

Process of Developing a Community Based Tourism and Identifying its Economic and Social Impacts: An Empirical Study on Cox's Bazar, Bangladesh

Ataul Karim Patwary¹, Biplab Roy², Rajidul Hoque³, Md. Shariful Alam Khandakar⁴

¹School of Tourism, Hospitality and Event Management, University Utara Malaysia, 006010, Kedah, Malaysia (Correspondent author)

²Department of Tourism and Hospitality Management, University of Dhaka, Dhaka, Bangladesh

³Faculty of Business Administration, Cox's Bazar International University, Cox's Bazar International University
Cox's Bazar, Bangladesh

⁴Department of Tourism and Hospitality Management, University of Dhaka, Dhaka, Bangladesh

Email: raselataul@gmail.com

Abstract

The study was carried on how to develop Community Based Tourism in Cox's Bazar in order to find the prospects of Community based tourism in Cox's bazar. The paper defines about the concept of Community Based Tourism (CBT), more specifically it triggered towards case study in Cox's Bazar which is most visited place in Bangladesh by tourists. Then, the researchers developed well-designed framework which will be beneficial for practitioners and academicians. This is a quantitative study, a total of 406 data were collected by using self-administered. Based on the findings, it is revealed that there is a strong relationship between social, economic, cultural and environmental impact of tourism. The major findings of the study are that economic impact of Community Based Tourism is very much significant followed by social impact. So, the planners and other tourism stakeholders can take initiative as early as possible to develop CBT in Cox's bazar for the betterment of host community. The development of research framework in this study will enrich the literature regarding the construct of tourism development, more specifically for community-based tourism. This research will be useful in providing an insight of tourism development process for the stakeholders and authorities of tourism ministry.

Keywords: Community Based Tourism (CBT), Host community, Tourism stakeholders, Economic impact, Social impact

I. Introduction

The tourism industry is said to be one of the fastest growing industries in the world (Mahadevan, Amir, & Nugroho, 2017; Patwary & Omar, 2016). It has a greater contribution to the world economy and has united the globe into a village. According to UNWTO (2017), 2016 was an outstanding year for tourism in terms of economic contribution to the world. In Africa and Asia Pacific region, international tourist arrivals had increased for the 7th consecutive year to reach 1.235 billion (a growth of 4% over 2015) with the strongest growth recorded (UNWTO, 2017). Worldwide tourism industry stands in fourth position after fuel, chemical, and food as the industry is representing 30% of the world's exports of services (UNWTO, 2015).

Now-a- days Community based Tourism (CBT) is the best way to get a magical experience of ethnic life style, culture and tranquility of panoramic nature as well as the preservation of ancient art, music, and literature (Tolkach & King, 2015). Cox's bazar is a perfect destination to introduce CBT projects because the entire area calls out for satisfying the desire of getting back to one's root. The Socio-economic situation and environmental conditions of a place depend a lot on the comprehensive development of the community. CBT accelerates the overall pace of the development and ensures sustainable prosperity and standard of living of the local people. Community Based Tourism (CBT) works as a catalyst for community economic, socio-cultural, environmental and political development. It helps to raise fund for community wellbeing, creates more and more job and ultimate result is increase of income of local people. On the other hand, it enhances the community life with fostering cultural exchange. On the political view point CBT increases the negotiation power of community. In case environmental development CBT creates awareness for conservation with focusing on carrying capacity.

Cox's bazar is most visited tourists place in Bangladesh. Cox's Bazar is considered as unique tourist destination for its 120 km long unbroken sandy sea beach which also makes it world's longest unbroken natural sea beach. Large number of different types of tribal community lives in Cox's bazar. They are very much rich in their culture, ritual, tradition, lifestyles and festivals. Although several studies have been done on importance of tourism, development of tourism planning, tourism facilities, tourism related services, challenges, prospects and socio-economic impact of tourism in Cox's bazar. Best of researcher's knowledge, none of those studies investigated Community-Based Tourism (CBT), significance of Community Based Tourism, impact of CBT on Cox's bazar and how to

develop Community Based Tourism in Cox's bazar. The study aims to identify the importance of Community Based Tourism (CBT) in Cox's bazar and to investigate the socio-cultural, economic, and environmental impact of Community Based Tourism (CBT) on Cox's bazar. The researchers also aim to build the process for selecting destination CBT and evaluate the relationship between CBT and sustainability.

II. Literature Review

As per Salazar (2012), CBT is a type that targets for adding the advantage of the native population especially the general inhabitants of the village at rural part. For illustration, the inhabitants of the village can greet and congregate the tourists, can handle the system mutually and divide earnings. CBT is a way of the local people through which the tourists are greeted for having the idea of the civilization like, food, lifestyle and rituals. Effects and advantages from CBT, both are accomplished by the societies like establishment of own supremacy, monetary substitutes also the regular lifestyle development. CBT can be demarcated through 3 appearances like indigenous leadership, sustainability, and cultural immersion.

Community Based Tourism (CBT) drives visitors to explore lifestyle of local people. It also encourages tourists to enjoy and respect local culture, rituals, and wisdom. On the other hand, local community earns money from tourists' expenditure (Hassan & Rahimi, 2017). The strongest side of Community Based Tourism (CBT) is that it ensures active participation of local people in many tourism related activities (Ruiz-Ballesteros, 2011).

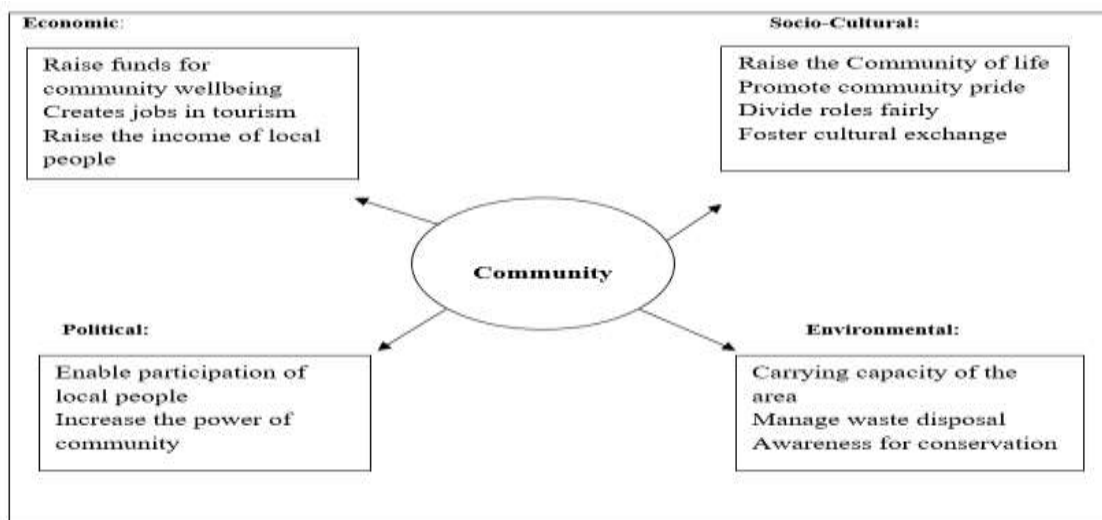
Community based tourism has importance by providing some unique opportunities for communities, such as employment opportunities for local people, development of infrastructure in the community, besides it also enhances the involvement of community people for planning and management of tourism (Tolkach & King, 2015). As a result, authority is becoming more and more aware about the development of Community Based Tourism (CBT) in Cox's bazar. The main benefit of Community Based Tourism (CBT) is that it will ensure sustainability of the Cox's bazar and will help Cox's bazar from destruction of mass tourism by emphasizing on carrying capacity. This paper aims to explore that, how important CBT for sustainable tourism where community will be economically benefited as well as environment will be saved. This article also identifies that CBT works as a tool for developing the community and the process of selecting a destination for CBT. This paper also identified the impact of Community Based Tourism.

A. An Overview of Cox’s Bazar, Bangladesh

Cox’s Bazar is called as tourist hub of Bangladesh which stands above from all other spots with its unique quality of being the world’s longest sea beach with Sandy shore (Roy & Hoque, 2015). The tourist spot is enriched with the experience of hospitality and cultural touch from the locals. At any given moment you can lose yourself within the beauty of the nature in its Sky while watching the Sun Set and even while it rises to start a new day, to spread life and light through the world (Roy & Hoque, 2015).

One can easily be amazed to see the products offered in the *Barmise* market every evening and the long drive through the Marin Drive Road can always be a memory one can never forget (Rekha, 2018). Cox’s Bazar sea beach has turned out to be an amazing tourist spot with the unbeatable length of 120 KM of Sandy Shore which is unavailable in any other part of the world. The Sea Beach has couple of points named as Kolatoli, Suganda, Laboni, Inani, Himchori, Teknaf, Mohaskhali, Ramu, Saint and Martin Island. The Cox’s Bazaar Sea beach is naturally decorated with golden sands, Waves that people all around the world finds amazing to Surf in and through, delightful and delicious sea food, temples and pagodas and so on and forth.

Figure 1: Proposed Model for CBT as a Tool for Community Development



Many tribal and aboriginal people like Chakma, Marma, Mro tribe, Rakhain live here with their own customs and culture. Many of them have festivals that they enjoy. Some mentionable are Pailong Poye (boat race and fair), wrestling fair, chariot fair, ceremony organized marking the ear-severing of the children, cultivation festival, harvesting festival, balloon flying festival and new year’s festival. Visitors from around the country and all over

the world visit this place so often and during peak season the number of visitors crosses 2 Million (Hassan & Shahnewaz, 2014). Therefore, it is to imagine without any discomfort that the socio-economic condition of Cox’s bazar is depended mainly on the tourist business, it’s development and of this sort alike.

B. Hypothesis of the Study

- H₁: There are significant associations among social, environmental, cultural and economic impacts.
- H₂: CBT have significant impact on social system.
- H₃: CBT positively influences on economic development.
- H₄: CBT positively influences on environmental issues.

C. Process of Selecting a Community for CBT

At first it will be needed to search for potential destination for developing CBT. This potentiality can be availability of tourism recourses, strong community history and cultural uniqueness. If the destination is not potential, then destination will be rejected. If the destination is potential, then it will be justified for the accessibility in terms of transportation, communication and restriction free (Patwary & Rashid, 2016). If the destination is not accessible, then it will be needed to stop the search process for the destination. If the destination is accessible, then next step is to look for the community willingness. If the community does not show their willingness to tourism development and investment, then authority should encourage and motivate them. When they will show the willingness then in next need to search the local entrepreneur for the investment. If they do not show interest, then authority must motivate and dreaming them. After the selection of interested entrepreneur next step is to select the final destination for developing CBT.

Figure 2: Process of selecting a community for CBT



III. Methodology

This study considered as both exploratory and descriptive. Bearing the high probability for tourist attraction place, the purpose of selecting the study was made. The target population are all the inhabitants, tourists as well as the ethnic inhabitants also the characteristics of them are aware of also can be countable. The researcher used simple random sampling technique to choose the respondents and sample size was determined as 406 (n=406). Respondents were selected from the residential areas nearby Cox's Bazar. In order to select the respondents randomly, the researchers listed down the number of residents accordingly and selected the respondents randomly. This procedure assured known and equal probability of selection of each element in the study population which makes it basically simple random sampling technique (Black, 2010) and simple, flexible and versatile form of probability sampling technique (Cooper & Schindler, 2006).

Primary data were collected using structured questionnaire and information for the secondary data were collected from previous research reports and publications, books, newspapers, journals, and websites. First section was developed to measure the respondent's perception about CBT on Cox's bazar such as the economic, environment, social, and cultural overall impact. Total 5 items developed, and respondents were asked to rate on a 5-point Likert scale. The second section consists of respondents' demographic information e.g. age, income, gender, education level, and profession. To analyze to data, frequencies, analysis of variance, and regression analysis SPSS software for version 24.

IV. Analysis and Findings of the Study

Table 1: Respondents Socio-Demographic Profile

	Frequency	Percent
Gender		
Male	286	70.0
Female	120	30.0
Total	406	100.0
Age Segment		
Up to 20	101	24.8
21-30	147	36.2
31-40	63	15.5
41-50	54	13.3
Above 50	41	10.0
Total	406	100.0
Profession		
Service holders	59	14.5
Business	154	37.9
Student	135	33.3

Social worker	36	8.8
Others	22	5.5
Total	406	100.0
Educational Level		
No Education	111	27.3
Primary Level	41	10.0
SSC	37	9.2
HSC	45	11.0
University Level	147	36.2
Others	25	6.1
Total	406	100.0
Marital Status		
Married	186	45.8
Single	220	54.2
Total	406	100.0
Monthly Income (BDT)		
Under 10000	79	19.4
10000-20000	135	33.2
20001-30000	65	16.0
30001-40000	78	19.2
Above 40000	49	12.0
Total	406	100.0

A. Reliability and Validity

Before applying ways of statistics, it is very much useful to examine the testing of the dependability of the scale since it exhibits up to which a scale gives steady result if estimations were made over and again. This is finished through deciding the relationship among the scores got through several associations of the scale. If the affiliation is high, the scale yields steady result, in this way is solid (Malhotra, 2002; Cronbach, 1951). As per the current research, the alpha scale of Cronbach is used as a measure of reliability.

Table 2: Reliability Analysis

Variable	No. of Items	Cronbach's Alpha
Social Impact	6	.774
Cultural Impact	5	.733
Economic Impact	9	.818
Environmental Impact	6	.726
Overall Impact	5	.799

B. Hypothesized Model

This study conducted multiple regression analysis in order to measure the influence of independent variables on dependent variable. The estimation process was based on Ordinary Least Squares (OLS) [i.e., $Y = a + bx$]. The regression model specified by considering

Community Based Tourism (CBT) as dependent variable and other factors as independent variables.

$$CBT = \beta_0 + \beta_1(SI) + \beta_2(CI) + \beta_3(ECI) + \beta_4(ENI) + e$$

Where β_0 , β_1 , β_2 , β_3 , and β_4 are the regression co-efficient

- CBT : Community Based Tourism
- SI : Social Impact
- CI : Cultural Impact
- ECI : Economic Impact
- ENI : Environmental Impact
- e : error term

Table: 3: Pearson Correlation Analysis

Variables		Social Impact	Cultural Impact	Economic Impact	Environmental Impact
Social Impact	Pearson Correlation	1	.082	.193*	.014
	Sig. (2-tailed)		.000	.020	.000
	N	406	406	406	406
Cultural Impact	Pearson Correlation	.082	1	.211*	.102
	Sig. (2-tailed)	.000		.030	.000
	N	406	406	406	406
Economic Impact	Pearson Correlation	.193*	.211*	1	.220*
	Sig. (2-tailed)	.020	.030		.024
	N	406	406	406	406
Environmental Impact	Pearson Correlation	.014	.102	.220*	1
	Sig. (2-tailed)	.000	.000	.024	
	N	406	406	406	406

*. Correlation is significant at the 0.05 level (2-tailed).

Table 3 shows that the correlations of all variables are significant. Pearson Correlation (2-tailed) was used to test on the correlations among the variables. For the test results on Social Impact, the result shows all independent variables such as Cultural Impact with $r=.082$, Economic Impact $r= .193$, Environmental Impact with $r= .014$ are significantly correlation with Social Impact at 0.05 level. The correlation, r for Cultural Impact is .211, Economic Impact is .220 and Environmental Impact is .014. Based on the correlation analysis that has been done, it is firmly proved that all the independent variables in this study are significantly correlated. So, Hypothesis 1 that is, there are significant associations among social, environmental, cultural and economic impacts is accepted.

Table 4: Model Summary of the Regression Analysis

R	R²	Adjusted R Square
0.755	0.570	0.532

Table 5: ANOVA Results of the Regression Analysis

	Sum of Squares	df	Mean Square	F	Sig.
Regression	15.510	4	3.878	3.099	.002
Residual	126.386	101	1.251		
Total	141.896	105			

In this model value of R² denotes that 57.0 percent of the variability in CBT can be explained by SI, CI, ECI, and ENI. The remaining 43.0 percent is not explained which means that rest 43.0 percent of the variation of CBT is related to other factors which are not depicted in the model.

Table 6: Unstandardized and Standardized Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.617	.387		1.203	.000
Social Impact	.068	.143	.046	2.475	.007
Cultural Impact	.027	.112	.023	.338	.312
Economic Impact	.399	.144	.282	3.778	.004
Environmental Impact	.079	.085	.091	.232	.853

Table 4 shows that both Social and Economic impact is positively influencing on CBT. For Social Impact the value of t is 2.475(.007) and Economic Impact the value of t is 3.778(.004). Thus, hypothesis 1 is accepted which is CBT have significant impact on social system and hypothesis 3 that is CBT positively influences on economic development. However, for cultural and environmental impact which fall in the area of rejection. Thus, hypothesis 2 and 4 are rejected.

Table 7: Summary of the Analysis

Hypothesis	Status
Hypothesis 1	Accepted
Hypothesis 2	Rejected
Hypothesis 3	Accepted
Hypothesis 4	Rejected

V. Discussion and Conclusion

The objective of this study is to build the process for selecting destination Community Based Tourism (CBT) and evaluate the relationship between CBT and sustainability. Based on the above findings, social and economic impact is positively

influencing on CBT. Therefore, it can be concluded that, CBT has significantly influenced by community's social and economic development. However, CBT does not have any influence on community's cultural and environmental impact. The above findings are supported previous studies (Mbaiwa, 2005; Jurowski, Uysal, & Williams, 1997; Mathew & Sreejesh, 2017)

CBT in Cox's bazar has a tremendous prospect the core concepts of CBT implemented effectively. The community of Cox's bazar contains many tourism resources that could be developed into attractive tourism products. These products range from cultural activities to natural attractions to other recreation opportunities. The main benefit of CBT is that it directly helps the local community by ensuring participation of community in tourism. CBT is the alternative form of sustainable tourism because it not only produces economic and social benefit but also ensure environmental sustainability. For this reason, development of proper infrastructure is very necessary. For the long-term success all the stakeholders will need to work hand to hand.

Although it is a great challenge to motivate community to engage in tourism, however the people of Cox's bazar are well aware about the significance of tourism industry for them. Therefore, it will be easier to develop CBT in Cox's bazar. But there is no marketing plan for the community nor do the residents have marketing abilities. So, authority should need to take proper step to remove this lacking.

On the other hand, the overall positive impact of CBT is highly greater than its costs. So, government should take initiative for developing CBT in tourist capital of Bangladesh.

- a) Community Based Tourism provides a more sustainable alternative than mass tourism. Thus, authority should focus on carrying capacity.
- b) Community leaders need to come forward to manage all the tourism stakeholders.
- c) Continual monitoring and management is mandatory for long term success.
- d) Government should encourage community of Cox's bazar to participate in CBT for their betterment.
- e) CBT will be needed an aggregate effort from all the stakeholders from their sphere.
- f) Donor dependency is common in CBT. This donor dependency should be reduced.
- g) Authority must focus on economic, social, political and environmental sustainability.
- h) Proper steps need to take so that community does not suffer from a lack of good leadership, motivation and enthusiasm.

A. Limitation and Future Study Suggestions

This study was limited to only local community people mainly tribal of Cox's bazar and tourists. Another limitation was based on the selected sample. A bigger sample may find different findings in understanding of the impact of Community Based Tourism on local community. Unwillingness to response of respondents because lack of education and awareness. Lastly, there may be other factors influencing the impact of Community Based Tourism (CBT) on local community. In the present study, only local people mainly tribal and small number of tourist selected as respondents. The future study should consider more tourists places around Bangladesh. For future research researchers can collect huge information from all over the Bangladesh. Author's best of knowledge no research found on the significance and impacts of Community Based Tourism (CBT) on Cox's bazar. Therefore, findings of this study add to literature and body of knowledge, thus create future research scopes. This research has a specific focus on impact of Community Based Tourism (CBT) on Cox's bazar.

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