

# Gravitating towards Community Based Tourism (CBT): Community Empowerment and Reducing Poverty in Tourism Sector Development in Bangladesh

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## Abstract

*Community-based tourism (CBT) offers a promising opportunity for sustainable growth in Bangladesh's tourism industry by utilizing local resources and involving communities in tourism-related activities. This research evaluates the possible advantages and difficulties linked to adopting CBT in Bangladesh. The study conducts an extensive analysis of existing literature and field investigations to identify the primary elements that impact the progress of CBT activities in the country. This study employs a qualitative approach, primarily relying on both primary and secondary data. The researchers have gathered data through the utilization of a primary data Google Form. The analysis is performed using SPSS 25 and MS Excel 2019 to provide the findings of this study. Three mountainous regions are suitable for implementing CBT, and the destination management organization (DMO) can assist in its implementation. The null hypothesis (H0) for these independent variables is statistically rejected at a significance level of 0.05. This demonstrates their significant impact on the development and promotion of sustainable destinations in Bangladesh. The model's fitness, as indicated by a R value of 78.5%, demonstrates a strong correlation between the independent and dependent variables based on the data collected from the respondents and analyzed using SPSS.*

**Keywords:** Community Based Tourism (CBT), Community Empowerment, Poverty Reduction, Tourism Sector Development, SPSS, Bangladesh.

## INTRODUCTION

Tourism is a lucrative industry that capitalizes on the abundant natural reserves and impressive man-made attractions found worldwide (Joshi & Nag, 2024). The natural resources encompass vegetation, mountains, wildlife, seas, rivers, beaches, sand, and landscapes. The artificial resources encompass the cultural and traditional aspects of society, including the people and their civilization, as well as elements such as color, texture, and the rhythm of human lifestyle (Agnoletti et al., 2023). Additionally, the created resources also encompass food habits and other related factors. The implementation of community-based tourism (CBT) has resulted in a redistribution of resources among individuals from various communities (Akter et al., 2024). Affluent tourists transfer funds to local community members and tourism business stakeholders to achieve this. Bangladesh has some unique features and tourist spots along with cultural, religious, tribal culture, lifestyle, festivals, foods, sea beauty, and river beauty but there are some problems with the involvements of the local people and the coordinated policy to develop tourism (Sun & Tarafdar, 2023).

The 2015 statistics from WTTC indicate that the tourism sector in Bangladesh contributed a total of 806.5 billion. Simultaneously, numerous countries across the globe are experiencing an increase in income levels and a rise in work prospects. India, Nepal, and Bhutan, our neighbouring nations, are experiencing a significant increase in tourism (Bhuiyan, 2023a). They have the potential to implement a comprehensive policy to attract even more tourists to their respective countries. Cognitive behavioural therapy (CBT) exhibits clear similarities with wider community development and participatory planning philosophies, which likewise promote increased

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community autonomy in local processes (Akter et al., 2023). Community development can be defined as 'building active and sustainable communities based on social justice and mutual respect. CBT accounts lack the transformative intent of community development, as CBT is presented as a way of ensuring the long-term survival of a profitable tourism industry rather than empowering local residents (Stanton, 2023). Local communities are presented as homogeneous blocks, devoid of internal power struggles or competing values. CBT accounts ignore the external constraints to local control (Akter et al., 2023). There are some organizations like Bangladesh Tourism Board (BTB) and Bangladesh Parjatan Corporation are working tighter under the ministry of Tourism and Civil Aviation (Deb et al., 2023). Currently domestic tourist is higher number and they are traveling all around the country for the purpose of leisure, business, and religious or may other purposes (Basak & Barman, 2023). Some foreign tourist is also coming but there is less opportunity to meet with the local culture. As a developing country Bangladesh has the potentiality to make tourism hub by involving communities with the benefits of tourism (Bhuiyan, 2023).

Community Based tourism can be developed people will have higher opportunities to get and they will be able to engage themselves with various business and have their employments opportunities (Bhuiyan, 2023a). But the problem is that still the policies of Bangladesh Tourism authority are not clearly working to involve local community to engage them with the main trend of tourism were they will be able to develop their condition with the benefits of tourism at tea me time (Akter, Bhuiyan, et al., 2023). They will be careful to protect the destination where tourist will also able to get pure experience visiting a particular destination. A good interaction among the people in the destination and the guest visiting a destination can give better result by mutual benefits (Bhuiyan, 2023). At the same time people in Bangladesh will be able to create a good platform to develop their situation which depend on the engaging tem with main stream of the economy through active precipitation of tourism activities (Basak & Barman, 2023).

## **Research Gap**

There are less numbers of works have been done on this topic. Community based tourism is comparatively new theme in our country were people have less knowledge over the issues (Kurniawan et al., 2024). Researchers found less number of study on the topic about Bangladesh tourism. Still I found some works about the issues but those works are not up to the level to screen out the current situation of the community based tourism (Dey et al., 2020). Local people are also aware CBT concept where current policies are not enough to support community based tourism (Joshi & Nag, 2024).

## **Purpose of the Study**

The purpose of studying community-based tourism (CBT) development in Bangladesh is to assess its potential for economic growth, cultural preservation, and environmental conservation. Researchers explore opportunities for income generation, job creation, and cultural exchange while addressing challenges like infrastructure limitations, market access barriers, and socio-cultural conflicts Understanding these dynamics informs strategies to empower local communities, promote sustainable tourism practices, and garner government support, facilitating holistic development in Bangladesh.

To identify the problems and prospects of community-based tourism in Bangladesh where main focus will be to the development of local people by ensuring maximum benefits of tourism activities.

To study is the key issues related to community-based tourism which determine the active involvement of people in developing employment opportunity;

To identify key ways and means to involve local people in the tourism activities, and Bangladesh as developing country tourism can important play role to eliminate poverty where distribution should be carefully analysed. I want to find out the way to distribute positive benefits of tourism among the stakeholder's including local people;

To identify the problems related to the community-based tourism development and to suggest the ways and means to solve those problems and thus develop the same is in Bangladesh.

## **LITERATURE REVIEW**

A substantial numbers of works on community based tourism development have been done were there are some international publications are there about the issue to develop community based tourism (Ditta-Apichai et al., 2024). In Bangladesh there has not that much of work about the work. However, there are some few articles and research have been done on this issue to develop community based tourism in Bangladesh (Akter et al., 2023). Literature review of this paper review represents some important sector in this sector of developing community based tourism. CBT ensures community empowerment and resource mobilization and creates employment and revenue (Abu Zayyad et al., 2021). Employment generation can be ignited as an important impact of economy, society and political empowerment in the community. CBT tends to the economic development of the localities from remote, rural, people of small towns, poor, marginalized, ethnic minority (Islam et al., 2024).

Community-based tourism (CBT) in Bangladesh faces multifaceted challenges, as evidenced in the literature (Khan, 2024). Limited infrastructure, inadequate access to resources, and socio-economic disparities hinder the development and sustainability of CBT initiatives (Khan, 2024). Cultural sensitivities and conflicts often arise due to differing perspectives between communities and external stakeholders. Additionally, lack of awareness and capacity-building initiatives among local populations pose significant barriers. Scholars stress the need for comprehensive strategies that address these challenges, emphasizing community empowerment, capacity-building, and inclusive decision-making processes (Bhuiyan, 2019). However, the literature also points to the dearth of empirical studies and practical solutions tailored to the context of Bangladesh, indicating a crucial gap for future research and interventions. This is because, the main challenges of sustainable tourism development is the involvement of the individual and community. It focused on the active participation of local people where main challenge is to engage local people which will bring long term profit (Horaira & Devi, 2021).

Community-based tourism (CBT) has emerged as a solution to various challenges faced by both communities and tourism industry. Literature reveals its potential in fostering sustainable development, preserving cultural heritage, and empowering local populations (Bhuiyan, Islam, et al., 2023). Scholars emphasize the importance of community involvement in planning, management, and decision-making processes to ensure the success and longevity of CBT initiatives. Additionally, studies highlight the significance of partnerships between communities, governments, NGOs, and private sector entities in overcoming barriers such as lack of infrastructure, limited resources, and socio-cultural conflicts (Akter et al., 2023). However, gaps exist in understanding the long-term impacts and scalability of CBT models, urging further research and practical implementations.

### **Overview of Community Based Tourism in Bangladesh**

Bangladesh has cultural, natural, and man-made beauty and hospitable people. Bangladeshis are mostly farmers but increasingly industrialized. Tourism can help Bangladesh develop by creating jobs and sustainable destinations (Rahman et al., 2024). Community-based tourism addresses difficulties to involve people in tourist advantages (Horaira & Devi, 2021). Many Bangladeshis live in poverty yet hope for a better life. Tourism attractions in Bangladesh are mostly in distant areas where local people play important roles and can improve their quality of life (Chuang & Chen, 2023). Community tourism is a major driver of poverty reduction and tourism growth. In this competitive world, sustainable tourist destinations are essential or the country will lose them. Destination communities can play a larger role in tourism and local development (Chambwe et al., 2023). These people will understand the importance of tourism destinations and how to sustain them. CBT in Bangladesh is a grassroots approach to tourism development that involves local communities and benefits them (Molla et al., 2023). Key points in the overview of CBT in Bangladesh include:

**Table 1. The Overview of CBT in Bangladesh.**

Key Point	Description	Reference
Income Generation	Community-based tourism (CBT) in Bangladesh generates income through homestays, tour guiding, handicraft sales, cultural performances, agricultural operations, training programmes, and community fees. These programmes generate cash for local communities through lodging, guiding, handicraft, and cultural events.	(Akter et al., 2023)
Unique Experiences	Community-based tourism (CBT) in Bangladesh offers unique experiences that explore local culture and natural beauty. Each experience is a trip into Bangladesh's rich heritage, from authentic homestays to pottery and weaving workshops.	(Islam et al., 2024)
Government Support	Government support is crucial for Bangladeshi community-based tourism (CBT). Government policies, financial aid, and capacity-building programmes enable CBT projects. Infrastructure, marketing, and sustainable tourist regulations are supported.	(Bhuiyan et al., 2024)
Sustainability	Community-based tourism (CBT) in Bangladesh sustains cultural heritage and the environment. Sustainable CBT increases the visitor experience and assures the long-term viability of tourism as a tool for equitable growth and environmental stewardship in Bangladesh by encouraging cultural authenticity, empowering local communities, and supporting livelihoods.	(Akter, Bhuiyan, et al., 2023; Horaira & Devi, 2021)

Community based tourism can be major tool for the development of ecotourism as it deal with the awareness building among the people living in particular tourism destination and ensure a flow of awareness and communication. According to Mountain statute there are some assumptions in community based tourism which are

CBT must contribute to increasing or contribute improving conservation of natural and cultural resources.

CBT must increase the economic condition of local people by increasing tourism revenue and other benefits and ideally to increase the numbers of participants.

CBT must have numbers of participating people ideally progressing toward self-mobilization, but not always necessary.

CBT has to provide products which will be socially and environmentally responsible.

CBT will focus on cultural protection, natural tourist destination protection, enhancing leadership in areas providing them opportunities to build up active participation and enhancing long term use of tourism resources (Na thongkaew et al., 2024). Community empowerment, poverty alleviation is the two major focused point of developing community based tourism.

CBT engage people help to remove poverty. Bangladesh is developing country but the people of the country are eager to work. Young people are the majority of the country where they want a floor a work. Developing CBP will be floor for the local people including the young people where they can be trained about various issues of tourism (Islam et al., 2024). They will be able to recognize the values of tourism resources and know how to handle those thing. They can deliver better service to the people. Overall community based tourism will help to make quality lifestyle of the people by removing poverty from the society. Crime will decrease, increase the participation of the people resulting in quality development of tourism (Rahman et al., 2024).

### Problems of Community Based Tourism in Bangladesh

There are obstacles with formulating and implementing community-based tourism. These limitations limit community-based tourism and prevent sustainable growth. Community-based tourism in Bangladesh is difficult due to issues. These issues limit community-based tourism. Bangladesh is steadily progressing under the current government, but it must take steps to address community-based tourism issues. Community-based tourism in Bangladesh has these issues:

**Table 2. Problems of community based tourism in Bangladesh.**

Problem of CBT	Description	Reference
Political unrest and ethnic clash	Political turmoil in Bangladesh often hinders tourism. Chittagong hill areas have ethnic conflicts. Many tourists feel unsafe visiting those sites. Bangladesh Army rules Chittagong hills.	(Akter et al., 2023)
Poor Infrastructure	Poor infrastructure is another issue. Bangladesh is underdeveloped and has poor transportation, security, hotels, motels, and food. It causes issues for foreign visitors. Bangladesh's tourism will benefit from improved roads, infrastructure, and other facilities.	(Molla et al., 2023)

Lack of Community initiatives	The community is unaware of community-based tourism. They are unaware and unsure how to participate in the destination's major tourism stream. Communities depend on their leaders, making coordination difficult. Engaging with mainstream tourism requires community leadership.	(Meah & Hossain, 2023)
Inadequate Human Resource	Tourism also struggles with a lack of competent workers. Only those with communication skills. They cannot provide expected service. Their education is low. Tourism offers long-term benefits that many people are unaware of.	(Khoo et al., 2024)
Poor Promotional mechanism	Our country has poor promotional mechanisms and no catchy slogans to attract tourists. The Bangladeshi community is not well-represented to promote CBT. T might have better represented communities here to convey their thoughts concerning community-based tourism challenges.	(Slam & Bhuiyan, 2023)
Proper marketing policy of Local products	We have unique tourist attractions specially the tourist hub in the Chittagong division but those things are not represented properly. Often people around the world have no idea about our tourism resources.	(Gretzel & Koo, 2021)
Improper social environment	People in our country are not still well aware of the term CBT. Education rate is also not satisfactorily in the marginal level. People must be made educated and they should be given chance to express their feeling sand learn how to cope up with the tourism activities.	(Molla et al., 2023)

### Major benefits of community based tourism:

*Economic benefits of CBT:* The CPT supports the economy by allowing residents to benefit from tourism. They may improve their situation since tourism pays. They can improve their lifestyle with those perks. Bangladesh is plagued by poverty, so financial gains are crucial (Koens & Thomas, 2015). Community-based tourism teaches progressively. CBT offers financial incentives, but all partners agree that being involved is the ultimate motivation for time and energy. 9/11, SARS, and Bird Flu have made tourism insecure (Bauer, 2010). Jobs are lost when tourists depart thriving economies in days. CBT fights over tourism in partner communities. Fortunately, our partners have focused on their principal jobs and believe small tourist groups are more engaging and viable (Cáceres-Feria et al., 2021). Through guides, homestay hosts, handicraft producers, and Community Based Organisations, CBT helps communities financially.

*Social Cultural Benefits of CBT:* CBT help to develop the society and generate positive impact on the cultural resources of the particular place. Socio cultural benefits are also major contribution of the community based tourism (Zapata et al., 2013). People will be careful of developing tourism while they can ready to take care of their cultural resources and generate positive outcome for their cultural resources.

**Human Resource development:** The CBT process has facilitated the development of diverse new skills and self-confidence among community members ( Yunus et al., 2020). During the preparation and planning phase, (4-10 months) these skills include critical thinking, discussion, compromise, reaching group consensus, planning and developing CBT activities.

**Community Strength and Unity:** Community Based Tourism is a ‘participatory process.’ This means that everyone has a chance to work together and share their skills and hopes (Prakoso et al., 2020). By assisting each other to plan and manage CBT, community members forge closer, stronger relationships, strengthening the foundations of community trust and unity.

**Community Empowerment:** The process of defining their key values; describing their ways of life to the outside world and refining their communication skills does not only assist local people to interact with tourists (Mitchell, 2012). These skills have also empowered local people to negotiate and represent themselves more effectively with other outside groups, including National Parks, Private Businesses, and other powerful actors who have immense influence on their daily lives (Islam et al., 2024).

**Promoting and preserving local culture:** People will be aware of their culture where they can negotiate with the tourist carefully and take positive thing from the tourist. They can understand the necessity of tourist and help the tourist to satisfy their needs and wants (Bhuiyan, et al., 2023).

*Environmental Benefits of CBT:* Environment protection is prime task for the sustainable tourism. Sustainable tourism can be achieved by the CBT. Local people can understand the values of the destinations and how that

destination contribute to their development (Islam et al., 2024). They will be able to take care of environment and aware other people to be aware of using resources.

**Community Strength and Unity:** CBT helps to generate leadership in the society. They can lead the development of tourism in a particular destination. CBT make unity among the people living in the society and they work together for the common goals. Combining united force of the people can generate positive benefits of the country (Amin, et al., 2023).

**Community Empowerment:** Community empowerment means the power to make their own decision. Developing destination management organizations help to make all the stakeholders. Local people can give their opinion as well and make decision which is better for tourism (Molla et al., 2023). The process of defining their key values; describing their ways of life to the outside world and refining their communication skills does not only assist local people to interact with tourists (Joshi & Nag, 2024).

**The Empowerment of Women:** Women play key roles in CBT. They share responsibility for developing, organizing and participating in CBT activities (Suansri, 2021). Women are also usually the hosts of 'Homestay' activities, and often the experts in local cookery, arts and crafts. Thus women are being economically solvent and become important part of the society.

On the other hand, Community based tourism is a new idea and strategy in lieu of Mass or massive tourism. According to Responsible Ecological Social Tours (REST) "CBT is tourism that takes Environmental, Social and Cultural Sustainability into account (Huqa, 2017). It is managed and owned by the community, for the community and with the purposed of enabling visitors to increase their awareness and learn about community and local way of life" (Mohamed, 2024). Community-Based Tourism (CBT) is an interaction between visitors and hosts that aims to achieve mutually beneficial outcomes. It promotes win-win cooperation among all stakeholders to maximize both communal and individual advantages in a sustainable manner. The tourism industry and related activities, owned and managed by one or more specific communities, further enhance this (Bhuiyan, 2019).

## **Research Methodology**

Researchers have conducted the research on the topic "Community Based Tourism in Bangladesh, problems and prospects". This research has been conducted to identify potentiality of CBT and the ways to develop CBT in Bangladesh. There are various countries are available who have adopted CBT and combined local people with the benefits of tourism. They got benefits of tourism and found benefits of tourism. CBT helps to maintain a good communication among the stakeholders where local people can engage themselves with the main stream of activities (Permatasari et al., 2024). They get benefits like employment opportunity and other benefits to increase their standard of life. Researchers have taken some samples who responded well to find out the current situation of tourism in Bangladesh and they helped to us to find out the potentiality of CBT in Bangladesh (Bhuiyan, 2023a).

## **Research Design and Model**

This research is based on the primary and secondary sources where I have asked questioners people strictly and got the issues related to the research. Research help to understand about the issue ad get basic about the topic. This research has been conducted by collecting information from various secondary sources. There re various sources are available for the data collection of the research.

CBT model:

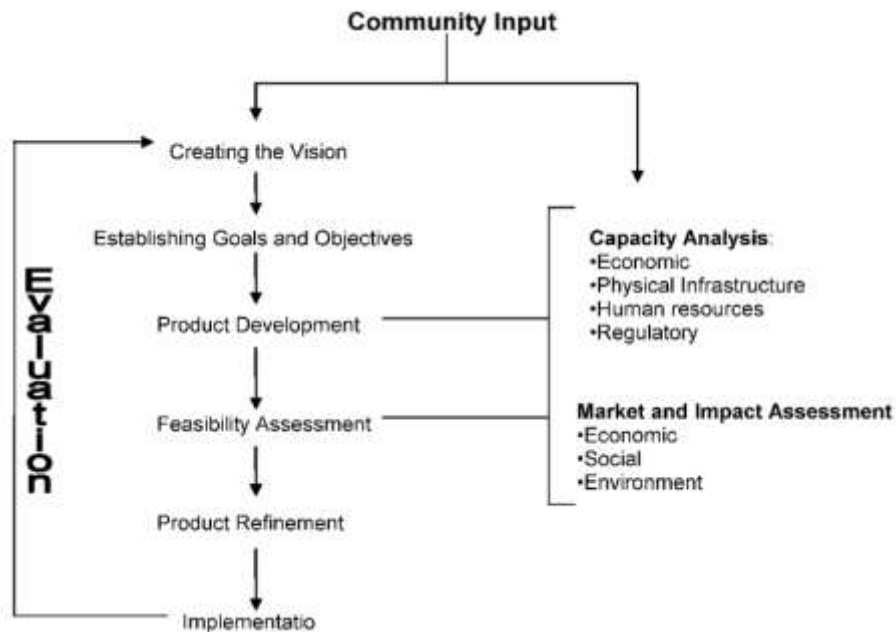


Figure 1. CBT, Model.

Authorities need to formulate policies by creating vision where they want to reach in future. They must determine how much the activities must be done for introduce the issue. They establish the goals and objectives depending on the policies of the authorities (Bhuiyan et al., 2024). Goals must be carefully done where they need to consult with the authority to ensure better management of the local culture. Authority need to develop the product of the destination like developing infrastructure, creating safe place, skilled human resources and form a regulatory body who can monitor the whole activity. Physical assessment can be done to assess the condition of the local people whether the idea is effective or implementable or not. Finally, green signal from the feasibility assessment can help to develop the destination and introduce CBT (Molla et al., 2023).

### Sample Selection

Working with the entire population is not feasible; therefore, it is necessary to carefully choose a sample. The focus should be on identifying the primary stakeholders in the tourism industry and collecting specific information from key individuals who can offer it (Covvey et al., 2024). I have identified key stakeholders like the students, experts, frequent travelers, local peoples. I have selected few of them to collect data from them.

### Data Collection and Data Collection Instruments

Researchers have collected data by using primary data google form. I have made questionnaire and asked them to give their opinion. I have used Google form to collect data and to analyse data. Researchers have asked people to give their opinion and tried to get their opinion. Major stakeholders of tourism were my major target to collect data. Researchers have made a questionnaire where there are some questions are available related to the CBT and asked people to give their opinion. On the basis of the information provided by the people I have completed the research. Questionnaires help to get proper idea about the issues and get the opinion of the people what they think and what they prefer. Respondents also helped me by providing their valuable time and helped me to generate this research paper. Following are major sources of data collection.

### Primary Sources

Primary sources are more authentic sources of information where I have picked up sample for the research and asked those questions directly using online tools Primary data sources are the primary and most reliable sources of information for the data collection process (Slam & Bhuiyan, 2023). We obtain primary data directly from

stakeholders through direct interaction with individuals, asking them about specific topics and collecting their responses based on their preferences. The commercial organisation obtains primary data directly from a sample of individuals and then organises it to facilitate informed decision-making. Researchers have used google form to collect data (Akter et al., 2023).

## Secondary Data

We collect secondary data from sources other than direct interactions with individuals. We obtain this data from secondary sources like newspapers, publications, or government statistical bureaus. Secondary data can be readily obtained; however, it is important to gather this data from reliable sources (Islam, et al., 2023). Several research agencies exist that gather data for organisations and offer reliable information. Researchers have gone through various research paper on the topic and got idea to develop the research. Researchers tried to find out the aspect of CBT around the world and the ways to handle with the topic. Secondary sources like websites, publications, research paper, and journal helped me a lot to complete the research (Molla et al., 2023).

## RESULTS AND DISCUSSION

Researchers have analyzed data using SPSS 25 and MS Excel 2019 where Researchers have collected data by using Google form and asked people through online. It has helped us to collective ranges of data from the people easily. It is cost effective and quick. Various statistical calculations and other tools have been used to analyze data (Siddique et al., 2024).

General information about the respondents: I have conducted a survey where I have used Google form the collect information from the primary sources. I asked people who have travels before and interested to travel. They have given tier information to formulate the report. I have collected data from 41 respondents where 61% of the total respondents are the male while 39% of the total respondents are female. Both of them provided their opinion to complete the research. I have conducted I found that 31.7% are students who are the major respondents of the research. Total 26.8%% are the social Businessman. 17.1% are the service holder and rest 19.5% are the social worker. On the other hand, 4.9% are the others occupation. Age is an important factor where have gained maximum people age between 20-30.90.7% of the total respondents are the part of age group 20-30. They have given their opinion to formulate the report. On the other hand, other respondents are 31-40. It shows that age group 20-30 travel more and they have experience over the topic.22% of the respondents have income less than 10000 takas. 19.3% of the total people are 10000-20000 taka. 22% of the total people have income level 17.1% have 20000-30000 taka. There are 17.1% people have income level 30000-40000 taka. There are also some people9.8% are the above than 40000 takas.

Occupation of local community: Chittagong hill tract residents depend on Jhumn farming to grow their food. They are hill-dependent and agricultural. The country's lowest population density is in the CHT, which spans 10% of the landmass. When compared to Bangladesh's flat land, CHT is the most populous area. As per the 2001 census and economic figures, the CHT has the lowest per capita income in Bangladesh, 40% lower than the national average. Jum cultivation is a popular and suitable CHT cultivation method. Apart from Jums, indigenous people plough the plains, particularly in river valleys. Thus, CHT residents were self-sufficient in food and other essentials.

Data analysis: This report has been done to identify the potentiality of CBT in Bangladesh and identifying problems and prospects. I have collated information from the respondent where they have provided their opinion. I have used Google form to formulate questionnaire in five point Likert scale where the total respondents were 40. I asked people through online to give their opinion and help me to formulate the research paper. There are some statistical calculations are available which gives an idea about the issues. Those calculations give the real scenario of the current status Of Tourism in Bangladesh. Followings are various calculations done to identify the Community Based Tourism in Bangladesh, problems and prospects.

Socio-Economic demographic profile of the respondent: Followings are the general information's about the respondents and the percentage of each participant. It has been done using SPSS. Researchers have collected



data from 41 respondents where 61% of the total respondents are the male while 39% of the total respondents are female. Both of them provided their opinion to complete the research.

**Table 3. SPSS output of Gender Respondents.**

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	25	61.0	61.0	61.0
Female	16	39.0	39.0	100.0
Total	41	100.0	100.0	

Occupation: I have conducted I found that 31.7% are students who are the major respondents of the research. Total 26.8%% are the social Businessman. 17.1% are the service holder and rest 19.5% are the social worker. On the other hand, 4.9% are the others occupation. They gave their valuable opinion to identify the Community Based Tourism in Bangladesh, Problems and prospects.

**Table 4. SPSS output of Occupation.**

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Student	13	31.7	31.7	31.7
Businessman	11	26.8	26.8	58.5
Service Holder	7	17.1	17.1	75.6
Social worker	8	19.5	19.5	95.1
Others	2	4.9	4.9	100.0
Total	41	100.0	100.0	

Age: Age is an important factor where have gained maximum people age between 20-30.90.7% of the total respondents are the part of age group 20-30. They have given their opinion to formulate the report. On the other hand, other respondents are 31-40. It shows that age group 20-30 travel more and they have experience over the topic.

**Table 5. SPSS output of Age.**

Age	Frequency	Percent	Valid Percent	Cumulative Percent
	2	4.7	4.7	4.7
20-30	35	90.7	90.7	95.3
31-40	1	2.3	2.3	97.7
More Than40	1	2.3	2.3	100
Total	41	100	100	

Education: Education was another demographic question of the respondent. 26.8% of the total respondents are the education level are secondary level educated. On the other hand, 11% of the respondents are the education level higher secondary. Total 46.3% of the total respondents have graduate or more educated. Those respondents gave their valuable time and opinion to complete my research.

**Table 6. SPSS output of Education.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Secondary	11	26.8	26.8	26.8
Higher Secondary	11	26.8	26.8	53.7
Graduate or More	19	46.3	46.3	100
Total	41	100	100	

Income: Income also another consideration to know about the respondents where the respondents have given their opinion to complete the research. 22% of the respondents have income less than 10000 taka. 29.3% of the total people are 10000-20000 taka. 22% of the total people have income.

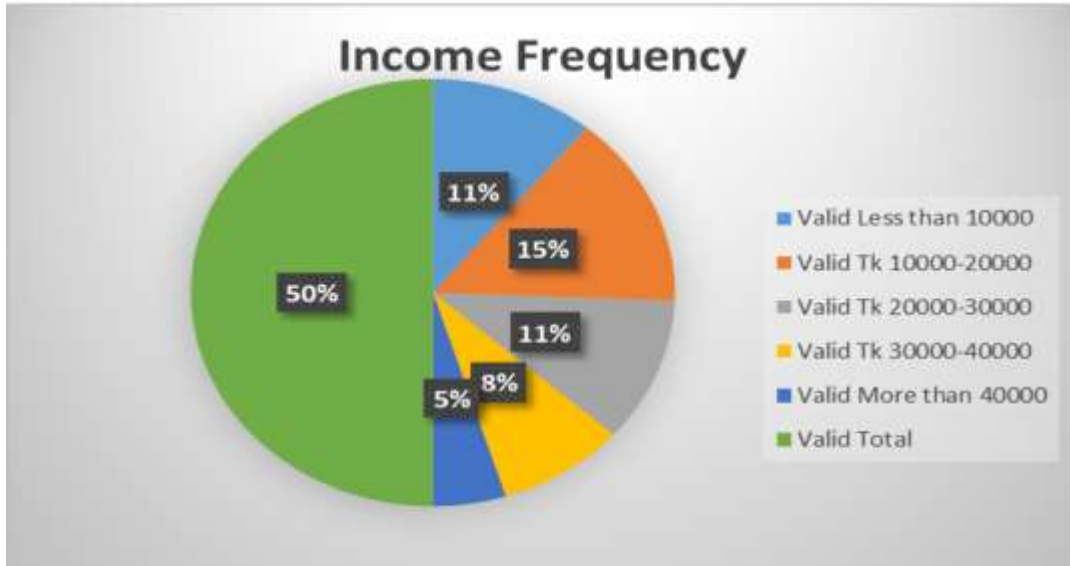


Figure 2. Demographic of income.

level 17.1% have 20000-30000 taka. There are 17.1% people have income level 30000-40000 taka. There are also some people 9.8% are the above than 40000 taka.

Table 7. SPSS output of Income.

Income	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 10000	9	22	22	22
Tk 10000-20000	12	29.3	29.3	51.2
Tk 20000-30000	9	22	22	73.2
Tk 30000-40000	7	17.1	17.1	90.2
More than 40000	4	9.8	9.8	100
Total	41	100	100	

Travel time by the respondents:

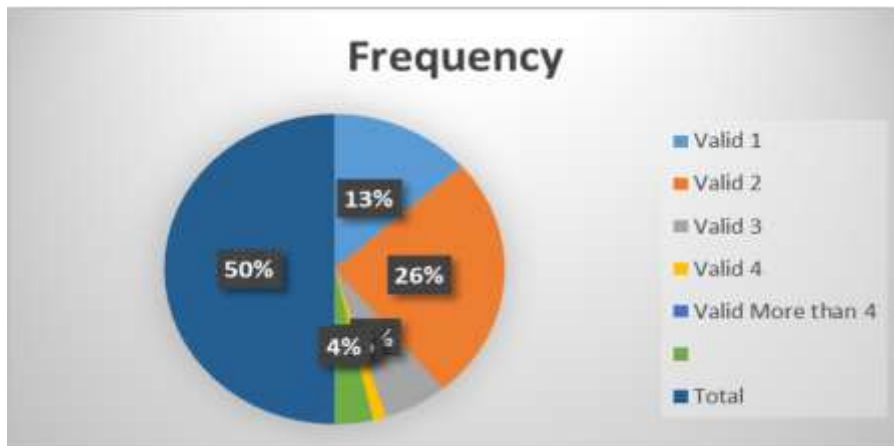


Figure 3. Table: SPSS output of travelling in a year.

This research paper is based on the tourism where it is an interesting questions to know how many times they travels. I put the questions in the questionnaires and asked respondents about their opinion. I found following information's. 26.8% of the total respondents have said that they travel for tourism purposes only 1% in a year which means there are large portion of people who travel less still now. 51.2% of the total respondents said that they travel two times in year. On the other hand, 2.4% travel 3 times in year. There are also 7.3% people who travel more than 4 times hic means they love travelling around the country.

**Figure 8. Table: SPSS output of travelling in a year.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	26.8	28.9
	2	21	51.2	80.1
	3	5	12.2	92.3
	4	1	2.4	
	More than 4	3	7.3	100
Total	41	100		

Reliability test: Reliability test is an important consideration for the research. This shows the value of the research and how much it is authentic. Anything closer to value 1 is considered as reliable.

**Table 9. SPSS output of reliability test.**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.701	.718	14

I have put on tem questions which are the variables to understand the Developing and promoting sustainable tourism in Bangladesh. I have found the reliability test result .70 or close to 1 which show that my research was reliable. Values close to 1 are considered more reliable.

**Table 10. Model summary.**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 <sup>a</sup>	0.617	0.31	0.781

Predictors: (Constant), DMO helps to CBT, Protect destinations, Know about CBT, Key to economy, Protect culture , Help Sustainable destination , Changing standard of life , Equitable level of income , Community Empowerment , stapes taken by authority , Community Leadership , Three hilly districts can be ideal place (Molla et al., 2023).

Model summary given above is the result found from the research. This value of R shows the relations between independent and dependent variables. The value is .785 which shows that there is good relation between the dependent and dependent variables from the data found from the respondents through that calculation of SPSS.

Regression analysis: Regression analysis is an important calculation for the research where regression analysis show is the relative influence on the dependent variable of independent variable. Following chart is the regression analysis of the report.

**Table 11. Anova table.**

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.718	12	1.227	2.013	.101 <sup>a</sup>
	Residual	9.139	15	0.609		
	Total	23.857	27			

a. Predictors: (Constant), DMO helps to CBT, Protect destinations, Know about CBT, Key to economy , Protect culture , Help Sustainable destination , Changing standard of life , Equitable level of income , Community Empowerment , stapes taken by authority , Community Leadership , Three hilly districts can be ideal place

b. Dependent Variable: Reducing poverty.

In the table, we assess the variance of the variables included in the model to determine if there is any relationship between the dependent and independent variables (Bhuiyan, 2023). The significance level of the F value determines the degree to which the model fits the data. Based on this analysis, we can confidently infer that the model is statistically significant at a 95% confidence level ( $p$ -value = .000). Therefore, we may accept the model since the significance value is less than .5.

a. Dependent Variable: Community Empowerment.

The survey instrument is divided into two pieces. The initial stage of the study examined the ratings of the independent variables in order to assess their influence on the potential for the development of ethnic tourism. In the subsequent section, participants were requested to indicate their level of agreement with a statement using a five-point scale. Likert scale (1 Strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree, 5 Strongly Agree).

We employed multiple regressions for our data analysis. The objective of this mechanism is to assess the comparative impact of each independent variable on the dependent variable. Therefore, the following model has been designed to assess the relevance of the indicated relationship. The regression used in this model is given below:

$$Y = (\text{Community Empowerment and poverty reduction}) *$$

$$b_0 + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6 + b_7x_7 + b_8x_8 + b_9x_9 + b_{10}x_{10} + x_{11} + x_{12} + e_i$$

Where,  $b_0$  = Constant

$X_1$  = CBT can be key to economy

$X_2$  = CBT helps to change the standard of life

$X_3$  = Reducing poverty

$X_4$  = Peoples know about CBT

$X_5$  = Community Leadership Building

$X_6$  = Helps sustainable tourism.

$X_7$  = Equitable level of income

$X_8$  = stapes taken by authority

$X_9$  = Protecting destinations

$X_{10}$  = Three hilly districts can be ideal place for CBT

$X_{11}$  = Protecting culture

$X_{12}$  = DMO can help CBT

The impact of each independent variable on the dependent variable can be quantified by examining the corresponding coefficient. A significance level of 5% was used to test the hypothesis. The null hypothesis, denoted as  $H_0$ , and the alternative hypothesis, denoted as  $H_1$ , are defined as follows in our hypothesis breakdown:

$H_0$ : The independent variables have no effect on the likelihood of CBT.

$H_1$ : All the independent variables have a significant influence on the likelihood of CBT.

The analysis of coefficients allows us to determine which independent factors have a significant association with the dependent variable, as well as the individual relevance of each independent variable. Here, Beta (B) represents the relationship between the independent variable and the dependent variable, indicating that a one-unit change in the independent variable results in a specific influence on the dependent variable. To clarify the coefficient, the following regression model is formulated:

Community empowerment and poverty reduction (Y) = .649 + -0.22 \* CBT can play a crucial role in boosting the economy, with a positive impact of .353 on changing the standard of living and a slight positive effect of .005 on reducing poverty. Additionally, the knowledge of CBT among people has a moderately positive effect of +.147 on community leadership building. CBT also contributes to sustainable tourism, with a negative impact of -.107. Moreover, it promotes an equitable level of income with a The relative coefficient of independent factors quantifies their relative significance in relation to CBT.

**Table 12. Coefficient.**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.649	1.399		0.464	0.649
Key to economy	-0.022	0.208	-0.024	-0.106	0.917
Changing standard of life	0.353	0.224	0.327	1.572	0.137
Reducing poverty	0.005	0.176	0.006	0.026	0.98
Know about CBT	-0.09	0.153	-0.104	-0.586	0.567
Community Leadership	0.147	0.201	0.168	0.729	0.477
1 Help Sustainable destination	-0.107	0.2	-0.103	-0.536	0.6
Equitable level of income	0.083	0.2	0.091	0.417	0.682
stapes taken by authority	-0.272	0.175	-0.374	-1.558	0.14
Protect destinations	0.149	0.253	0.14	0.589	0.564
Three hilly districts can be ideal place	0.505	0.216	0.579	2.334	0.034
Protect culture	-0.196	0.129	-0.305	-1.515	0.15
DMO helps to CBT	0.312	0.139	0.462	2.236	0.041

This research has been done to identify the CBT and the current situation in the country. Chittagong hill tracts has been selected to see whether it is applicable or not. It can be an influential tools for the people where CBT can change the life of the people (Alam et al., 2023). Local people can get benefits of tourism and they can develop their life. Both the local residents and tourists will benefit from this. Tourists will have the opportunity to witness breathtaking scenery and encounter experiences that are beyond their expectations. CBT can play an important toll to change the condition of the people and reduce poverty level.

Testing the hypothesis: According to the table, none of the values of the independent variables were found to have a significance level below .05. Three hilly districts are suitable locations for community-based tourism (CBT), and the Destination Management Organisation (DMO) can assist in implementing CBT. The significance level of 0.05 indicates that the null hypothesis (H0) is rejected for these independent variables. This proves that they have a major impact on the development and promotion of sustainable destinations in Kuakata. All the values exceed 0.05. So the independent variables Protect destinations, Know about CBT, Key to economy, Protect culture, Help Sustainable destination, Changing standard of life, Equitable level of income, Community Empowerment, stapes taken by authority, Community Leadership, The hypothesis of poverty (H1) is refuted, demonstrating that these factors do not exert a significant influence on the outcome.

Mean value: Mean value shows the summary of the whole research. The research was conducted to understand the CBT in Bangladesh, problems and prospects. I have put some questions to see how people react with the issues. I have found the mean value for the whole item which is 3.81 which means it is close to agree the value of 4. Most of the people believe that CBT can change the economy of the country. They also believe that Chittagong hill tracts can be ideal place for the tourist and for CBT. It can be useful for the local people to develop their financial condition and change the standard of the local people.

Table 13. Mean value.

Summary item statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of items
Item Means	3.816	1.885	4.269	2.385	2.265	.354	14
Inter-Item Correlations	.154	-.343	.675	1.017	-1.968	.049	14

## RECOMMENDATIONS AND CONCLUSION

### Recommended Solution of the problem of community Based Tourism

CBT can be earning effective tool to remove poverty where there are so many problems which have been described (Islam et al., 2024). If Bangladesh can solve those problems, it will be a great place and can be hub of the economic activities which can play a key role to reduce poverty in our country. Followings are some of the solutions to the problems.

Introducing this concept to the tourism stakeholders: Many people of our country don't know about the issues and the benefits of CBT which can play an important for the people living around the country (Siddique et al., 2024). Educational institution must educate the concept and inspire them to tell about this to their surrounding people.

Skilled Administration to remove ethnic clash in Chittagong area: Chittagong area is a great place to develop CBT though which people can get better benefits and reduce their poverty (Shah et al., 2024). But the ethnic clash in Chittagong area block the potentiality of CBT which is a major problem. Though government is trying to maintain peace there, still there are some problems which need to be solved with skilled administration.

Developing infrastructure and superstructure: Bangladesh have not standard level of superstructure built for the tourist especially in the rural level. Tourist expect better service from the people and they want to have comfortable experience. Government must take initiatives to grow more standard accommodation and other facilities for the tourist in the areas (Bhuiyan et al., 2023).

Making awareness among the people: Tourism authority must make awareness among the people living around the destinations. Awareness create opportunity for the people where they can understand about the benefits of CBT and learn how to develop those ideas. It enable the people to have sustainable destination for development of sustainable tourism (Stojanović et al., 2024).

Involving local people in decision making: Local people must be involved with the benefits of tourism where the persons must have proper steps to engage them with the maintain stream of tourism activities. If they have the opportunities to express their opinion, they will be more curious to develop CBT concept (Molla et al., 2023).

Taking proper marketing policy: Tourism authority must take proper marketing policy which will enable them to ensure proper benefits for the tourism activities. Marketing policies must be supported to bring people in the destination and provide opportunities to the local people do business and generate financial benefits for them (Bhuiyan, 2017).

## CONCLUSION

Tourism is a basic human demand for global travel. Tourism generates cash for many nations (Adeel-Farooq et al., 2020). Tourism generates substantial wealth in neighbouring countries. Tourism will not be viable without local participation. People deserve destination perks. According to my research, authorities must change the country's position and present CBT issues. The proper authority must follow these suggestions. Because travellers want to try new places, community-based tourism is growing worldwide (Gohori & van der Merwe, 2024). This helps create tourism products that help local communities make money, as tourism is a complementary economic activity, not an alternative. Community-based tourism can reduce poverty, develop communities, and benefit the host community. Thus, Bangladesh must implement this concept so that locals can participate in tourism development operations and enrich themselves (Rahman et al., 2024). To minimize

tourism's environmental, economic, and sociocultural implications, community-based tourist operations should be responsible and the host community should think sustainably. Community-based tourism is limited by inadequate marketing, lack of sponsoring organizations, and insufficient resources, but effective planning can solve these issues (Luan et al., 2023).

## LIMITATIONS OF THE STUDY

Compiling a paper on such a topic within a limited timeframe is a challenging endeavour. During the preparation of this study, certain issues and constraints may have been encountered. These include: The primary limitation of the study is a lack of sufficient information necessary for the investigation. A study's ability to create a report is limited by time constraints. Certain information may be withheld to maintain the secrecy of the board. Not all of the data may be current. Due to time constraints, researchers may not have extensive access to information, despite tourism being the largest industry in Bangladesh.

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