

**THE IMPACT OF TOURISM ON THE SOCIO-CULTURAL CONTEXT OF THE
RURAL COMMUNITY IN BANGLADESH: A CASE STUDY ON BAHARCHORA
SEA-BEACH COMMUNITY OF COX'S BAZAR**

By

Ubaidullah Md. Raihan

THESIS

Submitted to

KDI School of Public Policy and Management

in partial fulfillment of the requirements

for the degree of

MASTER OF PUBLIC POLICY

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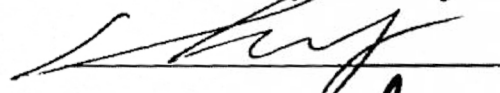
MASTER OF PUBLIC POLICY

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ABSTRACT

THE IMPACT OF TOURISM ON THE SOCIO-CULTURAL CONTEXT OF THE RURAL COMMUNITY IN BANGLADESH: A CASE STUDY ON BAHARCHORA SEA-BEACH COMMUNITY OF COX'S BAZAR

By

Md. Raihan Ubaidullah

Tourism is a very potential income generating issue as well as revenue earning source for the Developing Countries now-a-days. The impact of Tourism is both affirmative and destructive. In Bangladesh, Tourism is considered as a revenue earning source and it is going to play a vital role at the economy of Bangladesh as a crucial revenue earning source in recent future. In Bangladesh, a lot of studies are going on about the economic impacts of Tourism, how it can contribute at our GDP, how it can increase our income sources, etc. But, a few study is going on Bangladesh about the Socio-cultural impact of Tourism especially how tourism affects the local culture, how tourism keeps impact upon the life of rural community, etc. Under this circumstance, the study is an endeavor to examine the Social & Cultural drawbacks of Tourism at the rural communities in Bangladesh. To make the research work convenient within a specific time schedule, this study made its focus on the Baharchora Sea-beach (11 no. ward of the Local Government's Union) Community of the Cox's Bazar Region. Data were collected from structured questionnaires and interviews. The conclusion of this study shows that the results of the Tourism activities on rural communities' social lives are enormous. Tourism keeps a deep impact upon the socio-cultural context of the local people. This Study has recommended that – concerned tourism authority should generate

necessary policies to enhance the tourism activities which will not conflicting with the values and norms with the local communities, will be able to alleviate the negative impact of tourism which involves with the culture of local people and boost up the constructive impacts of Tourism on the rural people as well as the development of Bangladesh.

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I want to articulating my earnest felicitations towards my family members especially my Father, Mawlana Sheikh Mohammad Ubaidullah Bin Syeed Jalalabadi; Mother, Aleya Begum and Elder Brother, Mohammad Numan Ubaidullah. Without their psychological, physical and economical support it was impossible for me to finish this dissertation as well as the whole MPP course. I am also expressing my especial thanks to my friend as well as relative Mst. Farhana Rahman, who provided me various logistical supports at different levels of this dissertation and all around the MPP Course.

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involved with this dissertation work and supporting me directly or indirectly.

DEDICATION

I dedicate this dissertation towards my Family Members—my Father Mawlana Sheikh Muhammad Ubaidullah Bin Syeed Jalalabadi, Mother Aleya Begum, Brother Mohammad Numan Ubaidullah who are alive and well by the Grace of Almighty Allah and providing every sort of psychological support to me in each step of my life which encourages me every time and emboldening me to take higher studies.

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CHAPTER ONE

PROLOGUE

1.1 Backdrop

Tourism is one of the highest revenue generating industry in this world. Bangladesh is an agro based country. The villagers of Bangladesh can earn more money from tourism than that of agriculture easily. From this point of view, the rural people of Bangladesh especially the people who are living at the tourism potential areas, accepting tourism widely. The most potential tourism place of Bangladesh is coastal areas and the coastal people, who are living at rural areas, they welcome the tourism. But, they are not concern about the negative impact of Tourism properly. According to Haldar (2007), “it is widely recognized that such negative impacts on rural communities have become stronger and that rural tourism must be planned and managed properly to increase the net benefit to rural people”. Unplanned tourism means the visitors will come and destroy the environmental stability, creates pollution, bring different norms-values-cultures which might be interrupt the flow of the life of the inhabitants of that/those areas.

Generally, conventional tourism is working as a motivator of the changes of social norms and values. These sort of social changes are not so welcomed by the host population always. There are various sorts of negative impact of Tourism at the host community (i.e.: crime, prostitution, etc.). Tourism or tourist’s attitudes keep influences on the individual level and family level also through distorting different traditional norms. The more tourists will come in a place, the more different values and attitudes are coming at that place along with the tourists which influences the individual behaviors. So, interpersonal and intrapersonal communication with the tourists can keep impact over the host community’s individuals’

patterns as well as it creates great opportunities to bring new positive behavioral pattern in a certain remote community.

Most of the tourist host areas are facing illegal activities by the sake of relaxed tourism atmosphere. Alcoholism, teenage pregnancy and prostitution are generally increased at the beach community areas. “Changing of lifestyle (i.e.: local transportation pattern and local shopping pattern) can keep a deep impact over the local community both in socially and culturally (Kreag, 2001)”. “Adaption with the behavior of tourists and the tourists’ facilities which are provided by the local people and the local authority may change the local customs like food habituates, drinking habituates, dating habituates, marriage patterns etc (Kreag, 2001)”. These types of thinks create a lot of stresses in family lives especially in conservative rural Muslim areas.

Although there are lots of negative impact of Tourism but it can develop a community as well as improve the quality of life of a community. From the economic perspective, tourism can create employment which brings development. Tourism can upgrade the local services, communication and other services like police, Fire Bridget, Hospital, shops etc. “It can bring to the local people the opportunity to make cultural exchanges (Kreag, 2001)”.

Like the world scenario, Bangladesh has also a lot of potentiality in tourism. The most potential tourism area of Bangladesh is the South-Eastern Coastal Areas. It’s gradually becoming as a suitable tourist destination. Among the coastal areas, Cox’s Bazar is the ideal most for the tourists. “This is because the world's longest constant natural sandy beach (more than 120km /62.5 miles) is situated at Cox's Bazar which has a variety of natural phenomena (www.parjatan.gov.bd)”. “The north of Cox's Bazar is Chittagong and the hill districts of Bandarban and Khagrachhari, to the east is Myanmar, to the west and south is the Bay of

Bengal (www.parjatan.gov.bd)”. Just because of proper marketing and propaganda of the Bangladesh Government, still now, this long coastal line is not often explored but it should not be hidden in recent future and if the Government can utilize this sea beach properly then it should become another ideal holiday destination of Asia like ‘Pattaya’ in Thailand or ‘Galle’ in Sri Lanka. “The Government of Bangladesh has new plans to put this area as a Tourist Holiday Zone of this country on the International tourist map (www.parjatan.gov.bd)”. “It hopes to earn more than \$5billion (£3.17billion) from tourism in the next 10 years by attracting more domestic and foreign visitors (Ahammed, 2010)”.

Tourism in Bangladesh is managed by Bangladesh Parjatan Corporation (BPC). The economic contribution of tourism and the share of Cox’s Bazar to the national economy are not studied with reliable statistics. World Travel and Tourism Council’s Bangladesh Country Report 2010 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 (World Travel & Tourism Council, 2010)”. “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 (Ahammed, 2010)”. “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 (Ahammed, 2010)”. “Travel & Tourism investment is estimated at BDT64.0bn, US\$911.9mn or 3.7% of total investment in 2010 (Ahammed, 2010)”. “By 2020, this should reach BDT190.7bn, US\$2,124.5mn or 3.8% of total investment (World Travel & Tourism Council, 2013)”.

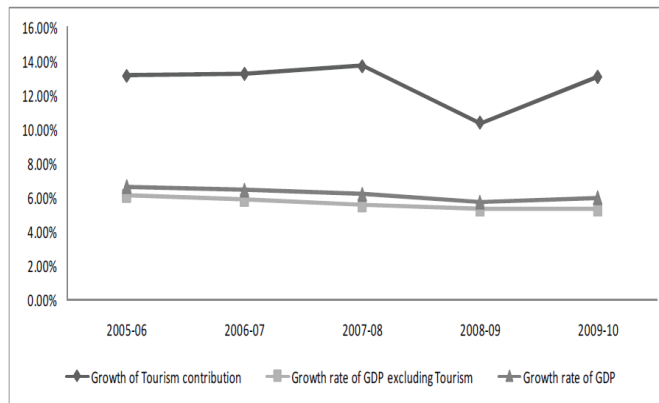


Figure 01. Comparative growth of Tourism, Total GDP and GDP excluding Tourism (Das & Chakraborty 2012)

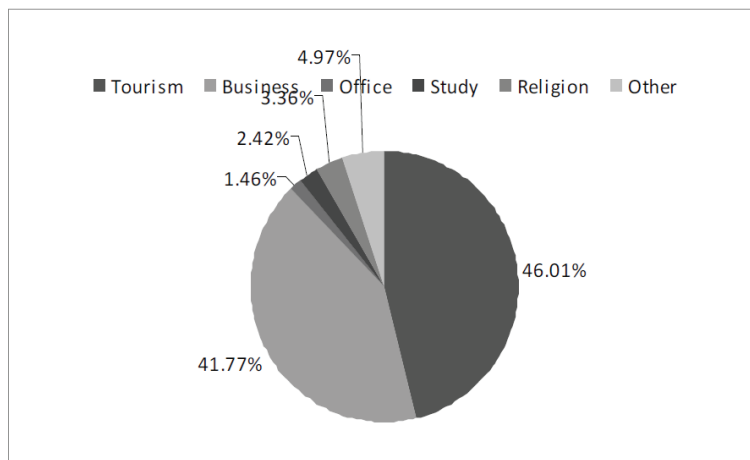


Figure 02. Comparative arrival of Tourists in Bangladesh in 2009 (Das & Chakraborty 2012)



Figure 03. How Tourism works at the Economy of Bangladesh (World Travel & Tourism Council, 2013)

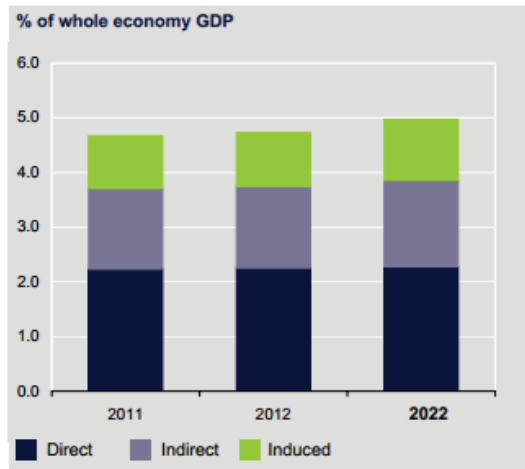


Figure 04. Total Contribution of Travel and Tourism to GDP of Bangladesh at 2012 (World Travel & Tourism Council, 2013)

Within this background, this study is an endeavor to evaluate the socio-cultural impacts of tourism on the tourist-host villages of Cox’s Bazar Sea beach area of Bangladesh as a case study.

1.2 Problems Statement

The local villagers and the local residents are compelled by the situation to participate with the process of tourism when the local economy is depended upon tourism. The local resident’s attitudes and perceptions towards tourism should be assessable at that time (Allen et al, 1988). The most important reason of making study about the Socio-cultural impact of Tourism is – it influences the perception about tourism of the local community. This perception is very important for the tourism perspective because, in future, how many more tourists they will accept or either they will accept the tourism at their community in recent future or not, everything will be dependable upon it (Daye, 1997). To make an effective tourism strategy by which there will be no conflict or resistance going on between the Tourists and the tourist-hosts, that should be dependable upon how the various socio-cultural effects of tourism are defined (Daye, 1997).

It is certainly true that, tourism development in a place or a tourism host area will face both positive and negative impact of tourism. Thus, analysis of the negative and positive impact of tourism in a certain place is important so that it will be possible to determine the way how to eradicate or reduce the negative impacts of tourism from the local community and increase the development of that are through tourism. In Bangladesh, the Government authority and the other organizations are already determining the positive impacts of tourism and evaluate the contribution of tourism at the GDP of Bangladesh. But, a few studies are going on there about the socio-cultural impacts of tourism at the local community. It is very important for Bangladesh because most of the tourism places are situated at the rural areas and the inhabitants of the rural areas are conservative. So, what is the rural people's perspective and view about tourism it's very important for taking initiatives of future development plan of that/those areas. This study is a trial to assess the socio-cultural impact of tourism at the host community of the sea-shore area of Cox's Bazar of Chittagong region, Bangladesh.

1.3 Objectives

The objective of this study is – to scrutinize the Impacts of Tourism on the Socio-Cultural context of the village/rural communities in Bangladesh. Specially:

- ◆ Examine the perception of the inhabitants of the Baharchora Sea-beach Community of Cox's Bazar about tourism;
- ◆ Prepare some recommendations which will be helpful for the policy makers to continue the Tourism along with preserving the local people's norms and values.

1.4 Questions for the Research

1. What is the perception of the local people of the sea-beach area of Cox's Bazar about tourism?
2. What is the perception of the local people when the Tourists are visiting the sea-shore areas and making acts/works against the local social norms or disobeying the local social norms?
3. What is the perception of the local people when the Tourist trying to commercialize local values?
4. What measures should be helpful for the policymakers to conserve the values of villagers/rural people of the sea-shore area of Cox's Bazar?

1.5 Hypothesis

- The local people of the Sea-beach area of Cox's Bazar have negative perceptions about tourism.

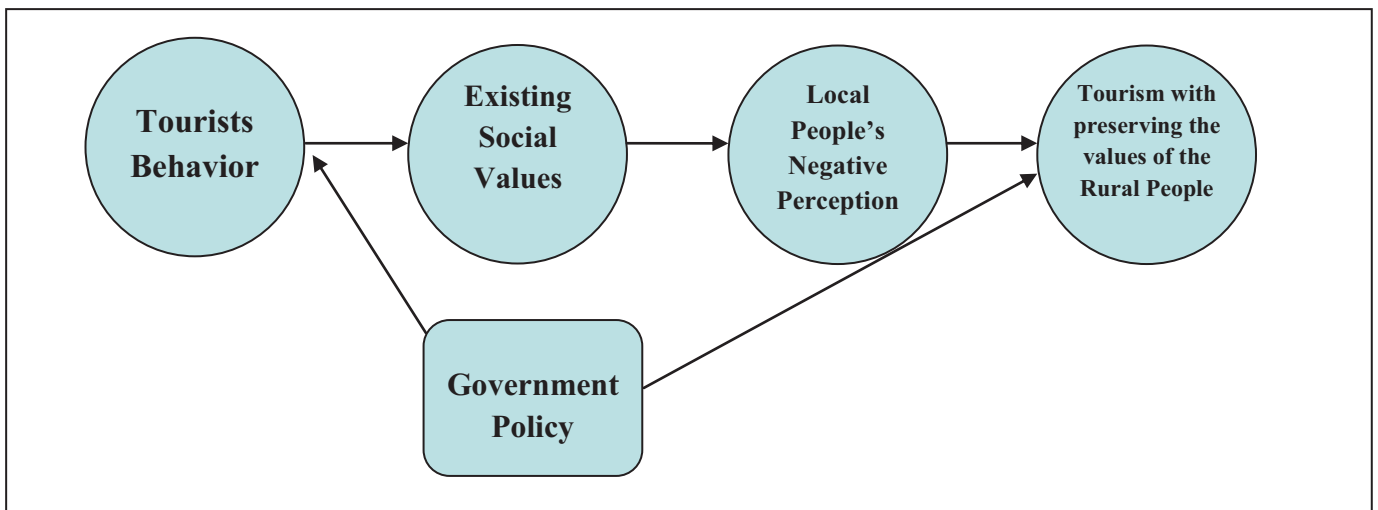


Figure 05: The Conceptual Framework

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter is related to the tourism and different impacts of tourism relevant literatures. These literatures reflect the opinions and views of the researchers about the study topics and surroundings of the study issues.

2.2 Theoretical Framework

There are various theories available to explain the impact of tourism on local communities. “Doxey’s (1975) Irridex model and Butler’s Tourism area Life Cycle Model is the Pioneer of those model (Butler, 1980)”. The Theoretical framework of this study has adopted with the “Social Exchange Theory (SET)”. This theory explains about the sociological and psychological aspects of social changes and stability process among the tourists and tourist hosts. “SET is based on the principle that human beings are reward-seeking and punishment avoiding and that people are motivated to action by the expectation of profits (Skidmore, 1975)”. “SET assumes that social relations involve exchange of resources among group seeking mutual benefits from the exchange of relationships (Skidmore, 1975)”.

“The Primary motive of exchange is the improvement of the community’s economic benefits (Ap, 1992)”. “SET has a social psychological and sociological perspective that

explains social change and stability as a process of negotiated exchanges between people in society (Ap, 1992)”. “SET theorists argue that all human relationships are formed by the use of a subjective cost-benefit analysis and the comparison of alternatives (Ap, 1992)”. “Thus, the theory is concerned with understanding the exchange of resources between parties in an interaction situation where the objects offered for exchange have value, are measurable and there is mutual dispensation of rewards and costs between actors (Ap, 1992)”.

“There are a number of factors influencing resident’s attitudes towards tourism development, related to its social and cultural implementations that have not been examined by using Social Exchange Theory (Tamakloe, 2011)”. This study adopts “SET as its theoretical framework because it includes influential factors such as social values, norms and beliefs (Tamakloe, 2011)”. Social Exchange Theory (SET) “has been widely adapted by the tourism researchers since the 1990’s (Tamakloe, 2011)”. “Other researchers used the Social Exchange Process model as a theoretical basis for some understanding of why residents perceive tourism impacts positively or negatively (Tamakloe, 2011)”.

2.2.1 Criticism of the Social Exchange Theory

There are several objections raised by Miller (2005) about the “Social Exchange Theory” which are as follows:

- ✧ “The theory reduces human interaction to a purely rational process that arises from economic theory (Tamakloe, 2011)”.
- ✧ This theory developed at 1970. At that time idea of freedom was one of the basic issues of the Sociologists. After 2000, about relationship, “openness” will not be the best option towards the sociologist.
- ✧ According to this theory, “Intimacy” is the final goal of a “Relationship”. It’s

not true for every relationship.

- ✧ “The theory places relationships in a linear structure, when some relationships might skip steps or go backwards in terms of intimacy (Tamakloe, 2011).”

2.3 What is Social Norms?

“A norm is a group-held belief about how members should behave in a given context (Oxford Dictionary of Sociology, 2009)”. “Sociologists describe norms as informal understandings that govern society’s behaviors (Oxford Dictionary of Sociology, 2009)”. “Psychologists have adopted a more general definition, recognizing smaller group units, like a team or an office, may also endorse norms separate or in addition to cultural or societal expectations (Jackson, 1965)”. “The psychological definition emphasizes social norms' behavioral component, stating norms have two dimensions: how much behavior is exhibited and how much the group approves of that behavior (Jackson, 1965)”.

“Norms running counter to the behaviors of the overarching society or culture may be transmitted and maintained within small subgroups of society (Haung & Wu, 1994)”. Crandall (1988) noted that “certain groups (e.g., cheerleading squads, dance troupes, sports teams, sororities, etc) have a rate of bulimia, a publicly recognized life-threatening disease, that is much higher than society as a whole”. “Social norms have a way of maintaining order and organizing groups (Haung & Wu, 1994).”

2.3.1 How Social Norms are making Social Control?

Social Norms can act as a motivator as well as working like as a social controller. “Social norms can be enforced formally (e.g., through sanctions) or informally (e.g., through body language and non-verbal communication cues) (Hackman, 1992)”. “Because individuals often derive physical or psychological resources from group membership, groups are said to control discretionary stimuli; groups can withhold or give out more resources in response to members' adherence to group norms, effectively controlling member behavior through rewards and operant conditioning (Hackman, 1992)”. “Social psychology research has found the more an individual values group-controlled resources or the more an individual

sees group membership as central to his definition of self, the more likely he is to conform (Hackman, 1992)”. “Social norms also allow someone to assess what behaviors the group deems important to its existence or survival, since they represent a codification of belief; groups generally do not punish members or create norms over actions which they care little about (Feldman, 1984)”. “Norms in every culture create conformity that allows for people to become socialized to the culture in which they live (Oxford Dictionary of Sociology, 2009)”.

“As social beings, individuals learn when and where it is appropriate to say certain things, to use certain words, to discuss certain topics or wear certain clothes, and when it is not (Kamau, 2009)”. “Thus, knowledge about cultural norms is important for impressions, which is an individual's regulation of their nonverbal behavior (Kamau, 2009)”. “One also comes to know through experience what types of people he/she can and cannot discuss certain topics with or wear certain types of dress around (Kamau, 2009)”. “Typically, this knowledge is derived through experience (i.e. social norms are learned through social interaction) (Kamau, 2009)”. “Wearing a suit to a job interview in order to give a great first impression represents a common example of a social norm in the white collar work force (Kamau, 2009)”.

2.4 Background of Tourism

“Tourism is often viewed as an expression of human behavior (Kim, 2002)”. “Tourism is an invisible industry, encompassing transportation, lodging, and entertainment (Harrill and Potts, 2003)”. “Tourism as the set of ideas, theories, or ideologies for being a tourist, and that it is the behavior of people in tourist roles, when these ideas are put into practice (Przeclawski, 1986)”. “Once a community becomes a destination, the lives of residents in the community are affected by tourism, and the support of the residents is

(Kim, 2002)". "Therefore, the quality of life of the residents should be a major concern for community leaders (Tamakloe, 2011)".

"Thus, tourism is a complex industry which provides employment opportunities and tax revenues and supports economic diversity (Tamakloe, 2011)". "It has very different impacts, both positive and negative, or even mixed ones and comes in many shapes and forms such as social, cultural, economic, and environmental (Godfrey & Clarke, 2000)". "Tourism has been a source of social-economic change in many developing countries (Tamakloe, 2011)". "Tourism is one of the world's fastest growing industries and one of the global engines of development (World Tourism Organization Network, 2012)". "As one of the largest industry in the world, tourism employs 192.3 million workers (World Tourism Organization Network, 2012)". "International tourism arrivals will grow by an estimated 4.3 percent per year and spending will grow by an estimated 6.7 percent per year, providing communities and tourism interests with both a problem of managing such growth and the possibility of sustainable economic development (Tamakloe, 2011)".

"Mobility, disposable income, communication technologies and more discretionary time have all contributed to the diversification of tourism (Wearing, 2001)". "In 2005, tourism generated around US\$ 735 billion which is most often attributed to mass tourism (World Tourism Organization Network, 2012)".

"Early planning of tourism focused on the economic benefits with little regard to the socio-cultural or environmental impacts (Tamakloe, 2011)". "During the 1960's and 70's the prevalent thinking was that tourism was a clean industry with no fumes or pollution and had an economic multiplier effect to drive high employment (Tamakloe, 2011)". "This attitude was soon challenged and the ideal of tourism for producing high foreign exchange earnings

were negated by the tourism related jobs that were seasonal and low paying in nature among others (Tamakloe, 2011)”. “This led to the 1990’s where tourism policy makers and development agencies began to evaluate the economic, social, cultural, and political sustainability of tourism (Tamakloe, 2011)”.

2.5 Tourism’s General Impact on Local Communities

“A goal of developing the tourism in a community is maximizing the net benefit of tourism for the local people while minimizing potential negative impacts (Tamakloe, 2011)”.

“The impacts have been categorized into seven main areas as observed by Glenn (2001)”:

- Economic
- Environmental
- Social and cultural
- Crowding and congestion
- Services
- Taxes
- Community attitude

“Each category includes positive and negative impacts but all impacts are not applicable for every community because conditions or resources differ (Tamakloe, 2011)”.

“Community and tourism administrators must balance an array of impacts that may either improve or negatively affect communities and their residents (Tamakloe, 2011)”. “The planning and marketing of tourism have been primarily oriented towards the needs of the tourist, but this planning should include efforts to manage the welfare of the host population (Tamakloe, 2011)”. “If unmanaged, these impacts can result in the disruption or destruction of local cultures and values and the deterioration of the social fabric of the host community

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 (Ahammed, 2010)". "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 (Ahammed, 2010)". "So the diverse pressures from tourism and its associated development have begun to affect the local population (Ahammed, 2010)". The attitudes of residents towards the visitors and the tourism development are interrelated (Butler, 1980). "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 (Ahammed, 2010)". "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 (Ahammed, 2010)".

"The negative impacts of tourism go beyond economic losses (Knollenberg et al, 2011)". "Although tourism has a bad negative impact upon the nature and environment but tourism is often encouraged by the locality just because of its economic benefit purpose (Liu et al 1987)". "The impacts tourism has on many environments including: natural resources, the natural environment, wildlife, and the built environment (Swarbrooke 1999)". "Tourism

wildlife habitat due to development (Swarbrooke 1999)". "Tourism in coastal areas leads to negative environmental impacts such as erosion caused by the overuse of beaches and increased water pollution due to poor management of sewage (Hunter and Green, 1995)". "Cultural and social activities are another major attraction for tourists and may also become irreversibly damaged due to tourism (Hunter and Green, 1995)". "The intrusion of guests, along with their monetary power, transforms the host' native environment and culture into commodities (King and Stewart, 1996, p. 296)". "Tourism contains the seeds of its own destruction: tourism can kill tourism, destroying the very environmental attraction which visitors come to a location to experience (Glasson et al., 1995, p. 7)".

"The intensity of destination use and development can be related to Butler's destination life cycle (Butler, 1980)". "Destinations pass through the life cycle stages based on the volume and type of tourist it attracts (Butler, 1980)". "A small number of exploratory and adventurous travelers 'discover' the destination and are followed by mass tourism as the destination becomes more popular (Butler, 1980)". "Destination planners and tourism companies must supply the needed tourism development and infrastructure to accommodate increasing numbers of tourists (Butler, 1980)". "As tourist arrivals increase, the cumulative impact of tourists on the environment and demand for resources also increase (Christensen & Beckmann, 1998)". "The destination's absorptive capacity for tourists and tourist impacts is another important feature for determining tourism impacts (Cohen, 1978)". "Urban infrastructure can better receive and accommodate large numbers of visitors compared to natural areas; therefore, natural environments give way to development (Cronk, 1997)". "Residents' relationships with the local environment become decontextualized (Gössling, 2002)". "Residents in mass tourism destinations face congestion, noise, neighborhood and environmental dereliction, and higher prices resulting from competition with tourists for

scarce resources consequently resulting in decreased community satisfaction (Cavus & Tanrisevdi, 2003)".

2.6 Socio-cultural drawbacks of Tourism at Host Communities

This section is describing the "Socio-cultural Impacts of Tourism" though which we can understand about the "effects on host community's interaction of direct and indirect relations with the tourists". "Host communities are often the weaker party in interactions with their guests and service providers; hence there is the need to leveraging any influence they might have (Tamakloe, 2011)". "These influences are not always apparent, as they are difficult to measure, depend on value judgments and are often indirect or hard to identify (Tamakloe, 2011)".

"Socio-cultural impacts refer to the changes in the norms and values of the society that are more apparent in the short term but lead to longer terms and gradual change in a society's values, beliefs, and cultural practices (Brunt & Courtney, 1999)". "Social impacts as more immediate changes in the social structure of a community and adjustments to the destination's economy and industry while cultural impacts are more long-term changes in a society's norms and standards, which will gradually emerge in a community's social relationships and artifacts (Murphy, 1985)". "Thus, socio-cultural impacts arise when tourism brings changes in value systems, behaviour, norms, lifestyle among others threatening indigenous identity (Tamakloe, 2011)". "This change is exacerbated by tourists who demand instant local cultural products (Tamakloe, 2011)".

"There is some concern that tourism development may lead to tourism dominated communities losing their cultural identity by catering for the perceived needs of tourists particularly from abroad (Tamakloe, 2011)". "This is based on the observations of other

“destinations” having compromised their sense of identity (Tamakloe, 2011)”. “The extent to which socio-cultural impacts of tourism are experienced by host communities depends on a number of factors which includes: the number and type of tourists; cohesiveness of the community; dependence on tourism; the nature and pace of tourism development in the area; as well as the socio-economic and cultural conditions of the host communities (Ratz, 2003)”. “In other words, tourism has the power to affect cultural change (Tamakloe, 2011)”.

“While presenting a culture to tourists may help preserve the culture, it can also dilute or even destroy it (Tamakloe, 2011)”. “The point is to promote tourism in the region so that it would both give incomes and create respect for the local tradition and culture (Tamakloe, 2011)”. “As indicated earlier, tourism impacts could be both positive and negative for host communities (Tamakloe, 2011)”.

2.6.1 The constructive Socio-cultural Impact of Tourism at Local Society

✓ Sustainable income

“Tourism can provide employment directly to residents, or can fund local activities through dissemination of revenue (www.sanctuaries.noaa.gov)”. “Revenue may come from the same sources - access fees, concessions, etc. - and also from tourist spending such as for lodging, food and handicrafts (www.sanctuaries.noaa.gov)”.

✓ Improved local services

“New income can also improve health and education services (www.sanctuaries.noaa.gov)”. “In addition to a general increase in funding across the whole community, tourism activities also can be planned to fund specific local

projects, such as building a new health clinic, or funding an on-going school program (www.sanctuaries.noaa.gov)”.

✓ **Cultural empowerment and cultural exchange**

“Tourists enjoy meeting local people and learning from traditional cultures (www.sanctuaries.noaa.gov)”. “Community participation adds considerable value to a sustainable tourism program, and at the same time, traditional communities often feel greater self-esteem as a result of respectful interest shown by outsiders (www.sanctuaries.noaa.gov)”.

✓ **Local community awareness of conservation**

“It is common for people to not fully appreciate their surroundings, and to take what they have for granted (www.sanctuaries.noaa.gov)”. “Often, it is outsiders who take a fresh look and add value to our resources (www.sanctuaries.noaa.gov)”.

“Although rural residents who have grown up among spectacular coastal areas generally understand the intricacies and value its role in their lives, many have little idea of the global importance of their natural and cultural resources until the arrival of international nature tourists, who are often highly enthusiastic about the local areas and communities (www.sanctuaries.noaa.gov)”. “As a result, local communities may feel a sense of growing appreciation and pride, which often increases local conservation efforts (www.sanctuaries.noaa.gov)”. “Many residents become motivated to protect their areas and may change their pattern of resource use (www.sanctuaries.noaa.gov)”. “For example, litter on beaches may be cleaned up, and water quality better managed (www.sanctuaries.noaa.gov)”.

2.6.2 The Harmful Socio-cultural Impact of Tourism on Local Society

Local identity and values might be hindered by tourism in different ways:

✓ **Commoditization**

“Tourism can turn local cultures into commodities when religious rituals, traditional ethnic rites and festivals are reduced and sanitized to conform to tourist expectations, resulting in what has been called "reconstructed ethnicity” (United Nations Environment Program, 2013)”. “Once a destination is sold as a tourism product, and the tourism demand for souvenirs, arts, entertainment and other commodities begins to exert influence, basic changes in human values may occur (United Nations Environment Program, 2013)”. “Sacred sites and objects may not be respected when they are perceived as goods to trade (United Nations Environment Program, 2013)”.

✓ **Standardization**

“Destinations risk standardization in the process of satisfying tourists' desires for familiar facilities (United Nations Environment Program, 2013)”. “While landscape, accommodation, food and drinks, etc., must meet the tourists' desire for the new and unfamiliar, they must at the same time not be too new or strange because few tourists are actually looking for completely new things (United Nations Environment Program, 2013)”. “Tourists often look for recognizable facilities in an unfamiliar environment, like well-known fast-food restaurants and hotel chains (United Nations Environment Program, 2013)”.

✓ **Loss of authenticity and authenticity**

“Adapting cultural expressions and manifestations to the tastes of tourists or even performing shows as if they were "real life" constitutes "staged authenticity" (United Nations Environment Program, 2013)”. “As long as tourists just want a

glimpse of the local atmosphere, a quick glance at local life, without any knowledge or even interest, staging will be inevitable (United Nations Environment Program, 2013)”.

✓ **Adaptation to tourist demands**

“Tourists want souvenirs, arts, crafts, and cultural manifestations, and in many tourist destinations, craftsmen have responded to the growing demand, and have made changes in design of their products to bring them more in line with the new customers' tastes (United Nations Environment Program, 2013)”. “While the interest shown by tourists also contributes to the sense of self-worth of the artists, and helps conserve a cultural tradition, cultural erosion may occur due to the commoditization of cultural goods (United Nations Environment Program, 2013)”.

✓ **Culture clashes**

“Because tourism involves movement of people to different geographical locations, and establishment of social relations between people who would otherwise not meet, cultural clashes can take place as a result of differences in cultures, ethnic and religious groups, values and lifestyles, languages, and levels of prosperity (United Nations Environment Program, 2013)”. “The result can be an overexploitation of the social carrying capacity (limits of acceptable change in the social system inside or around the destination) and cultural carrying capacity (limits of acceptable change in the culture of the host population) of the local community (United Nations Environment Program, 2013)”. “The attitude of local residents towards tourism development may unfold through the stages of euphoria, where visitors are very welcome, through apathy, irritation and potentially antagonism, when anti-tourist attitudes begin growing among local people (United Nations Environment Program, 2013)”.

✓ **Cultural clashes also arise through:**

- **Economic inequality**

“Many tourists come from societies with different consumption patterns and lifestyles than what is current at the destination, seeking pleasure, spending large amounts of money and sometimes behaving in ways that even they would not accept at home (UNEP, 2013)”. “One effect is that local people that come in contact with these tourists may develop a sort of copying behavior, as they want to live and behave in the same way (UNEP, 2013)”. “Especially in less developed countries, there is likely to be a growing distinction between the 'haves' and 'have-nots', which may increase social and sometimes ethnic tensions (UNEP, 2013)”. “In resorts in destination countries such as Jamaica, Indonesia or Brazil, tourism employees with average yearly salaries of US\$ 1,200 to 3,000 spend their working hours in close contact with guests whose yearly income is well over US\$ 80,000 (UNEP, 2013)”.

- **Irritation due to tourist behavior**

“Tourists often, out of ignorance or carelessness, fail to respect local customs and moral values (UNEP, 2013)”. “When they do, they can bring about irritation and stereotyping (UNEP, 2013)”. “They take a quick snapshot and are gone, and by so acting invade the local peoples' lives (UNEP, 2013)”. “In many Muslim countries, strict standards exist regarding the appearance and behavior of Muslim women, who must carefully cover themselves in public (UNEP, 2013)”. “Tourists in these countries often disregard or are unaware of these standards, ignoring the prevalent dress code, appearing half-dressed (by local standards) in revealing shorts, skirts or even bikinis, sunbathing topless at the beach or consuming large

quantities of alcohol openly (UNEP, 2013)”. “Besides creating ill-will, this kind of behavior can be an incentive for locals not to respect their own traditions and religion anymore, leading to tensions within the local community (UNEP, 2013)”. “The same types of culture clashes happen in conservative Christian communities in Polynesia, the Caribbean and the Mediterranean (UNEP, 2013)”.

- **Job level friction**

“In developing countries especially, many jobs occupied by local people in the tourist industry are at a lower level, such as housemaids, waiters, gardeners and other practical work, while higher-paying and more prestigious managerial jobs go to foreigners or "urbanized" nationals (UNEP, 2013)”. “Due to a lack of professional training, as well as to the influence of hotel or restaurant chains at the destination, people with the know-how needed to perform higher level jobs are often attracted from other countries (UNEP, 2013)”. “This may cause friction and irritation and increases the gap between the cultures (UNEP, 2013)”. “Even in cases where tourism "works", in the sense that it improves local economies and the earning power of local individuals, it cannot solve all local social or economic problems (UNEP, 2013)”. “Sometimes it substitutes new problems for old ones (UNEP, 2013)”. For example, “in Western Malaysia, the Taman Negara National Park is a privately owned park and resort which can house 260 visitors at a time (UNEP, 2013)”. “The park employs 270 people and 60% of the staff in the administrative headquarters is locals (UNEP, 2013)”. “In 1999 these local staff earned about US\$ 120 a month; for comparison, Malaysians living off the land at that time were earning on average about US\$ 40 a month (UNEP, 2013)”.

“Despite the positive effects of increased park employment, the difference in income between the two local groups has led to social tension and driven up boat fares and the cost of everyday goods (UNEP, 2013)”. “Little of the tourism money generated by the park stays in Malaysia, and park employees spend almost 90% of their income outside the region or on imported goods (UNEP, 2013)”. “Thus local inhabitants, whose culture has been marketed to attract tourists, benefit only to a very limited extent (UNEP, 2013)”. “Indeed, many have taken to illegal hunting and fishing in the park, contrary to its protective regulations (UNEP, 2013)”.

✓ **Physical influences causing social stress**

“The physical influences that the increasing tourism flow, and its consequent developments, has on a destination can cause severe social stress as it impacts the local community (UNEP, 2013)”. Socio-cultural disadvantages evolve from:

- ♦ “Resource use conflicts, such as competition between tourism and local populations for the use of prime resources like water and energy because of scarce supply (UNEP, 2013)”. “Stress to local communities can also result from environmental degradation and increased infrastructure costs for the local community - for example, higher taxes to pay for improvements to the water supply or sanitation facilities (UNEP, 2013)”.
- ♦ Cultural deterioration. “Damage to cultural resources may arise from vandalism, littering, pilferage and illegal removal of cultural heritage items (UNEP, 2013)”. “A common problem at archaeological sites in countries such as Egypt, Colombia, Mexico and Peru is that poorly paid guards supplement their income by selling artifacts to tourists (UNEP, 2013)”. “Furthermore, degradation of cultural sites

may occur when historic sites and buildings are unprotected and the traditionally built environment is replaced or virtually disappears (UNEP, 2013)”.

- ♦ “Conflicts with traditional land-uses, especially in intensely exploited areas such as coastal zones, which are popular for their beaches and islands (UNEP, 2013)”.
“Conflicts arise when the choice has to be made between development of the land for tourist facilities or infrastructure and local traditional land-use (UNEP, 2013)”.
“The indigenous population of such destinations is frequently the loser in the contest for these resources as the economic value which tourism brings often counts for more (UNEP, 2013)”. “As an example of how local people can suffer from tourism development, in coastal areas construction of shoreline hotels and tourist facilities often cuts off access for the locals to traditional fishing ground and even recreational use of the areas (UNEP, 2013)”.
- ♦ **Depriving local people of access:** “There are numerous examples where local residents have lost access to local natural resources because of tourism development (UNEP, 2013)”. “On Boracay Island in the Philippines, one quarter of the island has been bought by outside corporations, generating a crisis in water supply and only limited infrastructure benefits for residents (UNEP, 2013)”.
“Similarly, in Bali, Indonesia, prime agricultural land and water supplies have been diverted for large hotels and golf courses, while at Pangandaran (Java, Indonesia), village beach land, traditionally used for grazing, repairing boats and nets, and festivals, was sold to entrepreneurs for construction of a five-star hotel (Shah, 2000)”.

✓ **Ethical issues**

❖ **Crime generation**

“Crime rates typically increase with the growth and urbanization of an area, and growth of mass tourism is often accompanied by increased crime (UNEP, 2013)”. “The presence of a large number of tourists with a lot of money to spend, and often carrying valuables such as cameras and jewelry, increases the attraction for criminals and brings with it activities like robbery and drug dealing (UNEP, 2013)”. “Repression of these phenomena often exacerbates social tension (UNEP, 2013)”. “In Rio de Janeiro, Brazil, tourists staying in beachside five star resorts close to extremely poor communities in hillside "favelas" (shantytowns) are at risk of pickpockets and stick-ups (UNEP, 2013)”. “Security agents, often armed with machine guns, stand guard nearby in full sight, and face aggressive reactions from locals who are often their neighbors when they go home (UNEP, 2013)”. “Tourism can also drive the development of gambling, which may cause negative changes in social behavior (UNEP, 2013)”.

❖ **Child labor**

“ILO studies show that many jobs in the tourism sector have working and employment conditions that leave much to be desired: long hours, unstable employment, low pay, little training and poor chances for qualification (UNEP, 2013)”. “In addition, recent developments in the travel and tourism trade (liberalization, competition, concentration, drop in travel fares, growth of subcontracting) and introduction of new technologies seem to reinforce the trend towards more precarious, flexible employment conditions (UNEP, 2013)”. “For

many such jobs young children are recruited, as they are cheap and flexible employees (UNEP, 2013)”.

“An estimated 13-19 million children and young people below 18 years of age (10-15 per cent of all employees in tourism) are employed in the industry worldwide (UNEP, 2013)”. “However, these figures take no account of the number of children working in the informal sector in ancillary activities (UNEP, 2013)”. “Child labor in tourism is common in both developing and in developed countries (UNEP, 2013)”. “Many boys and girls below 12 years of age are engaged in small business activities related to hotels and restaurants, the entertainment sector or the souvenir trade, often as porters or street or beach vendors (UNEP, 2013)”. “They are frequently subjected to harsh working and employment conditions (UNEP, 2013)”.

❖ **Prostitution and sex tourism**

“The commercial sexual exploitation of children and young women has paralleled the growth of tourism in many parts of the world (UNEP, 2013)”. “Though tourism is not the cause of sexual exploitation, it provides easy access to it (UNEP, 2013)”. “Tourism also brings consumerism to many parts of the world previously denied access to luxury commodities and services (UNEP, 2013)”. “The lure of this easy money has caused many young people, including children, to trade their bodies in exchange for T-shirts, personal stereos, bikes and even air tickets out of the country (UNEP, 2013)”. “In other situations children are trafficked into the brothels on the margins of the tourist areas and sold into sex slavery, very rarely earning enough money to escape (UNEP, 2013)”.

“The United Nations has defined child sex tourism as "tourism organized with the primary purpose of facilitating the effecting of a commercial sexual relationship with a child" (UNEP, 2013)”. “Certain tourism destinations have become centers for this illegal trade, frequented by pedophiles and supported by networks of pimps, taxi drivers, hotel staff, brothel owners, entertainment establishments, and tour operators who organize package sex tours (UNEP, 2013)”. “At the international level, there are agents who provide information about particular resorts where such practices are commonplace (UNEP, 2013)”.

2.7 Empirical Studies about the socio-cultural impacts of tourism

This section is describing about the literatures of the Research works and findings about the Socio-Cultural Impacts of Tourism on the Host Communities by the Researchers.

“A survey in Petra on the socio cultural impacts of tourism on the local community at Petra, Jordan found that attitudes varied according to people’s level of dependency on tourism and certain demographic variables (Alhasanat, 2010)”. “Interestingly, it was found that less educated people have a more positive perception of tourism than those who are more highly educated and that there are positive socio cultural impacts of tourism on the Petraians Alhasanat (2010)”. “Benefits of tourism at Petra far exceed its negative consequences Alhasanat (2010)”.

“In Southern Australia, for example, a case-study was carried out to determine the effect of tourism on two villages and the results indicated that tourism had led to increased contact between the people of the two villages with different ethnicity and resulted in the breakdown of the ethnic boundaries that had remained virtually unchanged for over 1,000

“Two studies highlight the role of tourism in providing young people with the incentive to learn about traditional culture so as to partake in tourism activities (Michaud, Maranda et al., 1994; Borman 1999)”. “Women have assumed defining and controlling positions in relation to tourism development within their villages (Hatton, 1999)”. “This is a reflection of the endemic cultural and historical circumstances of the village communities as well as the belief that women in these communities were more reliable and paid more attention to details than their male counterparts (Hatton, 1999)”. “The interest of tourists in village culture has also reinforced the value of this culture for young people within the village communities (Tamakloe, 2011)”. “Some of the negative outcomes of tourism development for young people in village communities are the demonstration effect of the tourist’s lifestyles on the aspirations of young people and the corresponding rise in begging by young people (Tamakloe, 2011)”. “Communities who had confronted and overcome these problems had set clear guidelines for tourists and tour companies to follow when coming to their village (Tamakloe, 2011)”.

2.8 Sustainable Tourism Development

“Sustainable tourism development (STD) is a long-term approach that cultivates economically viable tourism without harming residents’ environment or society while simultaneously ensuring fair distribution of costs and benefits (DBEDT, 2006a)”. “Decisions are based on economic, environmental, and cultural impacts; how wealth is generated and distributed; and the relative power and interactions among the stakeholders (Bramwell, 2006; Twining-Ward & Butler, 2002)”. “STD balances industry’s goal of profit with the needs of the environment and stakeholders (Bramwell, 2006)”. “Stakeholder cooperation is necessary for sustainable tourism (Dyer, Gursoy, Sharma, & Carter, 2007)”. “To keep stakeholders

be protected (Ahn et al., 2002; Hjalager, 1996)”. “When tourism development enhances, rather than erodes the natural environment, a more sustainable tourism product can be offered to support the destination’s economy (Batra & Kaur, 1996)”.

“A government that effectively manages tourism creates benefits for all stakeholders (Jamal & Getz, 1995)”. “Effective management is avoiding negative impacts through a combination of general protective measures; regulations to control development; and financial restraints (Cohen, 1978; Hjalager, 1996)”. “Improvement of the environment can be achieved by ensuring that development is harmonious with the overall plan for the destination (Batra & Kaur, 1996)”. “Necessary tourism infrastructure such as roads, airports, parks, and visitor centers are also the responsibility of government (Jamal & Getz, 1995)”.

“Maintenance of infrastructure and facilities is expensive and residents, through property taxes, should not be the only group to bear this burden (Wong, 1996)”.

“Residents benefit when tourists spend money in the local economy and create jobs, as well as from the development of infrastructure that residents also utilize (Wong, 1996)”.

“Tourism development usually involves a tradeoff between economic benefits and environmental or cultural costs, residents cope by downplaying the negative impacts based and emphasizing the economic gains to maintain satisfaction with their community (Dyer et al., 2007; Cavus & Tanrisevdi, 2003; Faulkner & Tideswell, 1997)”. “Residents with the most economic gain are the most supportive of the tourism industry (Harrill, 2004)”.

“The development process controlled by planners was the primary factor in residents’ negative attitudes towards tourism (Cavus & Tanrisevdi, 2003)”. “When residents perceive that the costs of tourism outweigh the benefits, feelings of resentment and irritation towards

1997; Ko & Stewart, 2002)”. “Residents who feel that they have a voice in tourism planning are more positive towards tourism (Cavus & Tanrisevdi, 2003)”.

“Sustainable tourism is the development pathway to minimize the negative impacts of tourism (Choi & Sirakaya, 2005)”. “There are many ways to make tourism more sustainable but few tools for evaluating and testing a sustainable tourism framework (Choi & Sirakaya, 2005)”. “Audits and resource valuation evaluate tourism’s costs and benefits so that they can be fairly distributed to stakeholders (Warnken et al., 2004; Wen, 1998)”. “Limiting tourism growth (such as carrying capacity or limits of acceptable change) can also make development more sustainable (Cohen, 1978; Butler, 1980; Gössling, Peeters, Ceron, Dubois, Patterson, & Richardson, 2005; Christensen & Beckmann, 1998; Ahn et al., 2002)”. “In these approaches, government management and stakeholder cooperation are necessary to reach a consensus for how to manage future tourism development (Ahn et al., 2002)”.

2.9 Tourism information of Cox’s Bazar

“Nearly two million people visit Cox’s Bazar in peak season from November to March (Ahammed, 2010)”. “Visitors are mainly Bangladeshi nationals and originate from all parts of Bangladesh (Ahammed, 2010)”. “The visitors are generally busy with making walk along the beaches, sea bathing, shopping from the Rakhaine stalls (Ahammed, 2010)”. “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) (Ahammed, 2010)”. “Cox’s Bazar experiences huge growth in tourism since 1990 (Ahammed, 2010)”. “During the peak season some millions of tourists visit Cox’s Bazar and all hotels, motels and guest houses are totally filled up and

hotels (Ahammed, 2010)”. “From general observation it is understood that tourism has brought a big change in this area (Ahammed, 2010)”. “Local community people are seemingly benefited from tourism and its economy is quite good compared to other backward area (Ahammed, 2010)”. “On economic front, the local community and other stakeholders like investors, hoteliers, tour operators and so on are getting benefits (Ahammed, 2010)”. “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 (Ahammed, 2010)”. “The substantial literature on the economic, environmental and sociocultural impacts of tourism is replete with seemingly contradictory observations, with researchers reporting both positive and negative findings in each of these categories (Ahammed, 2010)”.

2.10 The Tourism consequences at Cox’s Bazar’s Civic Society

There are both Negative and Positive effects of the Tourism at the Society (Ahammed, 2010). According to Ahammed (2010), the positive social effects of tourism of Cox’s Bazar are as follows:

1. “Coming out from the local conservativeness to modernity in the positive sense (Ahammed, 2010)”;
2. Literacy rate is increasing;
3. “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 (Ahammed, 2010)”;
4. “The Living standard of the community is increasing and they receive the tourist and tourism with welcoming attitudes (Ahammed, 2010)”;

The negative social aspects of tourism at here are:

2. “Prostitution or moral erosion is increasing (Ahammed, 2010)”. “A group of people including hotel owners, brokers, rickshaw pullers and the local women are in a circle to do this prostitution business (Ahammed, 2010)”. “Even some hotels are conducting this business using school and college going girls (Ahammed, 2010)”. “This is very ominous for the tourism in future (Ahammed, 2010)”. “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 (Ahammed, 2010)”. “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 (Ahammed, 2010)”;
3. Drug addiction is increasing (Ahammed, 2010).

2.11 The Tourism consequences at Cox’s Bazar’s Indigenous Culture

“Local attitudes, values and behavior can change from observing outside visitors (Williams, 2004)”. “In developing countries this can also result in bitterness as local residents find themselves incapable to imitate the lifestyle and products they are observing (Williams, 2004)”.

“The tourism is becoming a threat for the indigenous culture of Cox’s Bazar (Ahammed, 2010)”. “The Rakhain community is thought to be the oldest resident in Cox’s Bazar (Ahammed, 2010)”. “They had the illustrious tradition, heritage and attractive life style and different famous pagodas to see (Ahammed, 2010)”. “But with the passage of time most of those are on the wane (Ahammed, 2010)”. “Tourism has also contributed to the defacing traditions of this gradually diminishing community (Ahammed, 2010)”. “Once they were in large numbers and used to do business and shops at ‘Burmese Market’ with their own hand-

ever-changing social and political scenario have pocket-sized this small community in the area (Ahammed, 2010)".

"The situation further compounded by the high illiteracy rate, financial incapability and being minority (Ahammed, 2010)". "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 (Ahammed, 2010)". "The powerful coterie and land grabbers have occupied most of their land and pagodas for tourism-related business development (Ahammed, 2010)".

"Some land grabbing by the influential people are cited here as per record of a respondent from the Rakhain community (Ahammed, 2010)". Such as:

1. "Cheainda Midhachori High School' was once the school for the Rakhain (Ahammed, 2010)". "Some politically powerful people occupied it and finally at the face of losing it by the courts' directives they gifted to the school (Ahammed, 2010)";
2. "The present 'Baitush Saraf Scool' had been built on the land of the Rakhains (Ahammed, 2010)";
3. "The present 'Baharchara Residential Area' was the land of the Rakhain community which they lost to the local community (Ahammed, 2010)";
4. "The Rakhain Pagoda (locally known as 'Jadi') at 'Bailla Para and Gonar Para' are at present about to be occupied (Ahammed, 2010)".

"So the Rakhain community is at a vulnerable situation with their livelihood, culture and tradition (Ahammed, 2010)".

CHAPTER THREE

METHODOLOGY

3.1 Preamble

This section describes about the Research Plan. It will explain how the study be directed. It describes the study area, research design, study population, sampling technique and procedure, sources of data, instrumentation, field work and methods of data analysis.

3.2 Research Area

The research area is the Sea-beach community area especially the local community of Baharchora union at Laboni Sea-beach Point area of Cox's Bazar. This area is one of the major tourist attractive places of Cox's Bazar. It is located at the southern part of the Cox's Bazar town. It takes 10 minutes by local Jeep transportation and by Rikshaw it will take 20 minutes' drive from the Zero point of the Cox's Bazar town. The community has an average population of 1200 with a few basic social facilities like drinking water and schools (Primary). No Electricity supply and no Health Care Centre available at this community.

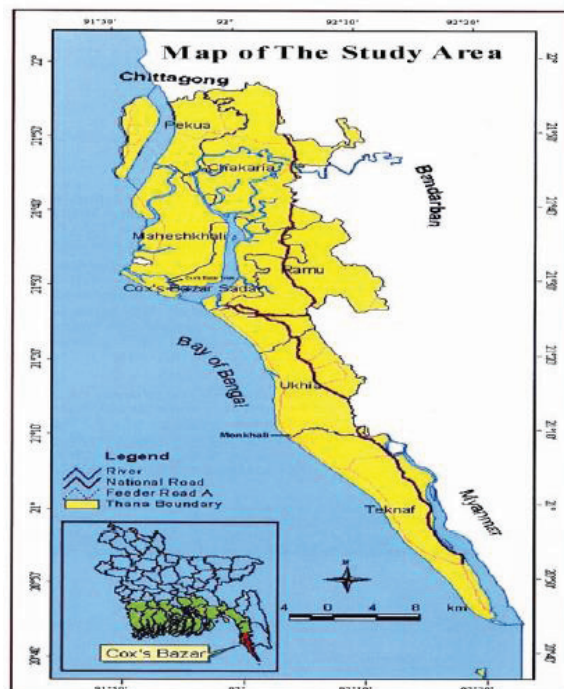


Figure 06. The Map of Cox's Bazar (Ahammed, 2010)

3.3 Design of the Research

“The success of every research is dependent on the research design employed (Polit & Hungler, 1991)”. “Every component of the research methodology is informed by the design (Polit & Hungler, 1991)”. “The value of, and need for, objective, methodologically sound research is undeniable (Polit & Hungler, 1991)”. “Only through sound research designs can threats to validity be eliminated and, also draw scientifically valid conclusions to inform practice (Polit & Hungler, 1991)”. This research’s target is to measure the possible socio-cultural impacts of tourism at the rural community of the Sea-beach area of Cox’s Bazar. Primarily it’s based on qualitative research where the circumstances were interpreted by the interviews. Thus the design for this study was an accumulation of qualitative and quantitative research. Quantitative research is defined as "the numerical representation and manipulation of observations for the purpose of describing and explaining the phenomena that those observations reflect (Crotty, 1998, p. 23)" while qualitative research is "the non-numerical examination and interpretation of observations, for the purpose of discovering underlying meanings and patterns of relationships (Crotty, 1998, p. 23)". Through these definitions it has proved that quantitative and qualitative research helps to identify the reasons for using each methodology differently. “Although the use of a single methodology has been advocated by a number of researchers, many of the supporting arguments are decidedly pragmatic, such as time constraints (Creswell, 1994)”.

Jayarathne (1993) indicates that “a researcher should aim to achieve the situation where blending qualitative and quantitative methods of research can produce a final product, where the significant contributions of both approaches can be highlighted”. Though some researchers believe that “qualitative and quantitative methodologies cannot be combined because the assumptions underlying each tradition are so vastly different, others think they

can be used in combination only by alternating between methods where qualitative research is appropriate to answer certain kinds of questions in certain conditions and quantitative is right for others”. Snyder (1995) notes “employing both qualitative and quantitative approaches in a study offers three main advantages”. “Firstly, the mixed method increases the comprehensiveness of overall findings, by showing how qualitative data provides explanations for statistical data (Snyder, 1995)”. “Secondly, the method can expand the dimensions of the research topic (Snyder, 1995)”. “Thirdly, the method can increase the methodological rigor as findings in both phases could be checked for consistency (Snyder, 1995)”. Mixed method approach could boost our concepts of the socio-cultural impacts of tourism on rural communities.

3.4 Data Sources

Primary and Secondary data sources were used for this study. The Primary data gathered from the Interviews through structured Questioner. The Secondary data were gathered from literatures of books, policies, journals and articles of the relevant subjects. “These multiple sources of data offered the researcher the opportunity of viewing the study from its many facets (Gross, 1971; Yin et al., 1983)”. “This advantage was of particular interest to the study as it is noted in the literature that multiple sources of evidence provide for better case studies (Gross, 1971; Yin et al., 1983)”.

3.5 Study population

Most of the people of Baharchora Sea-beach area are fishermen. Some of the people involve with the local part-time or seasonal business (i.e.: selling coconuts, cigarettes, etc.). Some are Rikshaw Pullars, some are farmers, and some are students. Some tourism service providers or businessman they also coming from the other part of Bangladesh but settled here for the sake of tourism. Government officials from the regulatory bodies, administration

including the official of Bangladesh Parjatan Corporation are also responded in this study.

3.6 Sampling techniques

Officials of the Bangladesh Parjatan Corporation and the officials of the local Administration were intentionally selected as a respondent of the study. According to Seidu (2006), “purposive sampling helps to select only those variables that relate to the objectives of the study”. Simple random sampling technique was used for the selection of people from Baharchora Sea-beach Community of ‘Laboni Point’ at the study. In all, 100 local people (residents) and 3 Government officials participate in the study. Crouch (2006) suggested that “in the case of qualitative research, thus for interview-based research, small samples of less than 20, enhances the validity of fine-grained and in-depth inquiry”. Margarete (1995) also indicated that “if the survey sample size falls below 30, the reliability will be low”. Therefore, “a researcher should always aim at having at least samples by obtaining more referrals in case some of those approached do not participate (Tamakloe 2011)”. According to the researchers, this study considered a total sample size of 60-100 to get an acceptable result.

3.7 Data Collection Technique

For the local residents, survey methods were used with close and open ended questionnaire format. For the Government Officials, open ended interview questionnaire were used.

3.7.1 Questionnaire

To get the information about the impact of tourism on the socio-cultural context of the rural community, Questionnaire (Appendix A) was used. The questionnaires were filling-up with face-to-face interviews of the respondents. This is because most of the respondents were illiterate.

3.7.2 Interview

An interview guide (Appendix B) used for the Government stakeholders' views and opinions on the study topic. Government officials from the Ministry of Public Administration, Ministry of Commerce and Ministry of Civil Aviation & Tourism were participated at the interview.

3.8 Ethical consideration

According to Heermance (1924), “practices are ethical if, in the long run, they make for the well-being of the human species and for normal human relations”. “If there is friction and social loss, it is a sign of unethical conditions (Heermance 1924)”. It was strictly ensured that, the participants who participated at the interview sessions were coming voluntarily. All participants were well informed about the purpose of the survey before the interview. The confidentiality of the Interview and that individual information were strictly maintained.

3.9 Methods of data analysis

The data obtained from the questioners about the perceptions of the residents which were processed with the use of “Statistical Package for the Social Science (SPSS)”. Findings from the opinion of the Government Officials' about the impact of tourism at the socio-cultural context of the local people were analyzed qualitatively and the local residents' views about the impact of tourism at the socio-cultural context were presented quantitatively. To achieve a result from the data analysis, if any segment's respondents' answer goes up to 55%, then the majority respondents' answer was considered as the final answer of that question and the decision was taken in favor of that answer given by the majority here.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This Chapter has presented the output of the Data Analysis. It is discussing about the findings of Field Survey. The findings and results are also compared with the concepts which were discussed at the portion of Literature Review. This study has examined the Impact of Tourism on the Socio-Cultural Context of the Cox's Bazar Sea-beach Community. This study has examined the perception of the local Sea-beach Community of Cox's Bazar about tourism and recommends some possible actions for the Policymakers to continue the tourism activities with the necessary preservation of local community's norms and values.

4.2 Socio-demographic characteristics of respondents

Under this section, the descriptive statistics of the sample is presented. Examining the demographic characteristics of the respondents, the following demographic variables were analyzed: sex; age; educational background; employment status, occupation, and marital status. In all, 103 respondents participated in the study. This was made up of 100 residents who responded to the questionnaire and three (03) relevant Government officials participated in the in-depth interview.

4.2.1 Age Distribution of the Respondents

From the 100 respondents, 65 were male. On the other hand, 35 were female. From the participatory perspective (who responds at the questionnaires) more than half were male. The age group of the respondents were also analyzed which have shown that the maximum age level of the respondent was 59, minimum age level was 16. Details results are given at the Table 01.

Table 01: Age Distribution of the Respondents of the Study

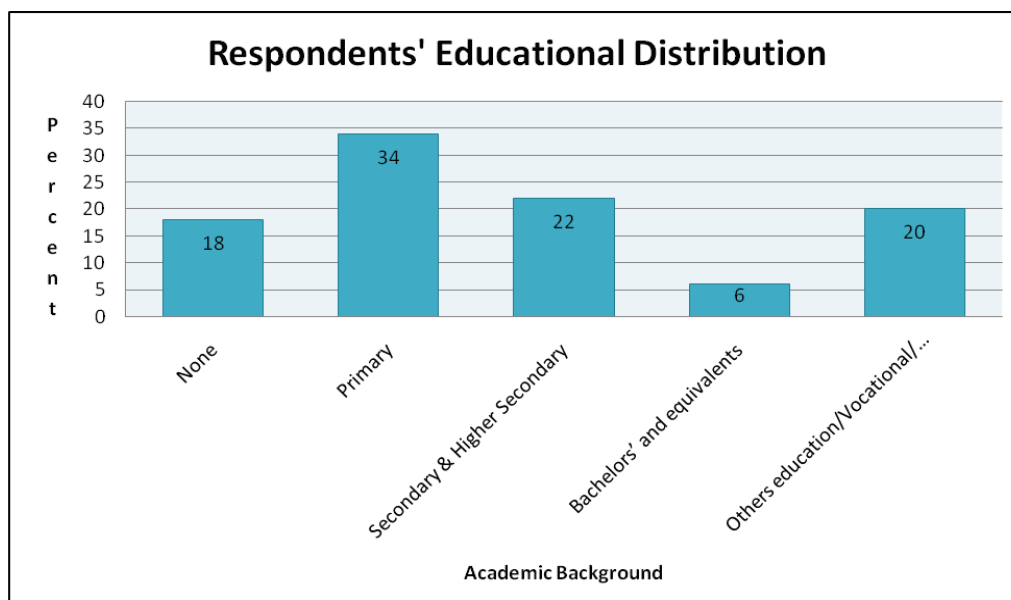
Age (years)	Frequency and Percentage
Less than 20	9
20-29	15
30-39	32
40-49	25
50-59	19
Total	100

Source: Field Data 2013

4.2.2 Educational Background of the Respondents

To determine the academic and educational background of the respondents, five types were used: None, Primary, Secondary & Higher Secondary, Bachelors' and equivalents, others education/Vocational/Technical Training Backgrounds. From 100 respondents, 18 had no education, 34 had Primary education, 22 had Secondary & Higher Secondary education, 6 had Bachelors and equivalent like diploma and other professional certificates, 20 had education/Vocational/Technical Training like driving, welding, etc certificates.

Figure 07: Educational distribution of the Respondents



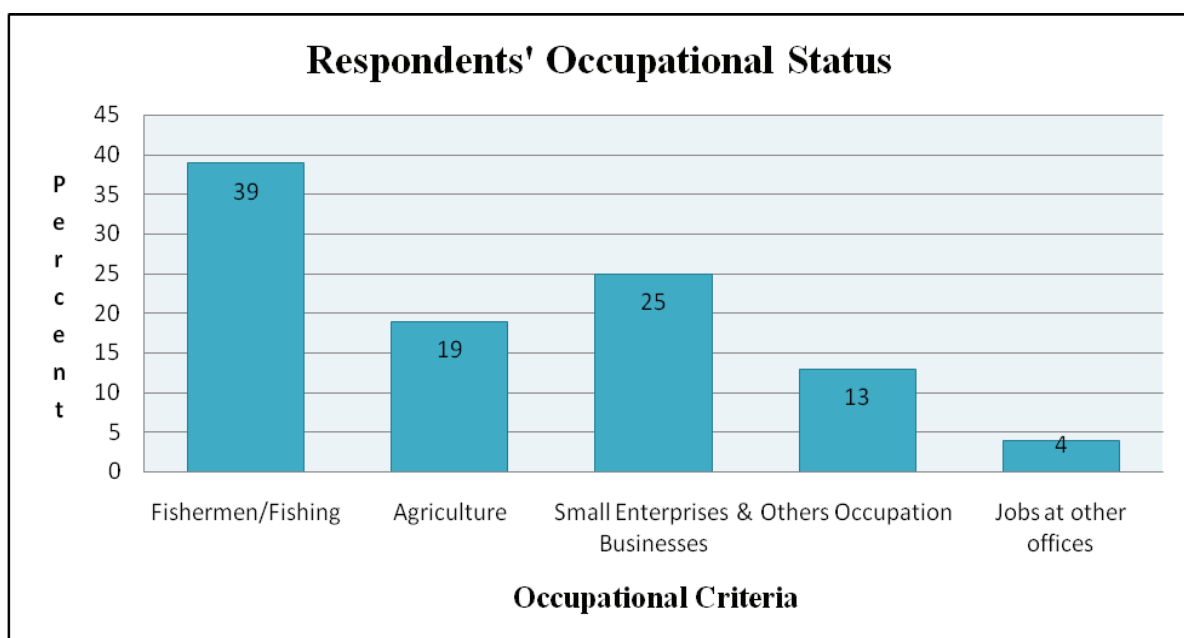
Source: Field Data 2013

The statistics of the figure 01 showed that more than half of the respondents had no education or initial level of education (None: 18 + Primary: 34 = 52%). The fewest people took Tertiary or Bachelor's level of education and the proportion of Secondary and Vocational training was almost same. The most interesting thing about this issue was that, the male respondents had more higher education than that of female respondents.

4.2.3 Occupation of the Respondents

100 percent respondents had employments. Even the students had also part-time jobs. This is because the people of the local community were not solvent. Most of them were self-employee. The large portions of them were fishermen. Some of them were farmers, some had Grocers Shop, some had Small Enterprises & Businesses, some had Jobs at different Private Organizations, some had others occupation like Rikshaw Pulling. House wives Etc. Women Respondents were involved with 'arranging fisheries materials' and 'agriculture'. Thus they were also included as Fishermen/Fishing and Agriculture segments.

Figure 08: Occupational Status of the Respondents

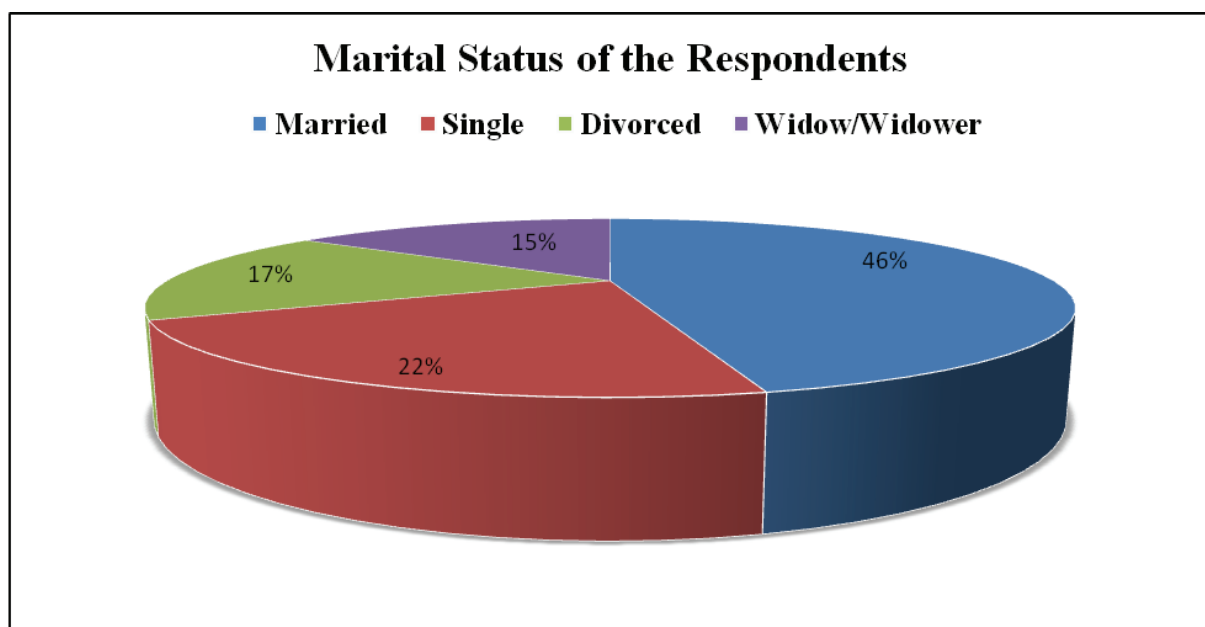


Source: Field Data 2013

4.2.4 Marital Status of the Respondents

This issue had been categorized into 4 Categories: Single, Married, Divorced and Widow/widower. The ratio of Married respondents was the most (46%) and the second was the single (22%). The rest was divorced and widow/widowers.

Figure 09: Marital Status of the Respondents



Source: Field Data 2013

4. 3 Perception of Respondents (local people) about Tourism

The perception of Baharchora Sea-beach Community about Tourism had examined in this segment through which the first research question has been evaluated. The 1st research question of this study is: What is the perception of the local people of the sea-beach area of Cox's Bazar about tourism? From the respondents' reply, the answer was found out. This research question has three sub questions at the questionnaire which are discussing as follows:

4.3.1 I like seeing tourists in this area

The respondents' answers were mixed about this issue. Most of the cases, the relatively elder people responded against tourism (the people who were between 40-49 and 50-59 years of ages) gave negative answer. Relatively young aged people gave positive answer about to see the tourists.

Table 02: Responses of the respondents depend upon Age Distribution about the likeness of seeing tourists in the community

Age (years)	Response				Total f and %
	Strongly Agree f and %	Agree f and %	Disagree f and %	Strongly Disagree f and %	
Less than 20	5	3	1	0	9
20-29	8	4	2	1	15
30-39	10	11	8	3	32
40-49	2	3	8	12	25
50-59	0	2	6	11	19
Total	25	23	25	27	100

Source: Field Data 2013

Table 02 suggested that there is a strong relationship between age and seeing the tourists and new comers at the local community. It shows that, elder people disliked the new comers and the younger peoples liked it. Most interesting thing is, this response was mixed and the ratio of liking and disliking were almost equal (liking=Strongly Agree+ Agree=25+23=48 and disliking=Strongly Disagree + Disagree=25+27=52). Thus, we can say it that the expression of the local community about this issue was mixed.

4.3.2 More tourists should be encouraged to come to this area

The respondents' answers were amazingly negative about this issue. This feedback is surprising, this is because, the economical backbone of this area is Tourism. Although the local people are taking the benefits of tourism but, they are not willing to take the demerits or bad social impacts of Tourism. Thus, their answer was like so. We can understand it clearly from the table 03. The basic reason of this type of result is – Religious and social norms and values.

Table 03: Responses of the respondents depend upon Age Distribution about the increase of the Tourist Entrance in this community

Age (years)	Response				Total f and %
	Strongly Agree f and %	Agree f and %	Disagree f and %	Strongly Disagree f and %	
Less than 20	3	4	2	0	9
20-29	5	6	2	2	15
30-39	9	12	7	4	32
40-49	1	1	10	13	25
50-59	0	1	7	11	19
Total	18	24	28	30	100

Source: Field Data 2013

4.3.3 The community should be developed to attract more tourists

In this segment, the view of local people about ameliorating tourism at the local area had justified. Although the local people had negative perception about tourism but, if the government or any other authority wants to improve tourism in this area then what will be

needed that was evaluated in this division. In spite of the question's holistic point of view, the data were analyzed in general that are given at the table no. 04.

Table 04: Responses of the respondents about the development of the area of community to attract more tourists

Responses	Frequency and Percentage
Strongly Agree	56
Agree	27
Disagree	13
Strongly Disagree	4
Total	100

Source: Field Data 2013

From the table no. 04, we can observe that the 56% of the respondents are strongly agreed about the development of local community if the authority wants to attract more tourists in that area. Some people took decisions and responded against the development of that area. This is because, they were anxious about environmental/natural stability and also they were afraid about Government acquirement of land. Already, some of them had lost some farm lands by the sake of some Government establishment and by some tourism establishment directed by local Government Administration.

4.4 Impacts of tourism on the culture of the local people

This section analyzed the opinion of the local people about the impacts of Tourism upon the local community's social lives, culture, etc. We can understand about the analysis of the responses from the tables which are given at the followings:

4.4.1 Does Tourism affect the socio –cultural context of the Baharchora Community?

Most of the respondents replied that the tourism keeps a deep impact at the local social and cultural lives as well as the contexts. From the Table No. 05, we can observe that, most of the respondents responded in favor of Very Large extant (58%) and Large Extant (29%). The interesting thing is, no people answered as very low and Not at all option.

Table 05: Responses of the respondents about the Socio-cultural impact of Tourism

Extent	Frequency and Percentage
Very Large	58
Large	29
Some	12
Low	1
Very Low	0
Not at All	0
Total	100

Source: Field Data 2013

This table no 05 proved that the perception of the local people was – tourism kept a deep impact upon the local social context. This finding supports the finding of Kim (2002) which also indicated that tourism affects the lives of local residents largely.

4.4.2 How tourism affects the socio –cultural context of the Baharchora Community?

How tourism affects the socio-cultural contexts, whether it is positive or negative, was justified through this segment. The respondents responded their feelings about tourism here.

In this regards, the first attempt was to understand how the local people change their behavior to attract or please the tourists. We can get the responses from the table no. 06.

Table 06: Responses of the respondents about the trends of local people to change their normal behavior in order to please or attract tourists

Responses	Frequency and Percentage
Strongly Agree	41
Agree	27
Disagree	14
Strongly Disagree	18
Total	100

Source: Field Data 2013

From the table no 06 we can see that $41+27=68\%$ respondents agreed with this. It is mentionable that the people who agreed with it, they were aged person and most of the cases they are above 40 years of ages. On the other hand, the people who denied or disagree with it, they were mostly young aged people (below 30 years of ages). That means, the young people had the tendency to cope with the changing situation. This thing is supported by Hatton (1999) that, whether it is bad or good, positive or negative, young people of the tourist host community has the tendency to adapt with the outcomes of Tourism. Two of the Government official said at their interview that, “People of this area are generally taciturn and less talkative. But, for the sake of business and attract the tourist, they are working as salesman many times. Sometimes, they are working as guides. Sometimes they are wearing their festive dresses all over the year to attract the tourist, which is generally festive dresses and not usable for the rest of the period of a year.”

Tourists' attitudes especially the visiting time of the sea-shore area are violating the local norms and embarrassing the local people. From the table no 07, we can understand about it.

Table 07: Responses of the respondents about the tendency of the tourists to violate the social norms during the time of visiting the sea-shore

Responses	Frequency and Percentage
Strongly Agree	67
Agree	17
Disagree	14
Strongly Disagree	2
Total	100

Source: Field Data 2013

Table 07 shows that 84% respondents agreed with this statement. The rest 16% people disagreed with and most of the person, who disagreed with it, was the young. From the result of the above table, we can understand that, the local people were not satisfied at the behavioral pattern of the visitors. Three of the Government officials, who participated at the Interview session, they informed that, “It’s a Muslim conservative area. Thus when the tourists are coming from outside or abroad, they should have the consideration about the local social ethics and values. But, most of the cases, tourists are coming from outside here to enjoy their Leisure periods/Holidays/Honeymoons along with their Girl/Boyfriends or Fiancé/Wife. Thus their attitudes with their counterpart/companions are free and boundless when they come to pass their times at sea-shore. The local people do not like it and they have dispute against tourism as well as tourists for this reason”.

The local cultural things like songs, music, dances, traditional foods, etc are becoming commercialized by the tourism operating companies and other organizations for the entertainment of the tourists. We can get the feedback from the local people about this issue at the table no. 08.

Table 08: Responses of the respondents about the commercialization of the local culture

Responses	Frequency and Percentage
Strongly Agree	54
Agree	22
Disagree	15
Strongly Disagree	9
Total	100

Source: Field Data 2013

From the table no 08 we can observe that more than 76% respondents agreed with this issue. On the other hand, 22% people disagreed with it. The people, who disagreed with it, most of the cases, they were involved with this sort of business. One of the Government Official said at the interview session that “People of this area are reclusive by nature and not like to disclose themselves in front of the outside people. They owned their norms and cultures and they believe that it’s their own property. But, now-a-days, the tourism operators are making business with the local culture (i.e.: outside businessmen are establishing cloth stores with local products, outsider cultural team are performing local songs, dances in this areas, etc, which local people cannot accept psychologically.” Matthew (2009) also get same type of findings at his own research.

Cultures from outside are coming and mix with local culture, thus the local culture is going to be changed. From the table no 09, we can understand about that issue.

Table 09: Responses of the respondents about the tendency of local people to learn about the culture of tourists

Responses	Frequency and Percentage
Strongly Agree	47
Agree	26
Disagree	17
Strongly Disagree	10
Total	100

Source: Field Data 2013

From the table no. 09 we observed that 73% people agreed with this issue. On the other hand, 27% people disagreed with it. We can get the explanation about this issue from one of the Government Official’s interview at this respective issue: “local people are very much conservative and they always trying to preserve their old traditional culture, but the young generation are trying to adapt with new cultures which are coming by the tourists. Interesting thing is – the elderly people do not like it and often vituperate the younger people to practice those new things.” Donald (2004) mentioned the same topic at his own book.

Food habituates of the local community are changing by the sake of tourism. We can understand about this issue from the table no 10.

Table 10: Responses of the respondents about the tendency of local people to change their food habituates

Responses	Frequency and Percentage
Strongly Agree	39
Agree	17
Disagree	24
Strongly Disagree	20
Total	100

Source: Field Data 2013

From the table no 10 we can observe that the answer was mixed. 56% respondents agreed with this statement whether 44% respondents disagreed with it. We can find the explanation from one Government Official’s speech from the interview: “a lot of tourists are coming here now-a-days. They are not supposed to accustom with the local food style. Thus the restaurants are preparing the outside foods and it is becoming cheaper than that of local foods. So, the food ingredients of outside food are more available at the local markets now-a-days. It also keeps a pressure upon the local community and compelling them to buy outside food dishes or ingredients and cook it at its own way.” This finding is supported by Athena, Margaret & Anita (2012).

Law and order situation of the host community area is a major issue for the local people. From the table no.11 we can understand about that issue.

Table 11: Responses of the respondents about the tendency of increasing Crime at the local Community with the increase rate of Tourism

Responses	Frequency and Percentage
Strongly Agree	63
Agree	23
Disagree	10
Strongly Disagree	4
Total	100

Source: Field Data 2013

We observe from this table no 11 that, 86% people agreed with it. On the other hand, 14% people disagree with it. This is because, the crime situation of that area becoming worse day by day. The authority is trying to resolve it but baffle to do. One of the Government Official said at his interview that “the authority should take firm initiative to control over this issue otherwise both the local people and also the tourist will get trouble by the criminals. To resolve this issue, Government can establish ‘Community Police Service’ where local people can get employment as a Police and this service will be maintained and oversee by the local community.” This finding is also attuning with Garth & Franks’ (2004) findings.

Social Crimes are increasing at this area day by day with the increase rate of tourism. We can get the feedback from the respondents about this issue from the table no. 12.

Table no 12: Responses of the respondents about the tendency of increasing Social Crime at the local Community with the increase rate of Tourism

Responses	Frequency and Percentage
Strongly Agree	65
Agree	18
Disagree	10
Strongly Disagree	7
Total	100

Source: Field Data 2013

From the table no 12 we can observe that 83% respondents agreed with this issue. On the other hand 17% respondents disagreed with it. Most of the respondents were thinking that the social stability is moldering and it is one of the worst side effects of tourism here. We can get the explanation from two Government officials' interview: "This area is a Muslim conservative area. People of this area are always trying to follow the Muslim Rules strictly. In Muslim religion, live together or sex with others except wife is strictly forbidden. Thus, prostitution, pregnancy without marriage, etc are very notorious work at the eye of this society. But, where tourism is flourishing, sexual matters are coming now-a-days." This statement as well as findings supports Thomas's (2003) findings.

Tourism is one of the most causes of losing the social bondage here. We can understand about this issue from the respondents' opinion which is given at the table no. 13.

Table no 13: Responses of the respondents about the tendency of decaying the social bondage with the increase rate of Tourism

Responses	Frequency and Percentage
Strongly Agree	41
Agree	13
Disagree	32
Strongly Disagree	14
Total	100

Source: Field Data 2013

From the table no 13, we can observe that the answer is almost mixed although 54% respondents agreed with this opinion and 46% respondents disagreed with it. Three Government Officials who provided their speeches and participated at the interview session, all of them had almost same explanation about this issue: “By the sake of tourism, local people can able to get more information and education. Moreover, tourism brings in this area enough job opportunity. For these reasons, choice of people, expectation of the people, etc are increasing day by day here. Besides it, women empowerment is increasing day by day. Thus, women are now also able to take their own decisions. Thus, the divorce rate is increasing and affairs rate with outsiders are increasing. Although, the local people do not like it, this is because, they want to conserve their community and have no will to make any outsiders as their family members. But it happens often, now-a-days.” This finding is also as like as the same of Sarah’s (2011) findings.

4.4.3 Suggestions for promoting and conserving the Cultural identity/values of the Baharchora Community

This segment is allocating to get suggestions from the local community about formulating the necessary policies to conserve the local culture. From the table no. 14 we can get the feedback from the local people.

Table no 14: Responses of the respondents about the necessity of formulating Policies to conserve the local culture/host community's culture

Is there any necessity of Policy to conserve the local culture?			
Gender	Yes f and %	No f and %	Total f and %
Male	49	16	65
Felame	22	13	35
Total	71	29	100

Source: Field Data 2013

From the table no. 14 we observe that, 71% people responded in favor of formulating new policies to preserve the local culture. The Government Officials also kept emphasis at their interviews to establish new policies to conserve the local cultural identities.

To participate at the decision making level, local community representative should be necessary. Otherwise, the policy will not be sustainable and will unable to provide proper remedies about the conservation of local culture issue. We can get the opinion of the local people about this issue at table no 15.

Table no 15: Responses of the respondents about the necessity of the involvement of local people in decision making regarding tourism planning and development

Responses	Frequency and Percentage
Very High	67
High	19
Average	11
Low	3
Very Low	0
Total	100

Source: Field Data 2013

From the table no 15 we get the information that 86% people said their opinion in favor of participation at Government policy making about tourism. One Government Official said at her interview that: “Most of the cases, Government take decisions about tourism along with the Tourism expertise, but nobody speaks with the local people. The medicine, which is preparing for the patient, if the doctor will not concern about the problem that going on at patient’s body, if the doctor will not ask the patient about his/her problem and doesn’t listen properly then how the medicine will be fruitful? To make the policy fruitful, the Government should take the opinion from the local community and keep local representatives during the time of preparing the Policies. Then, the policy may work properly and has a hope to become fruitful for everyone.”

CHAPTER FIVE

SUMMARY & KEY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This Chapter presents the summary from the findings of this study. It also presents recommendations with concluding remarks. This chapter is an endeavor to focus on searching out some policy related idea as well as suggestions with the relevance of the findings from this study.

5.2 Summary & Key findings of the Survey

The study has examined the Impact of Tourism on the Socio-Cultural Context of the Rural Community in Bangladesh focused on Baharchora Sea-beach Community of Cox's Bazar. The perception and understanding of the local people of Baharchora Sea-beach Community about tourism was examined by this study. This study has also tried to find out some policy measures which may be helpful for the policy makers to enhance the tourism activities without any grievance of the local people and preserve the values of the rural community of Bangladesh.

This study has accomplished under the Social Exchange Theory (SET) theory. Overall 105 respondents participated at this study. Structured questionnaires and in-depth interviews were used for the survey. There were four research questions for this study. Under these questions a set of questionnaires were prepared for the survey. The substance of the answer and findings of the four research questions are stating at bellows:

The first research question of this study was to examine the perception of the inhabitants of the Baharchora Sea-beach Community of Cox's Bazar about tourism. The key findings about this issue are as follows:

1. Local people has negative perception about tourism;
2. This perception varied by the change of demographic characteristics; elderly people think that tourism is a cause of the decay of the social norms and values of this area and the young people think that it brings modernity at this community;
3. To attract more tourists, the existing facilities of this community should be more developed.

The second research question examined the perception of the local people when the Tourists are visiting the sea-shore areas and making acts/works against the local social norms or disobeying the local social norms. The major findings of this issue are as follows:

1. The local people of Baharchora Sea-beach Community have very negative perception about this issue. The local people especially the elderly people are thinking that tourism causes the erosion of social norms and values and it devaluates (prostitutions, leave together, pre-marital and post marital sex, higher divorce rate, etc) the morality of local community especially the youth and new generation people.
2. The local people are thinking that, tourism is one of the basic reasons of the change of the lifestyle and daily habituates of this area (i.e. food, market, cultivation habituates, etc.)

3. The local people are thinking that tourism is one of the most reasons of the increase of crime in this area.
4. The local people are thinking that tourists are unable to show proper respects about the local religious places, rituals and values.

The third research question examined the perception of the local people when the Tourist trying to commercialize local values. The major findings of this issue are as follows:

1. The local people of Baharchora Sea-beach Community have very negative perception about this issue. The local people are thinking that the tourism related organizations are making business with their rituals and religious objects. Thus, the rituals and religious objects are demeaning by them.
2. The local people have the perception that the tourists are unable to show proper respect about their religious places. Tourists are violating the rules and hindering the sacred environment of the religious places.
3. The local people have the perception that the Tourism related Industries and other organizations are making business with their traditional cultures so that the culture is losing its originality and it degrades its qualities.

The fourth research question examined the perception and the suggestions of the local people about formulating policies to conserve the values of the sea-shore area of Cox's Bazar. The major findings of this issue are as follows:

1. The local people of Baharchora Sea-beach Community things that, it is very necessary to formulate new policies to preserve the local community's values and social norms.

2. The Local Community people have the desire to participate at the Policy generation level and provide their opinion during the time of policy generation so that the policy will be fruitful for them. Thus, the local people want to provide their representative/representatives during the time of Policy making.

5.2.1 Evaluation about the Hypothesis of this Study by the results getting from the Summary & Key findings of the Survey

The Hypothesis of this Study was as follows:

“The local people of the Sea-beach area of Cox’s Bazar have negative perceptions about tourism”.

From the results of the Questionnaires, Interviews and the Summary of the Survey, we can resolve that the Hypothesis of this study has been postulated and proved. Thus we can say that “The local people of the Sea-beach area of Cox’s Bazar have negative perceptions about tourism”.

5.3 Conclusions

This study has concluded that the Impacts of Tourism on the Socio-Cultural Context of the Rural Community in Bangladesh are mixed, and tourism keeps a deep impact on the socio-cultural context of the local community. The negative socio-cultural impacts of tourism are more than that of the positive impacts of tourism. If the local community wants to get sustainable benefits from the tourism, the negative socio-cultural impacts of tourism should be eradicated and the Government should take initiatives about that.

Previous experiences and other evidences showed that host communities have positive perceptions about tourism and local community has long-term planning about tourism. At the same context, the Baharchora Sea-beach Community of Cox's Bazar has also the same expectation from tourism. But, the negative socio-cultural impacts of tourism are creating apathetic views about tourism upon the mind of local people. Thus, the Government of Bangladesh has the duty to overcome those stagnate situations through generating some policies on tourism so that the negative socio-cultural impact of tourism will be reduced and the local people will welcome the tourism and tourism related activities.

5.4 Recommendations: For Policy Generation

According to the findings from this study, the following recommendations are prepared for the Policy Makers which may be helpful for making future policies in favor of the Local Host Community as well as Tourism:

- ✓ The Government of Bangladesh should enhance the traditional cultural sectors of the Tourist Host Communities of Bangladesh. The Government can establish Traditional Cultural Training Centers & Institutes through which the local and regional indigenous cultural activities (i.e.: folk song, traditional dances, traditional dress and costume preparation and making, traditional food preparation training, etc.) will be nurtured. In these institutions, local people will get the employment as trainers. Through this activity, the anxiety of local people about their cultural originality and commercialization will be eradicated.
- ✓ The Government should prepare 'Guidelines' for "Tourists' Behavioral Activities and Patterns" and can publish it as a Booklet/Pump-let. The Government can modify the activities of the tourists through this way and can aware the tourists about the local

social & religious norms and values. The Government may take the opinions from relevant stakeholder's like-Ministry of Civil Aviation and Tourism of Bangladesh, Bangladesh Tourism Board, Bangladesh Parjatan Corporation, Government and Non-government Travel Agencies, National and International Hotel-Motel & Restaurant Authorities, Tourism Organizations, Local Community Representatives and Opinion Leaders, etc so that those guidelines will become sustainable and fruitful both for the tourists and the local host communities. The Government may recruit especial force or surveillance team to oversee this issue and local people should get privilege to recruit at this team.

- ✓ The Government should establish especial rules for the tourist through which everything will be separated from the local people and tourists can get special treatment like India. In this way, the Government can establish especial markets, bar & pubs and other sort of facilities for the tourists. This sort of facilities should be restricted & controlled and supervised by the especial surveillance team. The government can arrange especial pass for the local tourists and use passport checking systems for the international tourists to use those facilities.
- ✓ The Government can impose especial taxes for the tourist use commodities, foods, cloths, etc and separate it from the local daily using commodities. The surveillance team will make proper vigilance at the local market to control the price of local commodities and the commodities for the tourists. In this way, Government can control the overpricing of the local livelihood.
- ✓ The Government can impose especial housing tax and fix the especial housing rent for the Hotel-Motel and the private houses which are using for the tourists. Through this way government can control the hose rent of the local area.

- ✓ The Government can arrange special medical facilities for the tourists that will maintain the international standards (i.e.: International renowned doctors, nurses and staff, medicine, etc). It will be able to attract the international tourists. On the other hand, the Government can provide the same facilities towards the local people in a reduction price.
- ✓ The Government can arrange special transportation system for the tourists and can fix special price for the tourists. Government can continue the vigilance at the rent fare of the local transportation system to reduce the transportation cost for the local people.
- ✓ The Government can arrange motivational awareness programs join collaboration with different stake holders (i.e.: Ministry of Civil Aviation and Tourism, Bangladesh Tourism Board, Bangladesh Parjatan Corporation, Local Administration, Different Tourism Organizations, local opinion leaders and local community representatives, etc) amidst at the local community. This motivational Program will be able to create awareness among the local people about the role of tourism at the development of local community.
- ✓ Making this awareness program successful, Government should include the local communities Opinion leaders in this sort of program. Government can take initiatives to train up those local Opinion Leaders at motivational techniques and government can train them from abroad. Government can also borrow foreign expertise as well as foreign tourism authority staff to teach the local Opinion leaders about motivational skills and share the development experiences by the shake of tourism with those opinion leaders. Sometimes, these foreign people can go in front of general people also to describe about the positivity of Tourism.

- ✓ The Government can establish Tourism Training Centre/centers at the host communities' areas where the local community people will get privilege to get the training. International experts can come and participate at the training programs. Government can arrange Tourism Exchange Programs with other countries through which local trainers as well as trainees can visit other countries' training centers and tourist spots and enhance their experiences.

5.4.1 Recommendations: For Further Research

A lot of studies have already done and also going on about various economical aspects, fruitfulness and prospects of Tourism in Bangladesh but a few specific researches have done about the socio-cultural aspects and impacts of Tourism in Bangladesh. But, significant relationships are existed among 'Host Communities Culture Preservation' and 'Revenue Generation' from Tourism. Thus, in is very necessary to do further research about this issue.

APPENDICES

APPENDIX A

THE IMPACT OF TOURISM ON THE SOCIO-CULTURAL CONTEXT OF THE RURAL COMMUNITY IN BANGLADESH: A CASE STUDY OF COX'S BAZAR 'BAHARCHORA SEA-BEACH COMMUNITY'

QUESTIONNAIRE

Dear respondent

The study is a trial to find out the Socio-Cultural impacts of tourism on tourism related Rural Communities with specific focus on Cox's Bazar Sea-beach area of Bangladesh. Specifically, the study seeks to examine the perception of the local people of Baharchora of Cox's Bazar Sea-beach area hold on tourism and recommend some measures that could be helpful to policymakers to conserve the values of rural community of Cox's Bazar in Bangladesh.

You have been identified as one of the most trusted residents at the community of Baharchora, Cox's Bazar to respond those issues to the best of your ability. All your responses would be treated as purely confidential. I shall therefore be grateful if you could spare some of your busy schedules to answer the questions.

Thank You in advance for responding to the study.

Section A: Demographic Characteristics

- 1. Age (yrs).....
- 2. Marital status: a. Single [] b. Married [] c. Divorced [] d. Widow/widower []
- 3. Educational background: a. None [] b. Basic/Primary [] c. Secondary [] d. Higher Secondary []
- e. Specify if others.....
- 4. Employment Status: a. Employed [] b. Unemployed []
- 5. Occupation.....

Section B: Perception of local people about Tourism

6. Indicate your views on each of these statements on a four point scale about tourism where 4=Strongly Agree; 3= Agree; 2= Disagree; 1= strongly disagree.

Statements	1	2	3	4
i. I like seeing tourists in this area				
ii. More tourists should be encouraged to come to this area				
iii. The community should be developed to attract more tourists				

Section C: Impacts of tourism on the culture of the local people

7. To what extent do you believe that tourism affects the socio –cultural context of the people of Baharchora, Cox’s Bazar

- a. Very large extent [] b. Large extent [] c. Some extent [] d. Low extent [] e. Very low extent []
 f. Not at all []

8. Kindly indicate the reason(s) behind the choice of your answer in question 7

.....

9. Indicate your views on each of these statement on a four point scale about tourism affecting the life style, values, norms and behavior of the local people where 4=Strongly Agree; 3= Agree; 2= Disagree; 1= Strongly disagree.

Statements	1	2	3	4
i. Local people tend to change their normal behavior in order to please or attract tourists				
ii. Tourists violets the social norms when they visit the sea-shore area (like: wearing short dresses, free mixing with boys and girls, etc.)				
iii. Traditional culture is being commercialized for the sake of tourism which degrades the originality of the local culture				
iv. Tourism makes local people learn more about the culture of tourists				

Statements	1	2	3	4
v. Food Habituates of the local community are changing by the sake of Tourism (i.e.: Local Hotel and Restaurant types are changing with the increasing rate of tourism, Local food procedures and cultivators are showing the trends to increase the production of outside food grains instead of local foods, etc)				
vi. Crime is increasing at the local community with the increasing ratio of Tourism (i.e.: Cigarette, Drugs, Alcohols, etc supply are increasing and local people especially the youths are introduced and addicted with that, robbery, etc)				
vii. Social Crimes (i.e.: Prostitution, Pre & post Marital Sex, Adolescent Pregnancy, Pregnancy without marriage, etc) are increasing at the local community with the increasing ratio of Tourism				
viii. Tourism causes decay of Social bondage (i.e.: Divorce rate increasing, Marriage and Love affairs with outsiders, etc) day by day.				

Section D: Suggestions for promoting and conserving the identity/values of the rural communities in Bangladesh.

10. Do you think that, it is necessary to establish tourism related policy that aims at conserving local culture?

a. Yes [] b. No []

11. How would you describe the government involvement of local people in decision making regarding tourism planning and development

a. Very high [] b. High [] c. Average [] d. Low [] e. Very Low []

12. Kindly indicate how the values and identity of rural communities in tourism situated areas can be promoted

.....
.....
.....

13. Kindly indicate how the values and identify of communities in tourism situated areas can be conserved

.....
.....

THANK YOU FOR COOPERATION

APPENDIX B

THE IMPACT OF TOURISM ON THE SOCIO-CULTURAL CONTEXT OF THE RURAL COMMUNITY IN BANGLADESH: A CASE STUDY OF COX’S BAZAR ‘BAHARCHORA SEA-BEACH COMMUNITY’

INTERVIEW GUIDE

Introduction

The study is a trial to find out the Socio-Cultural Impacts of tourism on tourism related Rural Communities with specific focus on Cox’s Bazar Sea-beach area of Bangladesh. Specifically, the study examines the perception of the local people of Baharchora of Cox’s Bazar and recommends some measures that could be helpful to policymakers to promote as well as conserve the identity/values of rural communities in Bangladesh.

As a Government official, you are directly related with the Tourism Industry of Bangladesh to respond the following issues. Your information will strictly be confidential.

Demographic data

a. Department.....

b. Official position.....

QUESTIONS

1. How would you describe the impacts of tourism on the socio-cultural context of rural communities in Bangladesh?
2. How would you describe the effectiveness of tourism policies in Bangladesh to conserving local culture?
3. What challenges if any confront stakeholders in the tourism industry in drafting and implementing policies that seek to conserve and also promote local culture?
4. How can the values and identity of rural communities in tourism situated areas be promoted?
5. How can the values and identity of rural communities in tourism situated areas be conserved?

THANK YOU FOR YOUR TIME AND COOPERATION

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