May 2010, which is a low tourist season in the city. Interviews were taken during both the day and the evening and on all days of the week so as to obtain a more representative sample within households. Being supplemented by key informants and control variable data number of the local residents (sample size=30) appears to well represent the population, at least, in terms of the diverse socio-demographic profile of respondents, which is presented in Table-2.

3.3. Design of the Questionnaire for the Residents

The present research took the 3-part questionnaire (1st part-socio-demographic information, 2nd part- 3 open-ended questions of tourism impact and 3rd part-35-tourism statement for residents' perception) applied to the community residents of Cox's Bazar as the basis for impact study which will be supplemented by the observation of the key-informants' response. So designing the questionnaire for the residents was a vital work.

The first section of the questionnaire elicited basic background data (shown in table 2) on address, marital status, gender, household size, education, age, occupation and annual income of the local respondents. The second part asked three open-ended questions, and two were on tourism impact (any three good sides and any three bad sides of tourism impact) and one on the respondent's suggestion to mitigate the negative sides. Considering the level of education, conservativeness of the society and time adjustment of the respondent, number of impacts was mentioned and surprisingly on the ground the most respondents mentioned more than three good and bad sides of tourism impact.

Finally the perception part (Part3 of the questionnaire at Annex II) was prepared following a review of existing literature dealing with residents' perceptions of tourism development (e.g., Andriots, Konstantinos and Vaughan 2003; Akis, Peristianis, and Warner 1996; Johnson, Snepenger, and Akis 1994; Long, Perdue, and Allen 1990; Madrigal 1995; McCool and Martin 1994; Pizam 1978) and tourism development issues that were identified by past research (e.g., Kousis 1984; Tsartas et al. 1995) as important for the residents of Cox's Bazar. The perceived tourism impact scale measured both belief (strongly agree to strongly disagree items) and affect components (very advantageous to very disadvantageous items). Of the questionnaire the third section consisted of 35-attitudinal statements concerning the social, cultural, economic, environmental and overall impacts of tourism. The questions were adapted to the local situation and a lot of questions relevant to the local conditions were added.

The Likert scale questions were based on statements to which respondents were asked to respond in terms of a 5- point scale that represented a continuum from very positive to very negative. Eight statements used in the analysis were designed to assess residents' perceptions of the social impacts of tourism, 2 statements dealt with the cultural impacts, 12 statements dealt with the economic implications of tourism development, 6 statements dealt with the environmental impacts of tourism development, and 7 statements focused on the overall impacts. The classification of questions into the five categories (i.e., social, cultural, economic, environmental, and overall) emerged by the identification of the main issues found by past research dealing with residents' attitudes and opinions of tourism development in different foreign destinations. To ensure validity of the survey instrument, experts were asked to judge if the instrument covered the range that they would expect, a review of the literature was undertaken to identify different aspects of the concepts under investigation, and a pretest (i.e., the pilot survey) was taken to check a proper and broad flow of questioning.

3.4. The study area and selection Criteria

The study area shown in figure 3, Cox's Bazar town, accommodates the hotel motel zone, marine drive, dense living of local community, Himchari picnic spot, many hatcheries, ranges of hills with burnt of cutting here and there and few roadside small industry were of representative of the research aim. Again Monkhal, around 50 kms away from Cox's Bazar is still at its natural setting- with pristine beach, rural life-style, community-based living, intact cultural traditions, not that vibrant local economy, strong social bondage, etc. The latter location as control group was better representative to study the impact of tourism in Cox's Bazar.

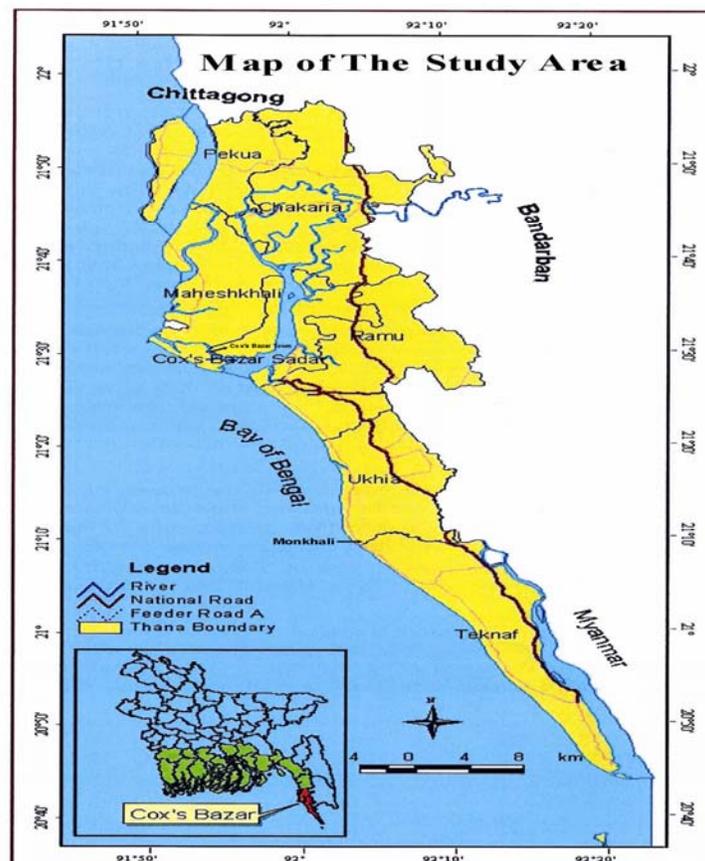


Figure 3: Map of the study area Cox's Bazar city and Monkhal.

3.5. Data and Information collection

This research involved both primary and secondary data and information.

3.5.1 Primary Data Sources

The study was largely based on the primary data collected through first field visit, interviews

to the experts on tourism and questionnaire survey for the residents at the study area, Cox's Bazar, and the control group, Monkhali.

3.5.1.1. Reconnaissance Survey

The first field visit to observe the overall situation helped to formulate the research strategy and identify the stakeholders who were directly or indirectly connected with tourism development and its associated both positive and negative impacts. Normally the researcher while going to field gets acquainted with the practical scenario and chooses his course of action towards the successful collection of data and its valid processing.

3.5.1.2. Interview Method

3.5.1.2.1. Key Informant through open-ended questionnaire

It was carried out using open-ended questionnaire (Annex 1) with ten (10) public and private office holders who are directly working on the tourism in Cox's Bazar and having authority to talk on the impacts of tourism in Cox's Bazar.

3.5.1.2.2. Questionnaire for Local Residents' Survey

Local communities or residents feel the impact of the ongoing tourism development in Cox's Bazar and they could be the very much reliable source of information about how they desire the tourism should be and up to what level the surrounding community would remain friendly to tourism development. Keeping this in mind a 3- part questionnaire (Annex II) was conducted among thirty (30) local community people of the study area. Again another locality-specific 2-part open-ended questionnaire administered in Monkhali, under Ukhia upazila of Cox's Bazar and 08 respondents as part of Control group to validate the data collected for impacts of tourism in Cox's Bazar were formed for a focus group discussion which was very fruitful and participants partook actively in the data collection process from Monkhali.

3.5.2. Secondary Data

The secondary data and information were collected from a range of sources. The tourism policy, Coastal zone policy, land use policy, environmental policies and other relevant policies and strategies were taken from the websites of the different ministries of Bangladesh Government. Different publications related to the research issue are also collected from journals, projects, periodicals, and the daily newspapers, archives of both home and abroad. Websites of the SPARSO, water-modeling institute, and different universities teaching tourism management, Bangladesh Parjatan Corporation, and Department of Environment

could also be the source of information. The websites of the World Tourism Organization, ESCAP, IUCN, and UNEP etc also found useful with information on the issue in consideration.

3.5.3. Content Analysis

Content analysis is a well-established research methodology commonly used in social sciences to analyze communications (Holsti 1969). Over the past two decades, content-analysis research has remarkably benefited from the exponentially increasing volume of electronic data, including articles in general media databases, communications in virtual communities, and textual and pictorial materials from Web sites (Neuendorf 2002; Rainer and Hall 2003; Romano et al. 2003; Wickham and Woods 2005). A growing number of tourism studies employ qualitative data interviews, open-ended questions, promotional brochures, Web-based content, etc.) and subsequently, content-analysis techniques to discern meaning from this wealth of textual material. The current and recent publications (collected as part of secondary data sources) were analyzed thoroughly for finding out more impact (both positive and negative) of tourism in line with the present study. Again sufficient emphasis were given to see the overall impacts of tourism taking place in different parts of the globe and thus to logically tie them for the tourism impact scenario of Cox's Bazar.

3.5.4. Data Collection Technique

Survey methods were used to approach the local residents with both close and open ended questionnaire format. The experts and the conscious part were interviewed with an open-ended questionnaire.

3.5.5. Data processing and Analysis Plan

The data obtained from the survey method for the perceptions of the residents to the tourism impact statement were processed with the use of statistical package for the social science (SPSS). Findings of the experts' and the residents' opinion on tourism impact from primary data were analyzed qualitatively and the residents' perception on the impact of tourism in Cox's Bazar were presented quantitatively.

Socio-demographic factors (age, education, income, dependence of tourism employment, and length of residence) were used as independent variables and the 35-Lickert scale statements as the dependent variables. One way Analysis of Variance (ANOVA) and t-tests were used to identify differences between the five independent variables in respect of the dependent variables. When the independent variable was divided into three or more subgroups, ANOVA

tests were applied. (the t and F ratios produced by these procedures are not cited in the text because they do not provide any explanatory value to the research).

As a result the perceptions of the residents to the impact of tourism in Cox's Bazar and the data of tourism impact and suggestions through open-ended questions to the key informants and the residents are discussed under different heads together: Social impact, Cultural impacts, Economic Impacts, Environmental impacts and General evaluation. Finally suggestions of the respondents to ameliorate the negative sides and enhancing the positive sides for a more productive tourism is discussed in the conclusion chapter with a brief discussion of the policy implications extracted from the in-house content analysis. Some avenues of further research arising out of this research will be pointed in the conclusion part.

3.5.6. Validation of Data

Validation of data was ensured through cross-checking with the existing literatures, expert opinions and comparing the findings from the control variable study area, Monkhali.

3.5.7. Limitation of the Study

The research study focused on the interviews that are conducted with the local core offices having involvement and understanding of the issue in consideration. The total sample size (key informant plus local residents) was together only 40 (10 plus 30 respectively) (shown in Figure 4) to look into the study deeply and comprehensively and also to avoid resource-support constraints of the researcher. The tourists were excluded very consciously from the impact study to keep the research microscopic and more focused and manageable. Interviews with other relevant organizations including Hotel Motel Owners' Association, Hatchery Owners' Association and some relevant Government offices within the tourism sector were not conducted.

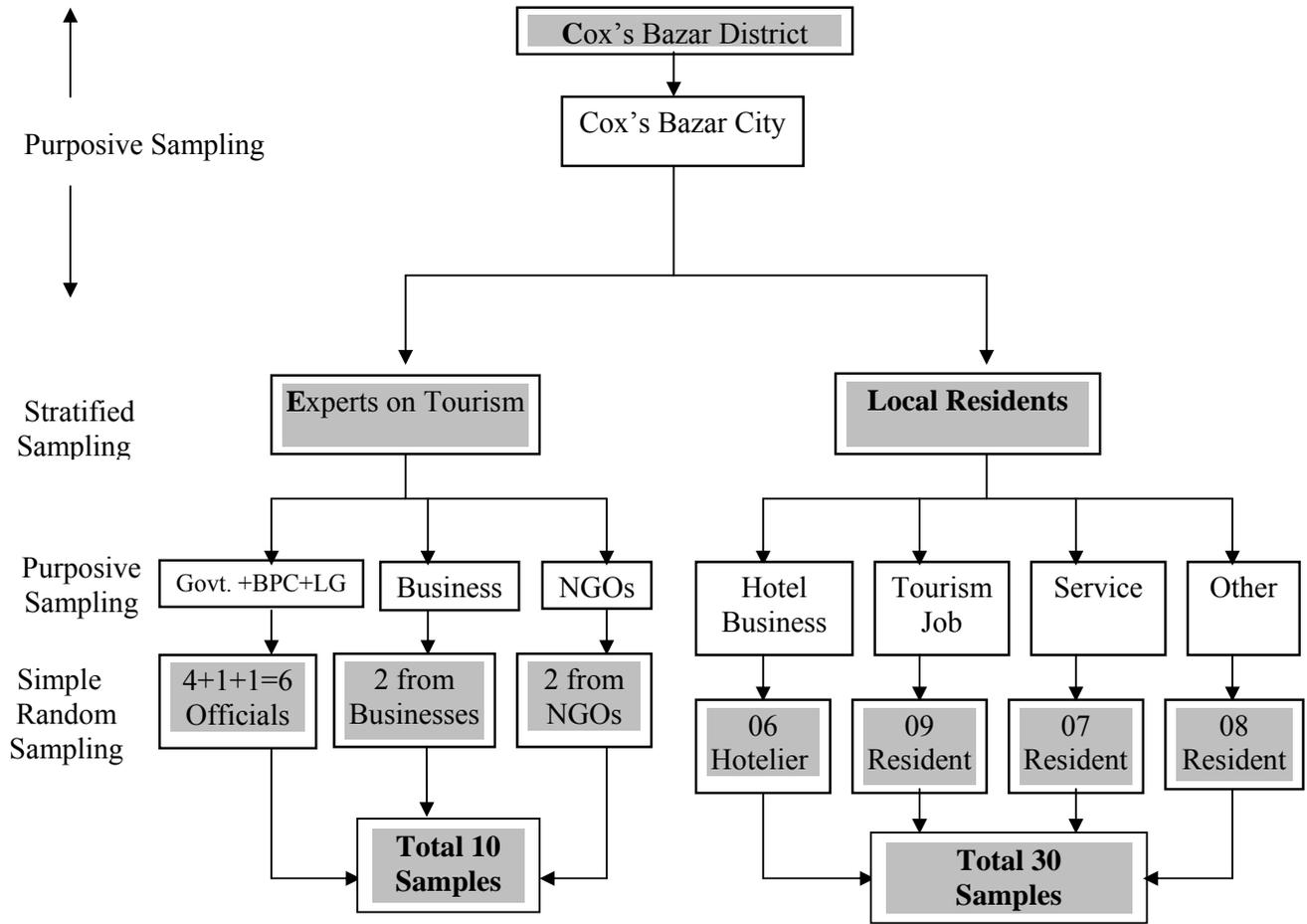


Figure 4: Sampling Methods and Procedures

As regards the methodology, a few points must be made clear:

- (I) throughout the course of the research, the findings and observation records was cross-checked for authentication and validation;
- (II) The methodology was kept deliberately flexible to cope with changing circumstances.

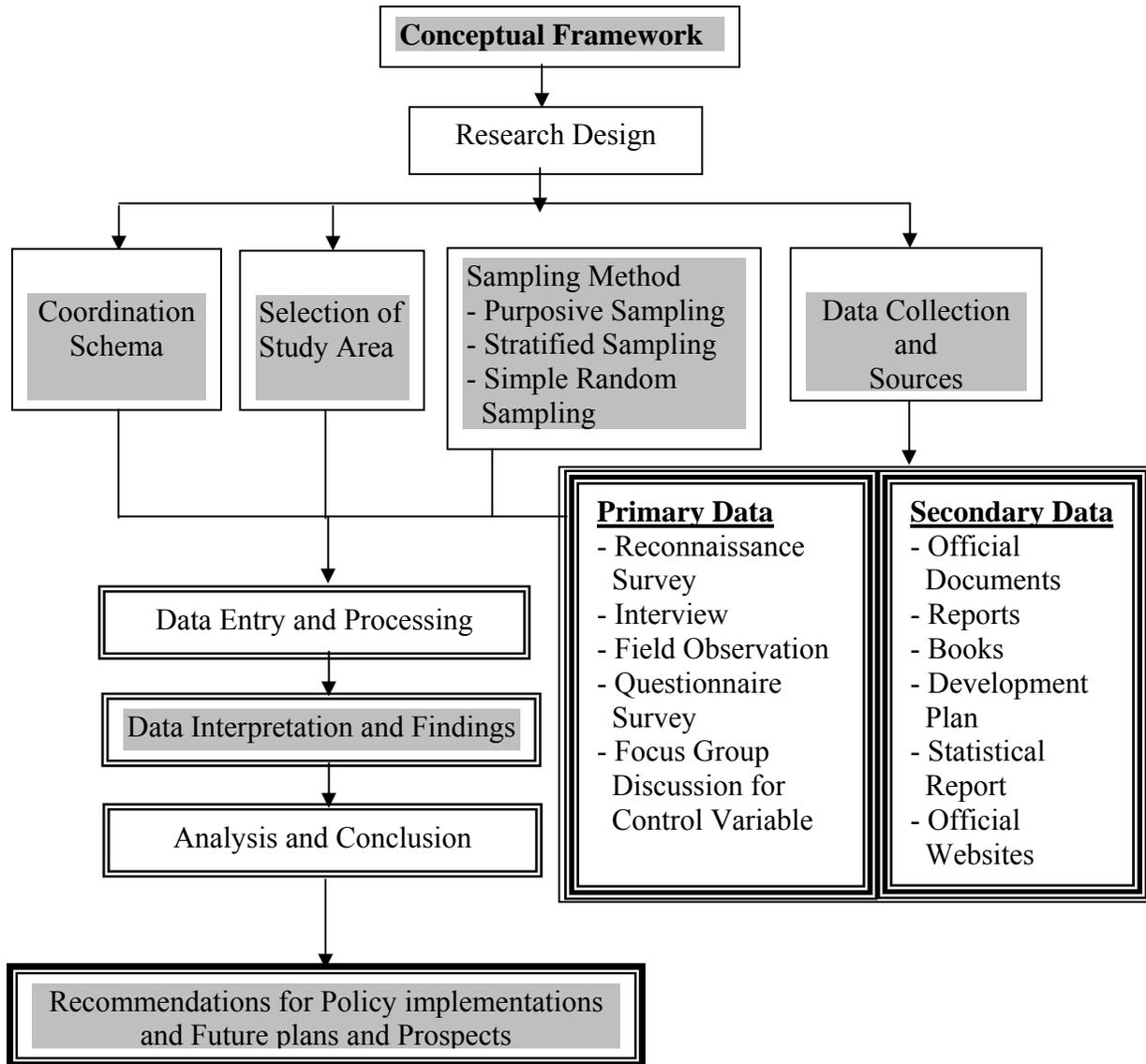


Figure 5: Research Design Framework

3.5.8. Ethical Considerations:

Since my study was mainly based on the interviews and survey, so all measures were taken to inform the respondents / stakeholders about the objectives of my on-going study. Systematic research procedure (as shown in Figure 5) were fully followed and obliged during the study period and for any inconvenience I changed my study dimension discussing with the supervisor.

Chapter 4: Findings

In this chapter the collected data regarding the impact of Tourism on Cox's Bazar will be presented to the reader. These facts will later be analyzed together with the above presented theoretical framework to be able to conclude the situation concerning the impacts of tourism on the local community of Cox's Bazar and the feeling they expressed for its refinement towards the sustainability.

The present research is aimed to find out the response of the different officials involved in tourism process and the local residents how the latter think about the impact of tourism on different sides. Ultimately the impact is felt by the local community and upon that, they develop the mind-set for tourism. Especially the experts were asked through open-ended questionnaire about the impact of tourism and the possible ways to mitigate the negative aspects to facilitate the positive sides to be more productive for tourism.

Again the local residents responded through a 3-part questionnaire and the parts are socio-demographic profile, possible impact of tourism and necessary measures to be taken by three open-ended questions and finally 35 tourism statements to study their perceptions to the impact of tourism so that a set of statistically valid and reliable data of tourism impact on Cox's Bazar township can be obtained and doable suggestions and correspondingly a significant analysis with them could be proceeded.

Now we should first arrange the socio-demographical picture of the local community respondents in the table 2.

Table 2: Demographic Profile of Respondents (N=30)

	Number	%
<u>Gender</u>		
Male	27	90
Female	03	10
<u>Age</u>		
Under 30	6	20.0
30-50	18	60.0
Over 50 years	6	20.0
<u>Marital status</u>		
Single	3	10.0
Married	27	90.0
<u>Education</u>		
Below SSC	7	23.3
SSC to HSC	9	30.0
Higher	14	46.7
<u>Annual Income</u>		
Under 1.5 lakh	13	43.3
1.5 lakh-3 lakh	12	40.0
Over 3 lakh	5	16.7
<u>Occupation</u>		
Tourism-related	18	60.0
Non-tourism related	12	40.0
<u>Length of Residency</u>		
Less than 25 years	6	20.0
25-40 years	11	36.7
Above 40 years	13	43.3
Total	30	100

In the same fashion the key informants are arranged according to their official affiliation in the table 3.

Table 3: List of experts taken for interview from different offices

Key Informants/Experts (Only involved with tourism)	Number of Respondents (N=10)
1. Government Officials	4
2. Local Hotel – Motel Owners	2
3. BPC Official	1
4. LG Representative	1
5. Local NGOs working for socio-economic development	2

Perception of the residents to the impact of tourism and its components is vital for the survival of the industry in any destination. Though perception study for tourism impact in Bangladesh

backdrop is quite new it is thought to be a good mechanism to understand the pulse of the people receiving the impact of tourism.

For Cox’s Bazar tourism, mostly condensed in a small area from Kalatali point to Sea Crown point, around 3 kilometers, and adjacent areas to the landward known as hotel-motel zone, and residential area, tourism infrastructures-hotel, motel, guest houses, restaurants and other facilities- are being grown and visitors throng here in the peak season (November to March) in huge number. Again Cox’s Bazar Pourashova is a small municipality and around 6 square kilometers in area. So perception assessment using Lickert’s 5-point scale for tourism impact is a suitable tool which is administered to the 30 local residents for the 35 tourism-statement related to impact. The data obtained from residents’ perception of the 35 impact statement is attached in the Annex 7.

Social Impacts of tourism

The social impacts of tourism obtained through the open-ended questionnaire both from the experts and the local residents are summarized in the table 4 and table 5.

Table 4: List of positive social impact with respondents’ frequency in Cox’s Bazar

Positive Social Impacts (Major Items)	Number of key informant (N=10)	Number of resident (N=30)
1. Conservative, superstitious and illiterate society is modernizing with positivism.	9	4
2. Literacy rate and academic institutions are increasing day by day in the area.	5	6
3. Modern ideas, values and behavior are being introduced in the local community.	6	2
4. Different infrastructural projects are taking place centering tourism.	3	11
5. Living standard of the local community has increased.	3	4

Table 5: List of negative social impact with respondents' frequency in Cox's Bazar

Negative Social Impacts (Major Items)	Number of key informant (N=10)	Number of resident (N=30)
1. Social instability / disparity is evident for taking tourism benefits in the area.	2	2
2. Crime (drug addiction, child and woman trafficking, hotel - killing has increased.	7	8
3. Prostitution /sexual corruption/extra marital relation/moral erosion is on the rise.	8	7
4. Number of vehicles has increased and causes traffic congestion.	2	
5. Government land (<i>Khas land</i>) is being occupied for tourism facilities.		2

The data from respondents' perceptions to social impact statements are arranged including frequency and percentage for corroboration with the data obtained for both positive and negative social impact data through open-ended questionnaire. The data from perception to social impact is shown in the table 6.

Table 6: Perceptions of Residents to the social impact of tourism in percentage

I. Social Impacts	1	2	3	4	5	Total
1. Tourism has led to an increase of infrastructure for local people.	11 (36.7 %)	11 (36.7 %)	1 (3.3 %)	5 (16.7 %)	2 (6.7%)	30
2. Tourism development increases crime in Cox's Bazar.	4 (13.3 %)	13 (43.3 %)	2 (6.7 %)	6 (20.0 %)	5 (16.7 %)	30
3. Tourism causes division of local community.	6 (20.0 %)	11 (36.7 %)	5 (16.7 %)	5 (16.7)	3 (10.0 %)	30
4. Our household standard of living is higher because of the money that tourists spend here.	15 (50.0 %)	14 (46.7 %)	-	-	1 (3.3 %)	30
5. How advantageous are the impacts of tourism on your family?	11 (36.7 %)	11 (36.7 %)	4 (13.3 %)	1 (3.3)	3 (10.0 %)	30
6. The quality of public services has improved due to more tourism in my community.	5 (16.7 %)	9 (30.0 %)	2 (6.7 %)	7 (23.3 %)	7 (23.3 %)	30
7. Tourism gives benefits to a small group of people in the area.	11 (36.7 %)	13 (43.3 %)	2 (6.7 %)	2 (6.7 %)	2 (6.7 %)	30
8. Overall, how advantageous are the impacts of tourism on the social life of Cox's Bazar?	7 (23.3 %)	16 (53.3 %)	1 (3.3 %)	6 (20.0 %)	-	30

Note: For statements 5 and 8, the scale ranged from 1 (very advantageous) to 5 (very disadvantageous), and for the remainder from 1 (strongly agree) to 5 (strongly dis-agree).

Cultural Impacts of Tourism

At this globalised world it is difficult to identify which one is positive or negative. Matter is change is coming and that should be in the positive sense. One respondent reminded that initially dish culture was not taken as a happy incident for the society; now it is a reality without which a modern person cannot think his life. It has got total acceptance slowly and totally.

The cultural impacts of tourism obtained through the open-ended questionnaire both from the experts and the local residents are summarized in the table 7 and table 8.

Table 7: List of positive cultural impact with respondents' frequency in Cox's Bazar

Positive Cultural Impacts (Major Items)	Number of key informant (N=10)	Number of resident (N=30)
1. Cultural exchange between host community and tourists from home and abroad.	3	5
2. Changes in conservativeness, clothing and language in the local community.	4	3
3. Cultural programmes (Music, poem recitation, 31 st night, etc) are held in a festive mood on the beach and cultural centre by the performers from local and Dhaka.	2	2
4. Every community including Rakhain, Muslims, Hindus and the Buddhists are observing their rituals and trying to keep it intact. It's a good example of communal harmony.	2	3

Table 8: List of negative cultural impact with respondents' frequency in Cox's Bazar

Negative Cultural Impacts (Major Items)	Number of key informant (N=10)	Number of resident (N=30)
1. Traditional culture / life style is fading.	1	4
2. Openness of tourist is breaking the traditional conservativeness.	2	5
3. No negative cultural impact as people are becoming tolerant and welcoming new ideas and culture of tourism.	5	1
4. Rakhain community is becoming smaller in their numbers.	1	2

The data from respondents' perceptions to cultural impact statements are arranged including frequency and percentage for corroboration with the data obtained for both positive and negative cultural impact data through open-ended questionnaire. The data from perception to social impact is shown in the table 9.

Table 9: Perceptions of Residents to the cultural impact of tourism in percentage

II. Cultural Impacts	Strongly Agree 1	Agree 2	Neutral 3	Disagree 4	Strongly Disagree 5	Total
1. Tourism encourages a variety of cultural activities by the local population (e.g., crafts, arts, music).	10 (33.3 %)	13 (43.3 %)	1 (3.3 %)	4 (13.3 %)	2 (6.7 %)	30
2. Tourism has brought change in local traditional life style.	12 (40.0 %)	15 (50.0 %)	3 (10.0 %)	-	-	30

Economic Impact of Tourism

In 2009-2010 FY about 200 crores of money is being invested in tourism sector in Cox’s Bazar. In next three years another 302 crores of money will be spent for modernization and expansion of the Cox’s Bazar airport to make it an international destination. If these programmes are implemented and some more tourism-oriented projects are taken, foreign exchange earning from tourism including Cox’s Bazar could stand for second or third.

The economic impacts of tourism obtained through the open-ended questionnaire both from the experts and the local residents are summarized as follows in table 10 and table 11:

Table 10: List of positive economic impact with respondents’ frequency in Cox’s Bazar.

Positive Economic Impacts (Major Items)	Number of key informant (N=10)	Number of resident (N=30)
1. Money circulation is going on in local economy. So economic activities increases.	7	14
2. Employment opportunity/ job creation for local community has increased.	10	19
3. Income-generating activities are increasing. Income and financial capacity is risings.		13
4. Government is getting revenue.	4	3
5. Investment has increased manifolds in Cox’s Bazar		3

Table 11: List of negative economic impact with respondents' frequency in Cox's Bazar.

Negative Economic Impacts (Major Items)	Number of key informant (N=10)	Number of resident (N=30)
1. Price-hike of the essentials and local community is suffering much.	2	15
2. Land valuation is so high. So land grabbing is common. Poor people are selling land at high prices and occupying the govt. <i>khas</i> land.	6	9
3. Money is being taken away by the multi-national companies from Cox's Bazar.	3	
4. Non-locals control tourism in Cox's Bazar and locals are not preferred for jobs.	3	2
5. Seasonality of jobs- during off-season the large number of local staffs loses jobs.	2	3

The data from respondents' perceptions to economic impact statements are arranged including frequency and percentage for corroboration with the data obtained for both positive and negative economic impact data through open-ended questionnaire. The data from perception to economic impact is shown in the table 12.

Table 12: Perceptions of Residents to the economic impact of tourism in percentage

III. Economic Impacts	1	2	3	4	5	Total
1. How advantageous are the impacts of tourism on the Cox's Bazar economy?	13 (43.3%)	14 (46.7%)	2 (6.7%)	1 (3.3%)	-	30
2. I have more money because of tourism in Cox's Bazar.	13 (43.3%)	7 (23.3%)	1 (3.3%)	7 (23.3%)	2 (6.7%)	30
3. How advantageous are the impacts of tourism on employment?	9 (30.0%)	20 (66.7%)	1 (3.3%)	-	-	30
4. Non-local-owned businesses are beneficial for the area's tourist industry.	14 (46.7%)	9 (30.0%)	3 (10.0%)	4 (13.3%)	-	30
5. Tourism creates more jobs for foreigners than for local people in the region.	5 (16.7%)	1 (3.3%)	1 (3.3%)	4 (13.3%)	19 (63.3%)	30
6. Tourism attracts more investment in Cox's Bazar.	27 (90.0%)	3 (10.0%)	-	-	-	30
7. There should be no government incentives for tourism development.	6 (20.0%)	8 (26.7%)	1 (3.3%)	9 (30.0%)	6 (20.0%)	30
8. Prices of many goods and services in the area have increased because of tourism.	25 (83.3%)	5 (16.7%)	-	-	-	30
9. There should be a specific tax on tourists.	9 (30.0%)	6 (20.0%)	2 (6.7%)	7 (23.3%)	6 (20.0%)	30
10. Tourism development increases property prices (e.g., land).	30 (100.0%)	-	-	-	-	30
11. Most of the money earned from tourism ends up going to out of the local companies	18 (60.0%)	5 (16.7%)	1 (3.3%)	6 (20.0%)	-	30
12. Overall, how advantageous are the impacts of tourism on Bangladesh government's income?	8 (26.7%)	18 (60.0%)	1 (3.3%)	1 (3.3%)	2 (6.7%)	30

Note: For statements 3 and 12, the scale ranged from 1 (very advantageous) to 5 (very disadvantageous), and for the remainder from 1 (strongly agree) to 5 (strongly dis-agree).

Environmental Impact of Tourism

The environmental impacts of tourism obtained through the open-ended questionnaire both from the experts and the local residents are summarised as follows in the following table 13 and table 14.

Table 13: List of positive environmental impact in Cox's Bazar

Positive Environmental Impacts (Major Items)	Number of key informant (N=10)	Number of resident (N=30)
1. No positive impact of tourism on environment in Cox's Bazar.	7	3

Table 14: List of negative environmental impact in Cox's Bazar

Negative Environmental Impacts (Major Items)	Number of key informant (N=10)	Number of resident (N=30)
1. No or weak drainage system and sewage and wastes are drained to the sea beach.	6	10
2. Forests are cleared for living and tourism enterprises.	2	4
3. Hill cutting is common and uncontrollable and thus possibility of landslides.	7	5
4. Hotel Motel Zone has caused huge loss to natural environment. Many hotels were built without any plan so closely to the beach and beach environment is degraded.	6	5
5. Rohynga refugees are a menace for the visitors.	2	4

The data from respondents' perceptions to environmental impact statements are arranged including frequency and percentage for corroboration with the data obtained for both positive and negative environmental impact data through open-ended questionnaire. The data from perception to environmental impact is shown in the table 15.

Table 15: Perceptions of Residents to the environmental impact of tourism in percentage

IV. Environmental Impacts	1	2	3	4	5	TOTAL
1. Tourism produces long-term negative effects on the environment.	11 (36.7%)	11 (36.7%)	1 (3.3%)	6 (20.0%)	1 (3.3%)	30
2. Tourism provides an incentive for the conservation / restoration of natural resources.	2 (6.7%)	11 (36.7%)	2 (6.7%)	7 (23.3%)	8 (26.7%)	30
3. The construction of hotels and other tourist facilities has destroyed the natural environment in the region.	15 (50.0%)	8 (26.7%)	2 (6.7%)	4 (13.3%)	1 (3.3%)	30
4. Tourism development increases the traffic problems.	16 (53.3%)	14 (46.7%)	-	-	-	30

5. This community should control tourism development.	15 (50.0%)	9 (30.0%)	-	3 (10.0%)	3 (10.0%)	30
6. Overall, how advantageous are the impacts of tourism on the environment?	1 (3.3%)	13 (43.3%)	3 (10.0%)	7 (23.3%)	6 (20.0%)	30

Note: For statement 6, the scale ranged from 1 (very advantageous) to 5 (very disadvantageous), and for the remainder from 1 (strongly agree) to 5 (strongly dis-agree).

Overall Comments and perceptions to tourism impact:

While interviewing the key informant and the residents some comments in line with tourism impact have been experienced. It is to be mentioned that one question to the both respondents were about the tourism management status and their answer mostly came in the form of comment is condensed in the table 16.

Table 16: List of comments from key-informant and respondents

Overall Comments on Tourism Impacts (Major Items)	Number of key informant (N=10)	Number of resident (N=30)
1. Tourism is not well-managed in Cox's Bazar	9	2
2. BD could earn its budget from the tourism in Cox's Bazar alone if it is well-managed.		
3. Tourism should be developed in the way that it contains local social and cultural component.		

The data from respondents' perceptions to overall impact statements are arranged including frequency and percentage for corroboration with the data obtained for both positive and negative impacts under different heads through open-ended questionnaire. The data from perception to overall impact is shown in the table 17.

Table 17: Perceptions of Residents to the overall impact of tourism in percentage

V. Overall Impacts	1	2	3	4	5	Total
1. Overall, the benefits of tourism are greater than the costs to the people of the area.	11 (36.7%)	16 (53.3%)	1 (3.3%)	2 (6.7%)	-	30
2. Tourism activities/services should have a user fee system.	11 (36.7%)	8 (26.7%)	-	8 (26.7%)	3 (10.0%)	30
3. Tourism development increases the number of recreational opportunities for local residents.	6 (20.0%)	13 (43.3%)	2 (6.7%)	8 (26.7%)	1 (3.3%)	30
4. We should take steps to restrict / control tourism development in Cox's Bazar.	14 (46.7%)	8 (26.7%)	3 (10.0%)	-	5 (16.7%)	30
5. Strict laws are needed to protect the environment.	26 (86.7%)	4 (13.3%)	-	-	-	30

6. I am proud to live in a place (Cox's Bazar) that provides tourism opportunities.	24 (80.0%)	5 (16.7%)	-	1 (3.3%)	-	30
7. Overall, the benefits of tourism are greater than the costs to Cox's Bazar as a whole.	15 (50.0%)	12 (40.0%)	-	2 (6.7%)	1 (3.3%)	30

Note: For statements 1 and 7, the scale ranged from 1 (very advantageous) to 5 (very disadvantageous), and for the remainder from 1 (strongly agree) to 5 (strongly dis-agree).

Data from Control Variable (Monkhali):

For determining the possible impacts of tourism in Cox's Bazar, Monkhali is taken for control variable which is yet to see the violent flow of tourism as it is in Cox's Bazar. However a focus group discussion with eight local inhabitants administering the questionnaire in box has demonstrated that this area is potential for tourism in the eye of the participants. Though no touristic infrastructure is yet to be built, the participants inform that on completion of the Marine drive and the LGED road this area will receive attention from investors for tourism. Already land price has gone tremendously high and at times people come to see and buy land. The main occupation of the locality is fishing; shrimp fry collection, betel leaf cultivation, small grocery, agriculture and so on. On socio-demographic front, people are poor and literacy rate is below the national average.

On asking about the presence of tourism at the locality, the participants unanimously opined that they don't have any tourism facilities and no advantageous direct road link for the visitor to come to Monkhali. Also retorted that without tourism or visitors' presence they don't have any problem. But they came to the same opinion about the necessity of tourism development in their locality. Many said, "Tourists are our guests (*Mehman*)". It implies that these people are tourist friendly and have a good gesture to the tourism development.

When asked about the prospective benefits they hope from tourism if developed, the aggregated benefits are as follows in the table 18.

Table 18: Possible positive impact of tourism from Monkhali

Possible Benefits of Tourism in Monkhali when it will be developed
<ul style="list-style-type: none">a. Roads, hospitals, big buildings and schools will be built.b. Electricity connection will come.c. People will get job. Laborers will get employment.d. Literacy rate will go up.e. Living standard will increase. This area will get familiarity.f. Girls will be married off without dowry.g. Environment will be changed (probably referring to law and order)h. Law and order will improve.i. Government will get revenue.

When asked about the probable negative impact of tourism they might experience, the discussants pointed to the followings:

- a. local culture will diminish slowly.
- b. Land price will go up.
- c. Women “*purdah*” will be decreased.
- d. people will be landless as they will sell for the necessity of tourism and will become landless.
- e. People will be rough-behaved (*Adab kaida kame jabe*).
- f. local environment (talking for law and order and traditional values) will deteriorate.

Everyone of the participants already visited Cox’s Bazar more than once and explicitly the majority said that they don’t want here the same trend of tourism in Cox’s Bazar. The participating people suggested the following points for tourism development in the vibrant manner.

- a. Special zone for the tourist at a distance to save the local culture and the people from being spoiled.
- b. Trees are to be planted beside the buildings. All the area should not be covered with buildings.
- c. The landless people who will sell out their land to tourism development should be rehabilitated.

Chapter 5: Analysis and Discussion

In this chapter tourism in Cox's Bazar will be analyzed in relation to the consequences and impacts it creates on the area's community. This will be followed by a discussion with existing literature and impact study to justify the findings of the research. Finally, the future of the tourist destination will be analyzed in relation to the preceding discussions.

The local respondents were tabled into seven socio-demographic factors (gender, age, marital status, education, income, dependence on tourism employment and length of residence). It shows that most of the respondents are male (90%), married (90%) and ages between 30-50 (60%). Their length of residence ranged from 10 to 65 years in the community i.e. almost 80% (from 25-65 years of residence) has seen the development of tourism in Cox's Bazar since 1990 in their own eyes. Education level of the respondents is well distributed for three heads; below SSC including illerate, primary going and others are 23.3%, SSC to HSC 30% and above that 46.7%. On occupation side, 60% are doing tourism-related job for their living and annual income for majority (43.3%) is below 1.5 lakh, for 40% 1.5 to 3lakh and only the fortunate 16.7% over 3 lakh. From socio-demographic viewpoint the respondents included from almost all sections of life in Cox's Bazar. Even one rickshaw puller, one day labourer and one mason were also interviewed for the sample to be more representative.

From the 10 officials, 40% are from government offices including Cox's Bazar district administration, Cox's Bazar Zilla Parishad and forest official; 20% each are from entrepreneurs side and NGO; 10% each from BPC and local representative including Mayor, Cox's Bazar Pourashova. Most of them are responsible officials with direct involvement in the planning, strategic management, monitoring and investment in the tourism industry.

All the seven socio-demographic factors were used as independent variables and the 35 Likert scale statements as the dependent variables. One-way ANOVA and *t*-tests were used to identify differences between the five independent variables in respect of the dependent variables. In the results of the ANOVA and *t*-tests, not many statistical differences were evident since respondents displayed a quite high degree of similarity in their choices. (Again, the *t* and *F* ratios

produced by these procedures are not cited in the text because they do not provide any explanatory value to the research.)

Residents' acceptance of tourism development is considered important for the long-term success of tourism in a destination, since if tourists are greeted with hostility their number will decline. Therefore, the host community should be involved in the development and planning process. As Lankford and Howard (1994) state, "Local governments and tourism promoters should pay particular emphasis to the finding that if people feel they have access to the planning/public review process and that their concerns are being considered, they will support tourism." It is pointless for a community to expand tourism without the full support of its community.

To the key informants seven open-ended questions were asked to know the probable positive and negative impact on social, cultural, economic and environmental aspects and the possible remedies were also sought. Accordingly the local respondents considering the social background, literacy rate and traditional conservativeness of the area were asked three open-ended questions on positive sides of tourism, negative sides of tourism and practical suggestions for tourism development in the second part of the questionnaire followed by 35 tourism statement under the heading of social impact (statement 1-8), cultural impact (9-10), economic impact (11-22), environmental impact (23-28) and overall impact (29-35) on Lickert Scale.

The responses were scored from 1 (strongly agree) to 2 (agree) to 3 (neutral) to 4 (disagree) to 5 (strongly disagree). For the statements (5, 8,11,13,22 and 28) beginning with 'How advantageous' were scored from 1 (very advantageous) to 2 (advantageous) to 3 (undecided) to 4 (disadvantageous) to 5 (very disadvantageous). Once again it is to be mentioned that all the open-ended questions were asked first to the residents to avoid their speculation from the impact statements.

In the advantage of analysis and discussion the answers of open-ended questions were table in positive and negative parts with respective frequencies followed by the response of the attitudinal statements. The analysis has been done in social side, cultural side, and economic side, environmental side and overall or general assessment.

Social Impact of Tourism

The Table no 4, 5 and 6 are discussed here together.

Major items of positive social impacts as per table 4 are the coming out from the local conservativeness to modernity in the positive sense; literacy rate is increasing and traditional popular belief or superstition or even profession is being replaced by the mixing of the tourists who have a fair understanding of modern ideas, values and behavior. Living standard of the community is increasing and they receive the tourist and tourism with welcoming attitudes. Different developmental and infrastructural activities are going on in the area and it had been mentioned by most of the respondents (36.67%). Also the community has got this conviction that now Cox's Bazar is a popular destination-is also mentioned by some local respondents. One respondent informed that once this area was deficit in food grain and now it is self-sufficient partly as because of growing consciousness by coming to the contact of tourist and thus to meet their food demand.

On negative social aspects, the key informant and the local residents informed that social instability is growing over harnessing the benefit of tourism. As a result crime rate is getting higher unexpectedly. One dangerous menace as informed by the respondents is prostitution or moral erosion in the area. Even killing in the hotels is on the rise. Drug addiction, child and women trafficking have also been recorded with the force of tourism.

Residents' attitudes or perceptions to the social impact shows that almost 96.7% respondents agreed with the statement that household standard of living of the area has got higher because of the money that tourist spend in Cox's Bazar. 73.4% respondents agreed to the increase of infrastructure for local people through tourism. Again 56.6% and 56.7% agreed respectively on the rise of crime from tourism development and the division of local community over the sharing of tourism benefit. Significant positive agreement came on the issues that tourism has a positive advantage on the respondents' family (73.4%) and overall agreement by the respondents about the advantage of tourism impact on Cox's Bazar social life is 76.6%. Almost 80% of the respondents came to the same opinion that tourism gives benefits to a small group of people in the area.

Now if we analyse together, we see that increase of infrastructure, high living standard and overall positive image of tourism as a dividend-maker, gradual increase of literacy rate and infuse of modernity from the visitors are the good sides. The reason is still tourism is at developing stage and people are having benefits on different angles. According to Butler initially the attitude of the residents is 'euphoria' and then slowly with the development of tourism it goes to 'antagonism'. Again it is well established hypothesis in tourism research that so long tourism produces 'good' it is seen positive and in exception it becomes 'negative'. On the other hand the negative sides that are evident from tourism are the increase of crime, social division over tourism benefit, prostitution and confinement of tourism benefit to limited hands. Some of the respondents spoke elaborately on the ominous moral erosion in Cox's Bazar tourism showed in box no- 1. As argued by Dogan (1989) the development of tourism may lead to a decline in moral values by increasing materialisation of human relations. Hence, the non-economic relations and community spirit begin to loose their importance in the community.

Box no-1: Moral Erosion/ Prostitution is on the Rise

The respondents told on the condition of anonymity that prostitution is rising unabatedly. A group of people including hotel owners, brokers, rickshaw pullers and the local women are in a circle to do this prostitution business. Even some hotels are conducting this business using school and college going girls. This is very ominous for the tourism in future. The local community is still very much conservative and tries to live as per their social tradition and also showing good demeanor to the tourism development. But if the present trend goes on, the local public sentiment will shift to the antagonism and so for the sake of tourism, moral perversion or prostitution is to be checked with strong hand.

Moreover, in relatively small resort towns like Cox's Bazar, increased population and crowd especially in peak seasons cause noise, pollution, and traffic congestion. In the high season, infrastructures are stretched beyond their limits, and overcrowding and traffic congestion often cause inconveniences to local residents. This situation obviously hinders the use of public areas such as parks, gardens, and beaches as well as the provision of local services, which may partially result in friction between residents and tourists.

Cultural Impact of Tourism

The Table no 7, 8 and 9 are discussed here together.

Major positive cultural impacts as recorded by the key informant and local residents in their interview is the cultural exchange between the host and the tourist resulting change in clothing, language, food habit and growing openness in terms of mixing and learning from the tourists. One of the local respondents termed this bridging as 'information linkage'. On the negative consequences, the feelings are the gradual and total fading of traditional culture and breaking of the traditional conservativeness. Now the residents perception to the cultural statements include that 76.6% agreed with mean 2.17 that tourism encourages a variety of cultural activities being participated by the local population. The mean 2.17 with 1.23 SD indicates that the respondents agreed but they still suffer from inconsistency as the mean is within agree (2) to undecided (3) items of the scale. Again 90% shows agreement that tourism has brought change in local traditional life style with 10% undecided and no percentage of disagreement.

Now, if we match the attitudes with the interview outcome, both the attitudes of the cultural impact are on strong convergence. But one respondent observed that Rakhain community, a small tribe in Cox's Bazar, is becoming smaller, and some respondents are against the breaking of the traditional culture and conservativeness. One of the Rakhain respondents elaborated the gradually diminishing culture of the community in **the box no-2**. It is not unlikely that some people will go against flow of tourism mostly who are not involved in tourism business or not receiving any benefit from tourism. Williams (2004) discusses that local attitudes, values and behaviour can change from observing outside visitors. In developing countries this can also result in bitterness as local residents find themselves incapable to imitate the lifestyle and products they are observing. Probably the antagonistic residents fall to this community.

Box no-2: Rakhain Community and their culture are at stake.

The Rakhain community is thought to be the oldest resident in Cox's Bazar. They had the illustrious tradition, heritage and attractive life style and different famous pagodas to see. But with the passage of time most of those are on the wane. Tourism has also contributed to the defacing traditions of this gradually diminishing community. Once they were in large numbers and used to do business and shops at 'Burmese Market' with their own hand-made clothes and crafts. The advents of tourism in Cox's Bazar and the ever-changing social and political scenario have pocketized this small community in the area. The situation further compounded by the high illiteracy rate, financial incapability and being minority. The tourism got its influence on this community as they had valuable land property in the form of agricultural land, shrine or pagodas and homestead. The powerful coterie and land grabbers have occupied most of their land and pagodas for tourism-related business development. Some land grabbings by the influential people are cited here as per record of a respondent from the Rakhain community.

a. *Cheinda Midhachori High School* was once the school for the Rakhain. Some politically powerful people occupied it and finally at the face of losing it by the courts' directives they gifted to the school.

b. The present *Baitush Saraf Scool* had been built on the land of the Rakhains.

c. The present *Baharchara* residential area was the land of the Rakhain community which they lost to the local community.

d. The Rakhain pagoda (locally known as 'Jadi') at *Bailla Para* and *Gonar Para* are at present about to be occupied.

So the Rakhain community is at a vulnerable situation with their livelihood, culture and tradition.

Economic Impact of Tourism

The Table no 10, 11 and 12 are discussed here together.

The economic impact of the tourism industry is usually assessed at the macroeconomic level and can be measured in several different ways. The most general measurement focuses on tourism receipts and the contribution of tourism to a country's GDP. Table-19 presents international tourism receipts of Bangladesh from 1990 to 2000 to 2005.

Table 19: International Tourism in Bangladesh since 1990 to 2005

Country	International Tourist Arrivals					International Tourism Receipts					
	Thousands of persons			Average annual growth (%)		Value (US \$)			Average annual growth (%)		As % of exports of goods and services
	1990	2000	2005	1990-2000	2000-2005	1990	2000	2005	1990-2000	2000-2005	
Bangladesh	115	199	208	5.6	0.9	11	50	70	16.3	7.0	0.7

(Compiled by the author)

The Tourism Satellite Account (TSA) developed by the United Nations and the World Tourism Organization is the most systematic measurement of the economic impact and contribution of tourism at the national level. According to the World Travel and Tourism Council (WTTC), the TSA is based on a demand side concept of economic activity, because the tourism industry does not produce or supply a homogeneous product or services like many traditional industries. Instead the travel and tourism industry is defined by a diverse collection of products (durables and non-durables) and services (transportation, accommodation, food, beverage, entertainment, government services, etc) that are diverse to the visitors. It is important for policy-makers at national and local level to see that this diversity has many complex links to all parts of the economy. This makes the economic impact of tourism so significant for development.

However, the answer of the experts and residents in relation positive economic sides include the employment generation, money circulation in the local economy, investment in the tourism business, and income generating activities. Among them 100% key informant and 63.33% of the residents agreed that employment generation is the major thrust of tourism in Cox's Bazar for the local community. One of the key informants extensively described the employment scenario in Cox's Bazar tourism presented in **the box no-3**. Both the respondents also identified that Government is getting revenue from the tourism in Cox's Bazar. The major negative consequences as identified by the both types of respondents are price-hike of the essentials, high land valuation, poor's land grabbing by the powerful people and outward flow of earned-money from tourism in Cox's Bazar. The other impacts, may be with less thrust, are seasonality of jobs, non-local control of tourism business in Cox's Bazar and less preference to the local community in the tourism jobs.

Box no-3: Employment scenario in Cox's Bazar tourism

One of the respondents as the leading local tourism business man while giving answers came up with his own statistics about the employment the tourism in Cox's Bazar offering as part of his association with the tourism since inception. Now Cox's Bazar has 154 restaurants for food supply to the tourists and each of them employs on average 22 assistants. The total figure of assistants stands for 3388 persons. Then for tourists Cox's Bazar has 220 hotels and guest houses, and each employs on average 20 people and thus the total account is 4400. Again altogether Cox's Bazar tourism registers 54 tour operators and guide houses in which on average 15 persons work in each company and thus total figure is 810 persons working in the tour operators. Again on average 5000 construction workers are doing and maintaining family by building hotels, motels and guesthouses and so on. Many local people including students are working as tourist guides, doing *jinuk* business, rent-a-car business, land business, opening departmental stores, hiring umbrella on the sea beach locally known as '*kit-kot*', driving small playing vehicles on the beach locally known as '*z-ski*' and so on. The calculation of the respondents was that around altogether 10000 people are working in the tourism sector in Cox's Bazar and each person maintains a family of 6 persons, then this tourism industry is giving food to the 60000 people. As per his subjective assessment local-nonlocal employment ratio is almost balanced, 50%-50%.

On the other hand the perceptions of the local respondents to the 12 statements on economic impact showed a good agreement with the above discussion. 96.7% respondents were on strong agreement, with mean 1.73 and SD 0.52, that tourism is advantageous on employment generation. The 100% respondents, with mean 1.10 and SD .31, were of the same opinion that tourism attracts more investment in Cox's Bazar. While asked for scoring a respondent's pocket money whether it is of tourism origin, 66.6% respondent agreed positively and 30% disagreed.

The level of agreement on the statements of 'Non-local-owned businesses are beneficial for the area's tourist industry' and 'Most of the money earned from tourism ends up going to out of the local companies' is the same, 76.7%. It means that local residents are welcoming non-local business people and their transaction which would have been better if it were further invested. When asked to scale out on giving the government incentive to tourism development, 50% respondents came out on disagreement and 46.7% agreed for government support to the tourism industry.

On the statement “There should be a specific tax on tourists”, 50% respondents agreed with the statement and 43.3% disagreed on the move. The respondents apprehended that in that case the tourists will not come to Cox’s Bazar. Most surprisingly for the statements “Prices of many goods and services in the area have increased because of tourism” and “Tourism development increases property prices (e.g., land)” the level of agreement of the respondents is 100% each. It is very common inflation, ascribed to tourism is a major complaint. For the high price of land in Cox’s Bazar can be attributed to limited land along the beach and competition among rich people, business people and developers and repeated Government assurance to make Cox’s Bazar an international destination. 76.6% of the respondents came to the disagreement with the statement “Tourism creates more jobs for foreigners than for local people in the region”. It implies that foreign nationals are not yet turning in large numbers to Cox’s Bazar for tourism-related jobs. It is also understandable that Cox’s Bazar is a domestic tourists’ destination, with some thousands of foreign nationals.

Advantage of tourism for Cox’s Bazar economy and its impact on Bangladesh Government’s income registered agreement in the level of 90% and 86.7% respectively. Normally contribution of tourism economy to GDP is the indicator of its national importance. Table 20 shows the international tourism’s contribution to Bangladesh economy and no data is available on the contribution of domestic tourism in Cox’s Bazar to Bangladesh GDP.

Now if we combine the respondents information with the scoring of the attitudes to economic statements, it is very much clear that investment in Cox’s Bazar tourism, job creation for the people including the locals, increasing trend of business and commerce are positive sides. The negative economic consequences of tourism in Cox’s Bazar include inflation in the area and high land price. Overall speaking, the economic impact of tourism in Cox’s Bazar is being distributed to local and non-local residents of the area following the trickle-down theory of economic benefits and could be commented that tourism is still community friendly.

Environmental Impacts of Tourism

The Table no 13, 14 and 15 are discussed here together.

A good majority of the both types of respondents on open-ended questions came with the statement that tourism in Cox's Bazar has no positive impact on the local environment. It is relevant to note that the local respondents probably misunderstood the word 'environment' for their local surrounding that we say from sociological viewpoint. Here the use of word 'environment' was somewhat technical in the sense of applicability and required careful attention. Still only a couple of local respondents informed that tourism had positive impact on environment. The rest majority did not inform any linkage between the tourism impact and positive environmental aspect. 70% of the key respondents opined that "there is no positive impact of tourism on environment in Cox's Bazar". Though scanty in percentage, 10% each for each negative side, observed some good sides of tourism on environment: awareness to environmental conservation on the rise and Labonee to Sea Crown point being free from bad smell.

On negative front, many issues very much adversely relevant to the environment surfaced specially from the contribution of the key respondents. 60% key informant and 16.67% informed that hill cutting in Cox's Bazar is quite common and uncontrollable. Some key informants and a few local respondents informed that hill cutting and forest defacing caused land slide and thus took toll of human lives every year. Still it went on because land is very costly and both grabbers and poor were cutting the hills and then flattened area was sold out at higher prices. These all are going before the nose of the administration. The consequence of hill cutting in Cox's Bazar caused a powerful landslide in recent days and elaborated in the box no-4.

Box No-4: 45 killed in Cox's Bazar landslide

A series of powerful landslides triggered by torrential rains overnight killed at least 45 people including six army personnel, on June 15, 2010 in southeastern sea resort town of Cox's Bazar district. The mudslides occurred at different parts including the district town and Himchhari ECB camps, leaving 45 people dead- 31 people were killed in Teknaf, six in Ukhia, two in the district headquarters and six in the Himchhari army camp. Officials and witnesses said of the dead 45 people including six army soldiers lost their lives under tonnes of mud at their shanties and a makeshift military camp at Himchhari area near the Cox's Bazar sea beach as army engineering corps was engaged to construct a marine drive road from Cox's Bazar to Teknaf, a frontier town, linking Bangladesh with Myanmar.

Landslides caused by downpours appeared to be a growing concern particularly in Cox's Bazar while environmental watchdogs were virtually screaming for years against hill cuts in Cox's Bazar and its suburbs to develop infrastructures for tourism development, low-lying land filling, marine drive construction and residential uses defying rules as an expert study said over 100 hills disappeared while hundreds others were partially destroyed in recent years to cause frequent mudslides.

It is to be noted that Bangladesh witnessed its worst landslide in recent decades on June 13, 2007 when 123 people were buried alive under tonnes of mud rolled out from the hills on the dwelling houses built at hill slopes at the southeastern port city of Chittagong and the reason was rampant hill cutting and clearing the hills cover violating the government's strict ban.

Source: The daily Star, June 16, 2010; The New Nation, June 16, 2010

40% key respondent and 33.33% local residents opined that the drainage system is weak in Cox's Bazar and in hotel motel zone there is no sewage and waste disposal system. As a result wastes including human excreta are directly drained to the sea water without any treatment. As a result Labonee point to Sea Crown point at Kalatali is full of bad smells.

A good number of local respondents (16%) brought the unplanned and spurious growth of hotels and motels along the beach as menace because it caused loss to the natural environment. Some hotels were built so close to the beach that some of the structures are taken away by the sea every year and thus beach environment is degrading.

A small number of key informant (20%) and local residents (13.33%) observed that Rohingya refugees are a menace to the visitors and threat to the required environment of tourism. They vex

the tourist and run after them. They are making thatched houses on the beach and spoiling the natural environment. Other notable bad sides as informed by the respondents (percentages are negligible for each item, just 3.33% each) are: mass tourism in Cox's Bazar, beach littering and water pollution.

Now the perception of the residents to the impact of tourism on the environment showed that 100% respondents agreed that tourism development in Cox's Bazar increased the traffic problems. A large number of respondents (76.7%) positively scored that the construction of hotels and other tourist facilities had destroyed the natural environment in the region whereas only 16.6% objected the statement and 3.3 % remain undecided. On asking whether 'tourism produces long-term negative effects on the environment' , 73.4% of the respondents agreed with mean 2.17 and SD 1.23 which implied that the local respondents are aware of the long term environmental risks that the present unsystematic tourism is posing. But conflicting observation by the respondents to the statement 'Tourism provides an incentive for the conservation / restoration of natural resources' is in the level of agreement by 43.4% though the level of disagreement is somewhat greater, just half, 50%. It can be explained that the term 'environment' might be misconstrued and still opining tourism as friendly to the environment. Again the advantage of tourism on environment can be supplemented by the level of agreement (46.6%) on the statement 'Overall, how advantageous are the impacts of tourism on the environment?' Here also the level of disagreement is a bit smaller (43.3%). It could be concluded that impact of tourism on environment in Cox's Bazar is not that hot-issue and that's why the respondents could not form a clear opinion on the statements. Probably this conflict could be answered with the level of agreement (80%) to the statement that 'This community should control tourism development' and 20% were on disagreement with the statement.

So combining the perception of the residents and the information from both types of respondents through open ended questions it is seen that tourism in Cox's Bazar have no or negligible contribution to the conservation or restoration of the environment. But it has, on the negative side, caused hill cutting, forest clearance and unplanned growth of hotel-motel-guest house buildings along the beach.

The table no 16 and 17 are discussed here to get the fair idea on overall impact of tourism on the residents and also to relate own observations with those. On asking to the key informants whether tourism is well managed in Cox's Bazar, almost 90% responded negatively that tourism in Cox's Bazar is not well managed. Some local residents on their giving interview for open-ended questions gave some remarks and if they are tied logically it stands that 'tourism is a passport to peace. It is not a source of earning money, it is a service. In Bangladesh tourism means Cox's Bazar where the popular conviction is that building hotel means tourism. There is no concept of tourism management in Cox's Bazar and it should be developed in the way that it should contain local social and cultural components'.

In the residents' perception to the overall impact of tourism statements, 100% respondents were in agreement that strict laws are needed to protect the environment from tourism encroachment. On cultural front the respondent agreed (63.3%) that tourism development increases the number of recreational opportunities for local residents. From social or personal perspective 96.7% were on agreement that they are proud by living in Cox's Bazar which provides tourism opportunities. 63.4% of the residents perceived that tourism activities should have a user fee system (i.e. fee on using infrastructural facilities of tourism). A level of 90% respondents came in agreement for both the statements that the benefits of tourism are greater than the cost to the people of the area and finally the district itself. Even at this crossroad a significant number of the respondents (73.4%) were in agreement that government and the community should take step to restrict or control tourism development in Cox's Bazar.

The reason can be that the growth of tourism in the area is already over-grown and might be economically feasible in the long run. Even can be unsustainable considering the long term exposure of the society which may loose its cultural and social traits which are unique to offer and essential for its living and sustainability.

In general understanding from the above discussion it can be said that the local respondents are more positive in their evaluation of impact of tourism for Cox's Bazar. They may witness some minor problems, but as a whole they assume that such problems are a price well worth paying. They feel that even though they are the primary gainers from tourism, they are also the ones who suffer most from its effects.

Chapter 6: Conclusion and Reflection on the Study

6.1: Conclusion

Besides taking interview by using open-ended questionnaire to the key informants (n=10) and the local residents (second section of the questionnaire no-2, number of question 3 & n=30) this study has also made an attempt to identify the residents' perceptions of the impacts of tourism in Cox's Bazar town using a tourism impact scale. In order to determine the underlying dimensions of the perceived impacts of tourism by local residents, a 35-item tourism impact scale was administered to the local residents (n=30, the same local residents, section 3 and questionnaire no-2).

In brief the study has found that the local residents perceived the economic aspects of tourism impact most favourably. Residents also evaluated social and cultural impacts of tourism positively. These findings provide support for the next studies in days to come. However, quality of environment, community attitude, and crowding and congestion were found to be the least favourable aspects of tourism impact in Cox's Bazar.

According to Shaw & Williams (2004) it is possible to prevent negative outcomes and promote positive outcomes through sustainable tourism as it can protect the social environment of a destination. They also argue that integrating the needs and ways of life of the local community in relation to development of tourism is necessary to prevent problems as conflicts and negative outcomes for the local culture.

Choi & Sirakaya (2005) Explains that sustainable tourism shall improve quality of life for the host community and at the same time provide a quality experience for the visitor and maintain the environment which both the host community and the visitor depend. This definition is also supported by Richards & Hall (2000).

Griffin (2002) argues that to reach a positive outcome concerning sustainability depends on how well the tourism industry and authorities respond to future tourism development. Hunter (2002) mentions that sustainable tourism should be closely integrated with all other activities that occur within the host region.

In line with the research finding it is possible to say that compared to the international tourist destination and the offerings they have, tourism in Cox's Bazar is still at its infancy. This is traditional mass tourism and should be promoted to ecotourism as suggested by the respondents. It is also to be taken into consideration that though at its beginning, with more positive impacts on economic and cultural and social fronts, this tourism has already caused some negative impacts on social and environmental sides which are to be ameliorated by the concerned authority taking step just now. Then these odds could be mitigated and local community will be benefited and ultimately the bonus will go to the tourism. It is now worldwide accepted that without linking tourism no tourism can be sustainable because they are the primary receptor of the good and odds of tourism. If they go antagonistic, then tourism will not develop there. Upon this basis, our tourism authority will take steps at least to the negative consequences so far explored out by this research for the greater interest of the local community and successful tourism in Cox's Bazar. This research has received many suggestions from the key informants and more strict control of the tourism industry is needed by the government to protect the interest of the social community.

In Bangladesh the majority of government agencies have historically, for the most part, taken a back seat in tourism development, seemingly happy to allow the private sector to drive forward the industry in their countries and regions. They have been equally happy to collect taxes from successful operations, providing little or no assistance to struggling initiatives. As a result, benefits derived by communities from tourism have in the past been created and received more by accident than design or in a few cases have been engineered by the more philanthropically minded private tourism businesses or NGOs.

More recently, a range of factors have contributed to government agencies taking greater interest, committing funds and time to collaborative projects and playing a crucial role in the planning, development and management of tourism initiatives. The factors that have help to bring about this step change in governments' approach include: the awareness of the importance of tourism as a global, national and regional socio-economic engine; the potential for tourism to contribute to environmental management and enhancement; the profile of tourism as a tool for international development and regeneration; increased lobbying by industry, NGOs and tourism organizations.

The foregoing study has clearly demonstrated that tourism is playing a good role in socio-cultural, economic and environmental development in Cox's Bazar. It is often necessary to develop and implement policies that take advantage of the potential benefits of tourism in socio-economic development. In some cases this is simply a matter of increasing awareness so that the joint benefits to tourists and local communities can be 'factored-in' at the planning stage. In other cases it may involve reducing leakages (or retaining tourist spending). In other cases affirmative action may need to be taken to capture the benefits.

Some of them are highlighted here with the issues to be addressed obtained from content analysis so that the tourism development in Cox's Bazar becomes sustainable and exemplary for other parts of the globe.

A well designed tourism policy is of immense importance for tourism development at Bangladesh backdrop including Cox's Bazar. The format of tourism is changing rapidly from mass tourism to sustainable tourism, then to ecotourism. Now worldwide we also hear of 'geotourism' and 'green tourism'. We have in force and the government has already formulated a modern draft version 'The Tourism Policy 2009' replacing the Tourism Policy 1992 accommodating many new ideas and emphasizing the conservation of the local community and local natural environment. Cox's Bazar has got special attention at the draft policy.

A Master Plan for Cox's Bazar is much-heard for long. Any tourism venture to establish following all rules and regulations and necessary approval takes months together and then one has to start his construction of hotel or motel or any tourism enterprise. Even the government offices concerned with tourism matters are not well coordinated. So those laws could be brought under the same authority, say 'Tourism Authorisation Committee in Cox's Bazar' for quick disposal of the matter.

There should be specific law to protect the local community people and their well-being in the form of corporate social responsibility (CSR) by the tourism companies.

ETZ came up as a strong recommendation to be fulfilled for foreign tourists so that they think themselves at home and will get international tourism facilities in the form of 3S (Sea, Sun and

Sex) or 4S (Sea, Sun, Sand and Sex). ETZ will get the status like a 'foreign land' within home. In that case conservative local community will not feel 'cultural shock' or are alienated in their own locality.

Cox's Bazar Pouroshova has no modern drainage system and waste dumping ground. Even the Hotel-Motel Zone along the beach has no drainage facilities and waste disposal and treatment system. All wastes are thrown away too the sea directly without any treatment. As a result, the beach environment is degrading and thus the community feeling seems to be antagonistic to the tourism from the research experience.

Buildings are being made adjacent to the beaches which are causing loss to the natural environment and spoiling the beauty of the sea. So restriction should be put on building hotels in the name tourism along the beach.

Environmental standards for drinking water, bathing water, wastewater and air emissions are to be incorporated in Environmental Regulation for the tourism area. Guidelines could also be developed for open space and densities of new developments. This will ensure local people from going to conflict with the tourist in high tourism season on public use items.

Traffic management schemes should be introduced in Cox's Bazar as it had been at the top as one of negative impact of tourism. Cox's Bazar is a small township and all sorts of big and small vehicles get into the city and many accidents including tourists' vehicles were recorded. So big inter-district buses should not allow entering into the city area.

Mostly domestic tourists visit Cox's Bazar in millions in high season. The infrastructure facilities of Cox's Bazar are not enough to support them. So to avoid conflict with the tourist and to make it round the year restriction on tourist number to visit Cox's Bazar could be considered.

A Tourism Training Institute at Cox's Bazar for tourisms and local youths can be established to help the local community and the investors most for producing efficient hospitality people for Cox's Bazar tourism.

Social security and safety have great impact on tourism development in any region like Bangladesh. Security system is not modern in Cox's Bazar. Most of the respondents mentioned that crime is on the rise and it is centering tourism. Killings are happening in the hotels. Due to kidnapping and hijacking issues, foreign tourists are reluctant to stay longer period in Cox's Bazar.

To the other world Bangladesh is known for floods and poverty. So Cox's Bazar should be advertised more and more through local and international media. Very recently Bangladesh government branded Bangladesh as "*Beautiful Bangladesh*".

Cox's Bazaar needs to be advertised properly on the popular tourist related web sites. There should be coordination of information and services between these websites and popular hotels, restaurants, shops and travel services of Cox's Bazaar. We need to take pragmatic steps to develop and update our websites to increase international tourist flow. For instance, Cambodia has its tourism websites in eight languages; Thailand, Malaysia, Indonesia in 12 languages, and we have ours only in one language, English. One shocking information is that BPC website does not contain any recent statistics of tourist arrival, revenue earning, contribution to GDP, etc that were required for this study.

Visa policy of government is one of the main reasons behind the foreign tourists' unwillingness to visit Bangladesh. If the government lifts visa restrictions for visitors from Europe, USA and other western countries, around 20 lakh foreign tourists will come to Bangladesh in a couple of years. Now it requires about 15 to 20 days for a Bangladeshi visa even for a European citizen (The Daily Star, May 29, 2008).

6.2: Reliability and Validity

For the matter of reliability and checking procedural flaws the researcher was always in touch with the supervisor. Being a new field of research worldwide, specially perception study of the local residents in the impact of tourism, different scholarly materials were collected and gone through for necessary confidence and doing the research in the truest sense of the term. Again triangulation was always followed for the validity of data and research process and finally in the processing of data. Content or desk study was done to bridge the gap in the discussion part and to come up with recommendations.

6.3: Answers to the Research Questions and objectives

Once again the asking in the research questions and the desire of the objectives were exploring the impact of tourism in Cox’s Bazar and finding out the issues to be addressed to bridge the gaps. It is evident from the discussion that the impact of tourism in Cox’s Bazar is in set on four fronts. Positive sides are very prominent in the sense that local residents are getting benefits. On environment side no positive consequence is marked by the respondents. But negative consequences on four sides are very conspicuous which are already mentioned in the discussion part. However the major findings of the research study about impact of tourism on the local community in Cox’s Bazar Township is summed up in the table 20.

Table 20: Major Impacts of tourism on the local community in Cox’s Bazar Township

Positive Impact of Tourism	Negative Impact Of tourism
<u>Social Aspect</u> a. Increase of infrastructure b. High living standard c. Gradual increase of literacy rate d. Infuse of modernity from the visitors <u>Cultural Aspect</u> a. Cultural exchange between host and tourists. b. Change in clothing, language and food habit. <u>Economic Aspect</u> a. investment in tourism b. Job creation for the local community c. Increasing trend of business and commerce <u>Environmental Aspect</u> a. No positive impact on the community b. Awareness to environment growing slowly.	<u>Social Aspect</u> a. Increase of crime b. Prostitution/moral erosion increases c. Social division over tourism benefits <u>Cultural Aspect</u> a. Fading of traditional culture b. Breaking of the traditional conservativeness c. Rakhain community becoming smaller <u>Economic Aspect</u> a. Inflation b. High land price <u>Environmental Aspect</u> a. Hill cutting b. Forest clearance c. Unplanned growth of buildings along beach

In response to an open-ended question to both the experts and local respondents on their suggestion what issues are to be addressed for successful tourism in Cox’s Bazar, they came up

with big list of things to be addressed and here only the practically doable suggestions are accommodated in the table 21 and then explained in brief with some more recommendations from the content analysis.

Table 21: List of suggestions from key-informant and respondents with frequency

Issues to be addressed for Cox’s Bazar Tourism (Major Items)	Number of key informant (N=10)	Number of resident (N=30)
1. A well-defined land use policy.	2	
2. A well-designed tourism policy is urgent.	2	3
3. A master plan for Cox’s Bazar incorporating experts from different aspects.	5	3
4. A powerful coordination and authorization committee with concerned offices and professionals to supervise the tourism activities including growth of buildings.	7	4
5. Ecotourism should be promoted in place of present mass tourism.	3	2
6. Number of visitors should be controlled during peak season.	2	1
7. Cox’s Bazar to Teknaf is to be declared as ETZ.	2	8
8. Experienced and dedicated tourism developers/entrepreneurs are to be patronized.	2	1
9. A Tourism institute can be set up at Cox’s Bazar to produce tourism professionals.	2	6
10. Many tourists are being taken away at ebb time by the sea. So sea-netting can be moored in the selected area. Yasir Life Guard (YLG) is now helping the tourists.	1	4
11. Cox’s Bazar city has no modern drainage system, wastes dumping ground and waste treatment and recycling facilities.	5	5
12. The tourists should be secured by deploying TP at from Kalatoli to Sea Crown.	4	8
13. “Advertisement promotes selling (<i>Prachare prasar</i>)” should be the basis for Cox’s Bazar for international selling as a tourism destination.	2	4
14. Dance club/ disco bar/ casino/ bar etc could be specially arranged for the international tourists.		2

In light of the above discussion it is seen that both research question one (What are the positive and negative impact of tourism in Cox’s Bazar?) and research objective one (To investigate into the impacts of tourism development and associated activities in the study area.) are answered in the table 20 by arranging both the evident and distinct positive and negative impacts of tourism as identified in the discussion and analysis chapter.

Again for the research question two (What are the issues to be addressed for improving the current situation of tourism in Cox's Bazar?) and research objective two (To explore possible ways of improvement of the current situation) are answered by arranging the major issues to be addressed in the table 21 to ameliorate the negative impact of tourism and boost up the positive sides both for the local community and the tourism industry itself.

From the present research it can be safely said that there is a strong case for considering tourism as an important sector in socio-economic, cultural and environmental development with the significant involvement of the local communities in Cox's Bazar tourism.

6.4: Concluding Remark

There is not a single exhaustive research report on impact of tourism in Cox's Bazar. Modern tourism is not a service; it is an industry known as 'Hospitality Industry'. To make a destination popular and known worldwide, it is to be grown in a balanced way. Carrying capacity (CC), Limits of Acceptable Change (LAC) and ISO certification for tourism business, marketing and environment are quite popular in the international destinations. Again nowadays level of community linkage, visitor management including segmentation and positioning, and tourist satisfaction are popular research items around the world. Again perception study like the present research study is taken as a panacea to measure out the residents' reaction to the impact of tourism. Here it has been undertaken to see the impact type and feel of pulse of the local peoples' attitudes about the ongoing tourism activities in Cox's Bazar. Unfortunately there is no modern research conducted in any of the topic discussed here in Cox's Bazar backdrop. So the upcoming researcher should carry out exploration on those above mentioned items on Cox's Bazar tourism. Even the present study could be persued by others to establish a trend in tourism research in perception study and justify the present study. In that case this study will receive its authenticity and trend-setting mark.

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Annex I

Questionnaire No 1: For Key Informant

Date:

Name:

Telephone/Address:

Occupation:

Schooling:

Location:

National/Regional/Local Organizations or Associations, which you belong to:

1. Is it beneficial to the community?
2. What are the positive environmental impacts of tourism on the area? (Any negative impact?)
3. What are the positive economic impacts of tourism on the area? (Any negative impact?)
4. What are the positive social impacts of tourism on the area? (Any negative impact?)
5. What are the positive cultural impacts of tourism on the area? (Any negative impact?)
6. What are the other impacts of coastal tourism in Cox's Bazar (if any)?
7. Do you think tourism in Cox's Bazar is well managed? If not, what are the issues to be addressed?

Annex II

Questionnaire No 2: Resident Survey

Personal Information

- 1. Date:
- 2. Name of the Respondent:
- 3. village/Para:
- 4. Marital status:
- 5. Gender:
- 6. Household size: Occupation: Income:
- 7. Schooling:
- 8. Age:
- 9. Length of Residence:

Asking for Impacts of Tourism in Cox’s Bazar

- 10. What are the positive sides of tourism in your area (3 good Sides)?
- 11. What are the adverse sides of tourism in your area (3 bad sides)?
- 12. What are your suggestions for future tourism development in Cox’s Bazar?

Residents’ attitudes towards impacts of tourism:

<u>Tourism Statements</u>	1	2	3	4	5
I. Social Impacts					
1. Tourism has led to an increase of infrastructure for local people.	1	2	3	4	5
2. Tourism development increases crime in Cox’s Bazar.	1	2	3	4	5
3. Tourism causes division of local community.	1	2	3	4	5
4. Our household standard of living is higher because of the money that tourists spend here.	1	2	3	4	5
5. How advantageous are the impacts of tourism on your family?	1	2	3	4	5
6. The quality of public services has improved due to more tourism in my community.	1	2	3	4	5
7. Tourism gives benefits to a small group of people in the area.	1	2	3	4	5
8. Overall, how advantageous are the impacts of tourism on the social life of	1	2	3	4	5

Cox's Bazar?

II. Cultural Impacts

9. Tourism encourages a variety of cultural activities by the local population (e.g., crafts, arts, music). 1 2 3 4 5

10. Tourism has brought change in local traditional life style. 1 2 3 4 5

III. Economic Impacts

11. How advantageous are the impacts of tourism on the Cox's Bazar economy? 1 2 3 4 5

12. I have more money because of tourism in Cox's Bazar. 1 2 3 4 5

13. How advantageous are the impacts of tourism on employment? 1 2 3 4 5

14. Non-local-owned businesses are beneficial for the area's tourist industry. 1 2 3 4 5

15. Tourism creates more jobs for foreigners than for local people in the region. 1 2 3 4 5

16. Tourism attracts more investment in Cox's Bazar. 1 2 3 4 5

17. There should be no government incentives for tourism development. 1 2 3 4 5

18. Prices of many goods and services in the area have increased because of tourism. 1 2 3 4 5

19. There should be a specific tax on tourists. 1 2 3 4 5

20. Tourism development increases property prices (e.g., land). 1 2 3 4 5

21. Most of the money earned from tourism ends up going to out of the local companies 1 2 3 4 5

22. Overall, how advantageous are the impacts of tourism on Bangladesh government's income? 1 2 3 4 5

IV. Environmental Impacts

23. Tourism produces long-term negative effects on the environment. 1 2 3 4 5

24. Tourism provides an incentive for the conservation / restoration of natural resources. 1 2 3 4 5

25. The construction of hotels and other tourist facilities has destroyed the natural environment in the region. 1 2 3 4 5

26. Tourism development increases the traffic problems. 1 2 3 4 5

27. This community should control tourism development. 1 2 3 4 5

28. Overall, how advantageous are the impacts of tourism on the environment? 1 2 3 4 5

V. Overall Impacts

29. Overall, the benefits of tourism are greater than the costs to to the people of the area. 1 2 3 4 5

30. Tourism activities/services should have a user fee system. 1 2 3 4 5

31. Tourism development increases the number of recreational opportunities for local residents. 1 2 3 4 5

32. We should take steps to restrict / control tourism development in Cox's Bazar. 1 2 3 4 5

33. Strict laws are needed to protect the environment. 1 2 3 4 5

34. I am proud to live in a place (Cox's Bazar) that provides tourism opportunities. 1 2 3 4 5

35. Overall, the benefits of tourism are greater than the costs to Cox's Bazar as a whole. 1 2 3 4 5

Note: For statements 5, 8, 11, 13, 22 and 28, the scale ranged from 1 (very advantageous) to 5 (very disadvantageous), and for the remainder from 1 (strongly agree) to 5 (strongly disagree).

If there are any additional comments that you would like to add please do so below.

Thank you

Annex III

Questionnaire No 3: Control Group Questionnaire for Monkhali used in FGD

Personal Information

1. Date:
2. Name of the Respondent:
3. Village/Para:
4. Marital status:
5. Gender:
6. Household size:
7. Schooling:
8. Age:
9. Length of Residence:

Asking for Impacts of Tourism in Monkhali, Ukhia, Cox's Bazar.

10. Do you have tourism in Monkhali? Any tourism infrastructure?
11. What is your main profession?
12. What sort of advantages do you get now from tourism? Any disadvantages?
13. Do you think tourism should be developed here?
14. If yes, what advantages do you hope to get (any 3)? Do you apprehend any disadvantages (any 3)?
15. Have you ever been to Cox's Bazar?
16. Your suggestion for developing tourism here (Monkhali).

Annex IV

List of the Key-Informant interviewed through questionnaire 1 (Annex I)

Name of the Respondent	Address	Tourism Involvement
Mr Jasim Uddin	ADM, DC Office, Cox's Bazar. Tel. - 0341-63269/ 01712011597	Involved in Master Plan preparation for Cox's Bazar
Omar Faruk	CEO, Zilla Parishad, Cox's Bazar	Implementing tourism-related projects in Cox's Bazar.
Nurul Alam Nizami	ADC (G), DC Office, Cox's Bazar, Tel.-0341-63295	Member, BMC, and supervise Tourism Cell
Sarwar Kamal	Mayor, Cox's Bazar Pourashova, Cell-01817000125	Implements different projects for Cox's Bazar township
Sujit Borua	Manager, Motel Saibal, BPC. Tel.-0341-63274.	Member-Secretary, BMC.
Md. Abdur Rahman	Assistant Conservator of Forest (ACF), Divisional Forest Office (South), Cox's Bazar. Cell-01711064519.	Ecotourism Specialist and involved in Master Plan for Tourism in Cox's Bazar.
Abul Kasem Sikder	Secretary, HMGHOA, Cox's Bazar & President, BD ROA, Cox's Bazar & President, Community Police, Zone-1, Cox's Bazar.	Hotel, Motel and Restaurant business and advocating for security to the tourists.
S. M. Kibria Khan	Founder President, TOAC & Chairman, Business Forum, Cox's Bazar & Owner, Food Village Café, Cox's Bazar. Tel.-0341-51043/ 01715879117	Operating ship cruising to St. Martin's Island and actively involved in different forum for tourism development in Cox's Bazar
Mr Nazrul Islam	Field Manager, NACOM, Cox's Bazar. Cell-01911055575.	NGO official working with environment and local community.
Bijon Chandra Mondal	Branch Manager, BASTOB, Cox's Bazar. Cell-01716264557	NGO official working with socio-economic development of local community.

Annex V

List of Residents in the semi-structured Questionnaire

Name of Residents	Address	Occupation & Education & Annual Income (AI)	Years of living in Cox's Bazar
1. Salim Ullah Bahadur . Married. Age-47.	Pook khali, Cox's Bazar. Cell-01817451200.	Advocate. MA, LLB. AI- 288000/=	47
2. Bishawjit Sen. Married Age-50	18, Main Road, Cox's Bazar.	Journalist. MA. AI-240000/=	50
3. Prof Azizur Rahman. Married. Age-47	Tek Para, Cox's Bazar	Hotel Business. MA. AI-360000/=	47
4. Md Jafarullah Nuri. Married. Age-49	Rumaliar Chara, Cox's Bazar Cell-01711280785	Moulovi. Kamel. AI-360000/=	49
5. Md Faridul Alam. Married. Age-42.	Bahar Chara, Cox's Bazar. Cell- 01819337351	Teaching. MA. AI-240000/=	42
6. Nurul Absar. Married. Age-56	Tekpara, Cox's Bazar. Cell-01726080833	Political Leader. BA. AI-300000/=	56
7. Matintin. Married. Age-42	Kyang Para, Cox's Bazar. Cell- 01711325722	Job in Motel Saibal. SSC. AI-216000/=	42
8. Begum Sultana Dilruba Married. Age-57	Enderson Road, Cox's Bazar. Cell-01819818107	Teaching. MA.	28
9. Matin Aye. Married Age-42.	Boro Bazar, Cox's Bazar. Cell-01556538096	Primary Teacher. BA. AI-168000/=	42
10. Md Mokbul Hossain. Married. Age-32	Kalatali, Cox's Bazar. Cell-01816906282	Security Guard. Class V. AI-120000/=	23
11. Imran Ahmed. Married Age-35	Bazarghata, Cox's Bazar. Cell-01199231215	Hotel Business. BA. AI-300000/=	15
12. Nazrul Islam Married. Age-29	Bahar Chara, Cox's Bazar. 01812341040	Contractor. Degree. AI-360000/=	29
13. Hafez Rana Kafi. Married Age-37	Bahar Chara, Cox's Bazar. Cell- 01711458434	Tour Operator. MA. AI-600000/=	10
14. Md Suja Meah. Married Age-33	Saikot Para, Cox's Bazar. Cell-01815941388	Mason. Class VIII. AI-120000/=	23
15. AKM Sahidul Hoq. Married. Age-35	Kalatoli, Cox's Bazar. Cell-01812943504	Job in a Motel. SSC. AI-96000/=	35
16. Sultan Amed Married Age-65	Jarjari Para, Cox's Bazar.	Fishing. Illiterate. AI-60000/=	65
17. Siddik Ahmed. Married Age-52	Saikot Para, Cox's Bazar. Cell-01823733400	Headman, Forest Dept. Class VII. AI-300000/=	52
18. Safiul Alam. Married Age-57	Kalatoli, Cox's Bazar. Cell-01819605429	Sub-contractor. Illiterate. AI-420000/=	57
19. Md Nurul Hoque. Married. Age-24	Kutubdia Para, Cox's Bazar.	Rickshawpuller. Illiterate. AI-72000/=	24
20. Md Gius Uddin.	Bahar Chara, Cox's Bazar. Cell-	Student. Degree.	24

Unmarried. Age-24	01916006719	AI-100000/=	
21. Nurul Absar. Married. Age-60	Rumaliar Chara, Cox's Bazar. Cell-01711386870	Motel business. SSC. AI-240000/=	50
22. Zunaid Chy. Married. Age-35	Bazarghata, Cox's Bazar. Cell-01713175060	Local NGO official. MSc. AI-300000/=	35
23. Nur Mohammad Monir unmarried. Age-29	Gol Dighir Par, Cox's Bazar. Cell-01819109682.	Tourism Business. BA. AI-240000/=	29
24. Md Abu Shama. Married. Age-40	Bahar Chara, Cox's Bazar. Cell- 01711317039.	Business. SSC. AI-120000/=	40
25. Firoz Ahmed Moni. Unmarried Age-38	Bahar Chara, Cox's Bazar. Cell- 01674241870.	Business. HSC. AI-120000/=	38
26. Ahmed Hossain Fakir Married. Age-45	Saikot Para, Cox's Bazar. Cell-01816147952	Land Business. Class V. AI-84000/=	45
27. Md Sohel, Married. Age-27	Baharchara, Cox's Bazar. Cell- 01815527363.	Business. SSC. AI-120000/=	27
28. Nayan Dey. Unmarried Age-26	Stadium Para, Cox's Bazar.	Service. SSC. AI-96000/=	26
29. Mr Emdad Hossain. Married Age-30	Khuruskul, Cox's Bazar.	Hotel boy. HSC. AI- 102000/=	30
30. Rezaul Hoq Married. Age-49	Kalatoli, Cox's Bazar	Shop owner. Primary. AI-120000/=	49

Annex VI

Participants in FGD in Control Variable (Monkhali Area)

Name of Participant	Address	Occupation	Year of Living
1. Bahadur Alom	Monkhali, Ukhia. Cell-01811913485	Fisery Business	38
2. Nur Mohammad	Monkhali, Ukhia.	Agriculture	65
3. Sheikh Ahmed	Monkhali, Ukhia.	Shrimp fry Collection	28
4. Mofidul Alom	Monkhali, Ukhia.	Agriculture	34
5. Nurul Kabir	Monkhali, Ukhia. Cell-01811887952	Shrimp fry Collection	27
6. Jahir Ahmed	Monkhali, Ukhia. Cell-01813247630	Fisery Business	45
7. Abdul Hoq	Monkhali, Ukhia. Cell-01815912587	Grocery	34
8. Haji Syed Ahmed	Monkhali, Ukhia. Cell-01812608262	Agriculture	65

Annex VII

Residents' attitudes towards 35 impact statement of tourism in Cox's Bazar in percentages (%).

Tourism Statements	1	2	3	4	5	M	SD
I. Social Impacts							
1. Tourism has led to an increase of infrastructure for local people.	36.7	36.7	3.3	16.7	6.7	2.20	1.30
2. Tourism development increases crime in Cox's Bazar.	13.3	43.3	6.7	20.0	16.7	2.83	1.37
3. Tourism causes division of local community.	20.0	36.7	16.7	16.7	10.0	2.60	1.28
4. Our household standard of living is higher because of the money that tourists spend here.	50.0	46.7	-	-	3.3	1.60	.81
5. How advantageous are the impacts of tourism on your family?	36.7	36.7	13.3	3.3	10.0	2.13	1.25
6. The quality of public services has improved due to more tourism in my community.	16.7	30.0	6.7	23.3	23.3	3.07	1.48
7. Tourism gives benefits to a small group of people in the area.	36.7	43.3	6.7	6.7	6.7	2.03	1.16
8. Overall, how advantageous are the impacts of tourism on the social life of Cox's Bazar?	23.3	53.3	3.3	20.0	-	2.20	1.03
II. Cultural Impacts							
9. Tourism encourages a variety of cultural activities by the local population (e.g., crafts, arts, music).	33.3	43.3	3.3	13.3	6.7	2.17	1.23
10. Tourism has brought change in local traditional life style.	40.0	50.0	10.0	-	-	1.80	.89
III. Economic Impacts							
11. How advantageous are the impacts of tourism on the Cox's Bazar economy?	43.3	46.7	6.7	3.3	-	1.70	.75
12. I have more money because of tourism in Cox's Bazar.	43.3	23.3	3.3	23.3	6.7	2.27	1.41
13. How advantageous are the impacts of tourism on employment?	30.0	66.7	3.3	-	-	1.73	.52
14. Non-local-owned businesses are beneficial for the area's tourist industry.	46.7	30.0	10.0	13.3	-	1.90	1.06
15. Tourism creates more jobs for foreigners than for local people in the region.	16.7	3.3	3.3	13.3	63.3	4.03	1.54
16. Tourism attracts more investment in Cox's Bazar.	90.0	10.0	-	-	-	1.10	.31
17. There should be no government incentives for tourism development.	20.0	26.7	3.3	30.0	20.0	3.03	1.50
18. Prices of many goods and services in the area have increased because of tourism.	83.3	16.7	-	-	-	1.17	.38
19. There should be a specific tax on tourists.	30.0	20.0	6.7	23.3	20.0	2.83	1.58
20. Tourism development increases property prices (e.g., land).	100.0	-	-	-	-	1.00	.00
21. Most of the money earned from tourism ends up going to out of the local companies	60.0	16.7	3.3	20.0	-	1.83	1.21
22. Overall, how advantageous are the impacts of tourism on Bangladesh government's income?	26.7	60.0	3.3	3.3	6.7	2.03	1.03
IV. Environmental Impacts							
23. Tourism produces long-term negative effects on the environment.	36.7	36.7	3.3	20.0	3.3	2.17	1.23
24. Tourism provides an incentive for the conservation / restoration of natural resources.	6.7	36.7	6.7	23.3	26.7	3.27	1.39

25. The construction of hotels and other tourist facilities has destroyed the natural environment in the region.	50.0	26.7	6.7	13.3	3.3	1.93	1.20
26. Tourism development increases the traffic problems.	53.3	46.7	-	-	-	1.47	.51
27. This community should control tourism development.	50.0	30.0	-	10.0	10.0	2.00	1.36
28. Overall, how advantageous are the impacts of tourism on the environment?	3.3	43.3	10.0	23.3	20.0	3.13	1.28
V. Overall Impacts							
29. Overall, the benefits of tourism are greater than the costs to the people of the area.	36.7	53.3	3.3	6.7	-	1.80	.81
30. Tourism activities/services should have a user fee system.	36.7	26.7	-	26.7	10.0	2.47	1.48
31. Tourism development increases the number of recreational opportunities for local residents.	20.0	43.3	6.7	26.7	3.3	2.50	1.20
32. We should take steps to restrict / control tourism development in Cox's Bazar.	46.7	26.7	10.0	-	16.7	2.23	1.55
33. Strict laws are needed to protect the environment.	86.7	13.3	-	-	-	1.13	.35
34. I am proud to live in a place (Cox's Bazar) that provides tourism opportunities.	80.0	16.7	-	3.3	-	1.27	.64
35. Overall, the benefits of tourism are greater than the costs to Cox's Bazar as a whole.	50.0	40.0	-	6.7	3.3	1.73	1.01

Note: For statements 5, 8, 11, 13, 22 and 28, the scale ranged from 1 (very advantageous) to 5 (very disadvantageous), and for the remainder from 1 (strongly agree) to 5 (strongly disagree). M for Median & SD for Standard Deviation.