

## Rural Socio-Economic Development through Tourism in Bangladesh: Ways and Means

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### Abstract

This study endeavors to test the effect of promoting of rural tourism in Bangladesh. Rural tourism can offer assistance in forming our society. It can have both positive and negative impacts on rural as well as urban communities. There's a scope of rural tourism in Bangladesh. The government ought to empower private enterprises to advance tourism in rural areas. For creating the rural tourism we ought to get it the rural environment, demography, socio-culture, financial and political foundation of that put. How we will include the country individuals to improve their socio-economic condition. To create a key promoting arranges for rural tourism we ought to get it the target customer, their needs and how to coordinate it with our rural framework. Rural tourism can create a win-win circumstance for both the rural and urban communities.

**Keywords:** Rural Tourism, Socio-Economic, Employment Opportunities.

### I. Introduction

Rural Tourism may be a branch of activity that has been turning into more and more well-liked within the developing countries in the recent time. As Bangladesh is filled with natural beauties, rural tourism can play a very important role in property development of rural societies. The potentiality of rural tourism as a major force in rural socio-economic development is nevertheless to be realized to the fullest extent. Though National Tourism Policy was adopted in 1992 surprisingly tourism in the rural landscape has not been considered there. The traditional way of life right from their traditional attire to their traditional food forms a delightful destination for tourists. Bangladesh along with green country-side, rich and several unique customs and traditions, colorful festivals, folk arts and handicrafts as well as historical heritage can definitely take benefit of the situation. But recent facts and figures depict Bangladesh's failure to portray her as an attractive tourist destination. Rural business focuses on actively collaborating in an exceedingly rural life-style. It is a modified of eco-tourism. Different villages will facilitate business enterprise as a result of many villagers is hospitable and desperate to welcome guests. Agriculture is changing into extremely mechanized and thus, needs less manual labor. Rural tourism product and activities want a decent state of conservation of natural and cultural resources, accommodation integrated into the atmosphere, services providing native product and handicrafts, native food and keeping of traditions. In this way, it is not only increasing the benefits to the service providers but increase the benefits to the rural society through employment opportunities, income generate and improving local lifestyles. Pro-poor tourism is a suitable form of tourism which can be developed easily in the rural areas which is socially and economically beneficial to the local and service providers. People visit to the tourist destinations for making themselves relax and free from their daily hassles and enjoying leisure times. Sometimes, they are more preferred to visit in the rural destinations as they are literally feed up with the urban busy life. However, developing rural tourism in the local areas is quite difficult follow up the reasons behind whether pro poor or not, some issues make it difficult as lack of economic, social and logistical issues along with product quality, infrastructure and accessibility of the local destinations, skilled manpower and interest of investors.

#### *1.1 Significance of the Study*

The analysis results would assist government with distinguishing the traditional problems and outcomes of rural tourism development in the countryside in Bangladesh. This study supposed to find out the potentially of rural tourism in the countryside of Bangladesh and ensure the participation of the local community with social benefits. This investigation will surely give a huge assistance to the Government and tourism industry partners to expand tourism throughout the country along with the poverty reduction in the rural areas. The research goal is to design rural tourism activities familiar in the rural areas along with the existing natural resources which will help both the host community and investors to sustain this business in the rural areas. After this research, Govt. and tourism professionals will be able to make quick and proper decision to grow up rural tourism all over the country.

### *1.2 Scope of the Study*

In the context of Bangladesh, rural tourism is literally a new concept of tourism yet to be developed in the rural areas. As we know, Bangladesh is full of natural beauties with its enormous natural resources, culture, heritage, traditions and varieties of lifestyles in the different division in Bangladesh that are differentiate from each to others. This study will find out the ways to develop rural tourism besides economic benefits to the local communities. Tourism is one of the most growing sectors in the country that is directly and indirectly contributes to the national economy. Rural tourism can play a significant role to expand tourism throughout the country with socio-economic benefits. We have a major scope to work in this area.

### *1.3 Statement of the problem*

There is very few information available in the concept of rural tourism in Bangladesh as researchers are not working in this particular areas very much. Therefore, the problems of rural tourism development are quite challenging particularly in the context of Bangladesh. But through this study, we are tried to address some problems based upon rural socio-economic development. Lack of road and transportation system, education and proper training among the rural people, preservation of nature, lack of sustainable development, insufficient accommodation for tourists, and decentralization of power supply are some sorts of areas that should be ensured in the local destinations to get the benefits of it. Rural tourism has the potentially to provide leisure activities and services to the visitors and satisfied both the parties as service providers and local communities. However, this research ought to ensure rural socio-economic development through tourism sector.

### *1.4 Objectives of the study*

The main reason of this study and the result is mostly to be familiar with the socio economic development in rural areas in Bangladesh. The study will hopefully able to explore the potentiality of rural tourism in Bangladesh that could play an important role in socio-economic development of rural societies.

- Ensure community participation in rural tourism in the countryside.
- Find out the problems of rural tourism in Bangladesh.
- Suggest why and how to engage the rural community in tourism activities and ensure their socio-economic benefits through rural tourism.

### *1.5 Research Question*

- How can rural tourism benefit the economy of Bangladesh?
- What sorts of support are needed to develop rural tourism in the rural areas and ensure the participation of host community?
- How to make the tourists stay interesting and worth spending of their money in rural areas with their requirements?
- How to develop communication skills of the employees and executives intensive training courses in foreign languages, especially, in English should be conducted?
- What are the ways of improved transport networks and well-organized transport should be built without hampering the natural environment?

## **2. Literature Review**

The remarkable growth of global tourism over the last decades is one of the most outstanding economic phenomena of the 21st century. Rural tourism is becoming a new sector in terms of modern tourism industry. In this modern age; people are habituated with the use of artificial products and elements in their daily life.

It is mentioned earlier that there is no comprehensive study available in Bangladesh. However, some articles have been available in the contexts of other countries on this area: these are reviewed as under:

Rural tourism belonged to traditional farm-based or agricultural tourism which has been changed rapidly and is creating some new approaches such as conservation activities, cultural activities, water based activities and others (Amin & Rahman, 2017).

Berriere (1998) found that rural areas are becoming new attractions among the modern tourists. Those are seen the rural areas as places for entertainment, second homes, leisure activities and as an alternative source related to urban residential areas.

Yang & smith (2011) worked in the context of ethnic tourism and cultural representation which is closely related to rural tourism on which they had found that Tradition is closely related to rural tourism; however rural places cannot remain detached from the effect of globalization and modernization which has been created new activities such as visiting ethnic villages, theme parks and ethnic homes, taking part in events and participating in conventional dances or festivals.

Kantar & Svržnjak (2017) notified that rural areas in Croatia are dominated by the forestry and agricultural activities as a traditional profession on rural people whereas rural tourism can provide a balanced relationship of biological-ecological, economic, socio cultural and political dimension.

Butler found (1974) that researchers noticed that the developing countries are deprived of benefits derived from tourism and suggested proper planning that includes the socio-cultural, economic and environmental factors etc. According to UNWTO, various terms are of used to explain tourism in rural areas including rural life, art culture and heritage at rural location even farm tourism, agri-tourism etc. Oppermann (1997) felt "rural tourism occurs in non-urban setting where human activities are present.

Hossain & Layan (2018) have been worked on the context of rural community based tourism in Bangladesh where they have mentioned that the financial and social parts of provincial networks and natural parts of the area concerned ought to be given due accentuation for rustic the travel industry advancement and network involvement. By creating appropriate foundation, making astute arranging, building open private participation, making required venture and making mass mindfulness in the nation, a progressive change can be made in the travel industry sector of Bangladesh.

Kapur (2016) has recently been worked in the context of rural economic development in India where she found that the potential economic benefits of rural tourism through opportunities for rural enterprises generate income and new employment opportunities without undertaking migration can motivate the local communities to engage themselves with rural tourism sector. Where she suggested that untapped potential areas of rural tourism need to be explored and systematical development of rural infrastructure without hampering the natural environment and preserving the local heritage.

Okech & George (2012) mentioned in their paper that tourism can be developed successfully in the rural areas by ensuring the quality of the product; accessibility and infrastructure of the destination, availability of skills and interest of investors etc. along with the engagement of the local community and ensure net benefit of them. Continuous exploration of industrialization in the cities creating negative impacts to the city dwellers. Therefore, they are motivated rapidly to visiting in the rural areas and take some fresh breath and relaxation from their daily hassle of daily life. But rural tourism emerged, and the number and size of tourists is still in the primary stage of development in transportation facilities, improvement of the accessibility of rural areas and promote the development of rural tourism.

### 2.1 Research Gap

In Bangladesh, rural tourism is a kind of new concept of tourism. The literature review has also found hundreds more of academic articles published in journals, books and websites. However, there is not exact research paper available on rural socio-economic development all over the countries to date. Moreover, most of the studies have not inspected the involvement of host community in all components of rural tourism in each destination. Their knowledge, skills and perceptions toward rural tourism and economic development are mandatory for more in depth understanding about the role of rural tourism to ensure their socio-economic development. These are the evidences that there is limited work in place requiring rural socio-economic development through tourism expand in the country of 86 thousands of villages. This study expects to find out the ways and means to ensure socio-economic development through rural tourism

## 3. Methodology of the Study

The research has been conducted based on secondary data along with some primary data. To collect the secondary data, annual reports of BPC, related journals, periodicals, newspapers, BPC's web page etc. were consulted. In addition to that for Bangladesh Bank, Bangladesh Bureau of Statistics, Published reports, books, journal, daily newspaper and websites etc. Qualitative and quantitative data are used to carry this research paper. Qualitative data are mostly providing in details information about this topic which we have collect through literature review from articles and related websites. As Bangladesh is land of scenic beauty with thousands of villages and the people who are staying in urban areas are also belongs somehow from rural areas. It becomes easy to collect quantitative data through questionnaire which has been described details in analysis part.

### 3.1 The Study Area

The dense fog starts to elevate and therefore the morning sun radiates heat. Street vendors shower water on contemporary vegetables and some rickshaws begin to look on the streets. This is a complete review of villages of Bangladesh. About 62.8% people are live in the rural areas containing 86000 of villages. The potentiality of rural tourism is often higher than the other type of tourism based on the availability of resources. Natural resources are mostly available in the rural areas such as chottogram hilly districts ( Rangamati, Bandarban and Khagrachari ), Khustia, Sylhet, Moulavhibazar, Sunamgonj, Dinarpur, Bogura, Natore, Rajshahi, Bagerhat and more.

This study mainly focuses on the rural destinations along with heritage, cultural or religious values such as Shat gombuj mosque at Bagerhat with nearby areas, Mohasthangar at Bogura with nearby areas, Sompur Bihar at Naogoan with nearby areas, Kantejeur Temple with nearby areas, Lalon Achra at Khustia with nearby areas, Shajhekelly, Kaptai lake, Kaucaradong and aborigine's villages at chottagram hilly districts. These areas are purposely chosen to collect accurate

information about the sites and their perception about to grow up tourism in these particular places. People are interestedly providing their views through questionnaire and some of them are involved with tourism services.

### 3.2 Populations

Population belongs to the people to whom researchers collect information about their particular area of researches. According to the type of study, 'Rural Socio-economic Development through tourism: ways and means' we are targeted to the type of people such as student, service holder, business, self-employed, household and retired etc. to collect the related information.

### 3.3 Size of Sample

Sample size refers to the number of individuals selected from the study population. The appropriate sample size for this study was 65 respondents, where 34 respondents are female and 31 respondents are male from all targeted groups in selected destinations were given a questionnaire to fill up. These are included-

Individual Categories	Number of Respondent
Service holder	14
Student	38
Business	3
Self-employed	4
Household	3
Retired	3

### 3.4 Sample Selection Procedure

To carry on this study, simple random sampling is being used to draw samples from the selected rural destinations. It creates equal opportunities for the respondents to share their views separately. From the selected areas, we have taken 65 respondents including service holder, students, small businessman, self-employed, households and retired persons to collect the information about the topic. We are not using any other sampling procedure as we have already able to collect authentic information from the required random sampling procedure.

### 3.5 Data and Information Gathering

In this study both primary and secondary data were collected.

#### 3.5.1 Primary Data

Primary knowledge gives primary info or direct evidences concerning the subject underneath investigation. This knowledge was collected directly from the respondents within the learning areas mistreatment interviews, questionnaires and observation. The respondents had provided info on the learning topic. Primary knowledge most of the time provides a transparent variables.

#### 3.5.2 Observation

Observation is the system of information gathering through observing and hearing amid field considers. It tends to be impartial, take part or non-member perception. With the end goal of this investigation non-member observation with none controlled was utilized all the while to meet.

The motivation behind doing that was to get acquainted with wonder and lessen predisposition data.

#### 3.5.3 Questionnaire

A questionnaire is the set of questions to which the respondents individually respond in writing. In this study we are using both the open ended questions which are required respondent to write responses whatever they think about the question and closed ended questions which are also required respondents are restricted to the pre-determined answers. The questionnaire used this study divided into two parts. In the first part contains with some assessment of the mechanism to which tourism benefits the rural areas, while the second part evaluates the barriers or challenges faced the effort of tourism to be established in the local areas. Few questions are on Likert scale (i.e. 1 is for very strongly disagree, 2, disagree, 3, neutral, 4, agree, 5, very strongly agree).

#### 3.5.4 Secondary Data

Secondary data are mostly available in the books, published articles, thesis paper, newspaper and websites. Nowadays social media becomes a popular source of secondary data available in the internet. The specialist can acquire information from the sources both interior and outer to the association. Secondary data helps researchers to cross check their views with the existing data which clarify the study more authentic to the receiver.

### 3.6 Data Analysis and Interpretations

This research is carried out to better understanding of socio-economic development through tourism in the countryside. Data analysis is the part of reducing a huge amount of data collected through various methods of data collection to make sense about to conclude of the study. Both the qualitative and quantitative methods are being used to collect data for this research. For this study content analysis is being carried out through uses of qualitative data that has been collected via questionnaire. Further analysis is being worked by the initial findings, seeking patterns and relationships in the data collected from primary and secondary sources. For the purpose of this study, some statistical tools like graph, symbol and table is being used to interpret the data in the following chapter 4.

### 3.7 Limitations of the Study

Bangladesh faces several problems to develop socio-economic conditions through rural tourism in the countryside. Throughout this study, a limited number of samples covered for find out the necessary information that can help the authority to implement tourism events and activities in the rural areas. But as we mentioned earlier that this concept of tourism is very new in the context of Bangladesh. Tourism was identified as a thrust sector, but very few papers have focused on the rural community-based tourism issues. Even these studies did not even highlight how to involve the local community with tourism activities and enhance their socio-economic conditions. Apart from these, we have found some barriers that prevent tourism activities in the rural areas as lack of research and instructions for development of rural tourism, inability of the local people to develop tourism, lack of investment, lack of foreign language skills, underdeveloped infrastructure and connectivity with the rural destinations etc. To overcome these limitations, an intensive study should be carried out with the existing literature in this field, foreign journal and relevant publication by Government and concern authority

## 4. Analysis and Interpretation of Data

This chapter reports the findings generated from the research. First, the potentiality of rural tourism at the local areas in Bangladesh is discussed based on the theoretical frameworks outlined in Chapter One. The main theme of this paper is to find out how to ensure socio-economic development through rural tourism in the countryside. For which the different types of data has been collated through primary and secondary sources that is analyzed in this part. This study is conducted normally by closed and open questionnaire systems. The analysis reveals how community participation changes with socio-economic development when they interact with each other and share the tourism activities among the community, tourists and organizations in the rural areas. There are 65 respondents given their opinion through several questions asked through the questionnaire.

### 4.1 Demographics Characteristics

#### 4.1.1 Gender

Gender makes difference between the types of decision based on same particular areas. As people are independent in nature so their decision also varies by their gender differences.

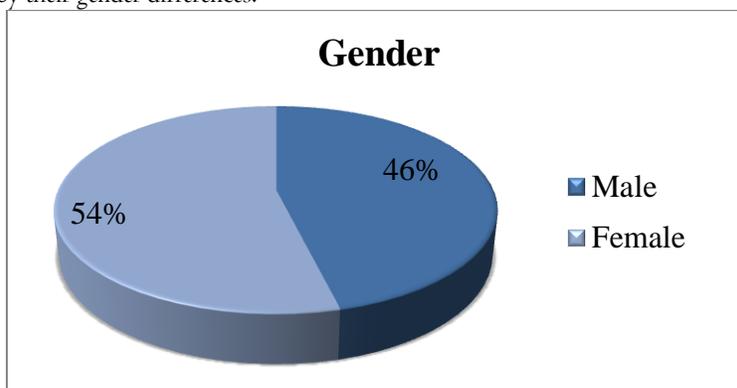


Figure I. Gender of the participants

For conducting this research both the male and female respondents has been chosen to get authentic information where 46% are male and 54% are female provide their valuable opinion through this survey. Where female participants are more engaged rather than the male members that indicates a positive sign for the tourism industry.

### 4.1.2 Age

Age is a major influencing factor because people are making their decision based on their requirement. Here on this survey, 75.38% of the participants are belongs to 21-30 age group, 10.77% of the participants are belongs to 31-40 age group, 6.15% of the participants are belongs to 41-50 age group, 4.62% of the participants are belongs to the 51-60 age groups and rest of 3.08% of the participants are belongs to 61-70. But unfortunately there are no participants provide their opinion at the age group above 70.

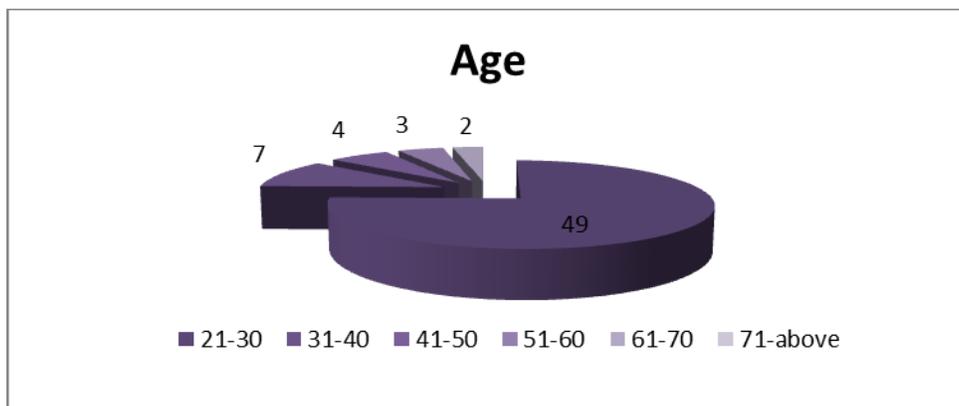


Figure 2. Age of the participants

Most of the participants are belongs to the age group of 21-30 those are mostly youngster who are concern more about promoting tourism in the countryside.

### 4.1.3 Profession

Profession makes the difference between one men to other which is directly influence in the decision about having plan for tourist destinations.

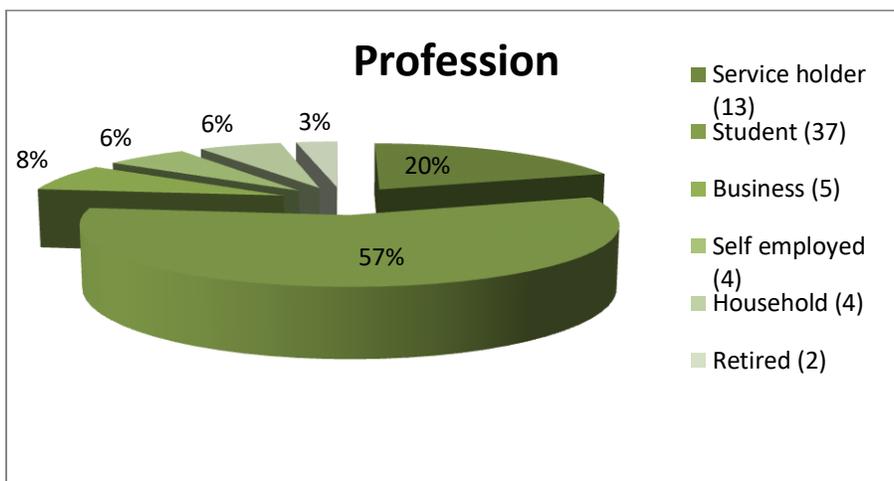


Figure 3. Profession of the participants

Throughout this study, there are 20% of the participants are service holder, 57% of students, 8% of businessman, 6% of self-employed, 6% of household and 3% of retired persons. Most of the participants belong to student and service holders.

### 4.1.4 Education Level

Education is the determining factor that facilitates the socio-economic development and lifestyle of the people living both the urban and rural areas of the country. The purpose of asking the participants about their education level is to know the relation between education and tourism opportunities in the rural areas engaging host communities.

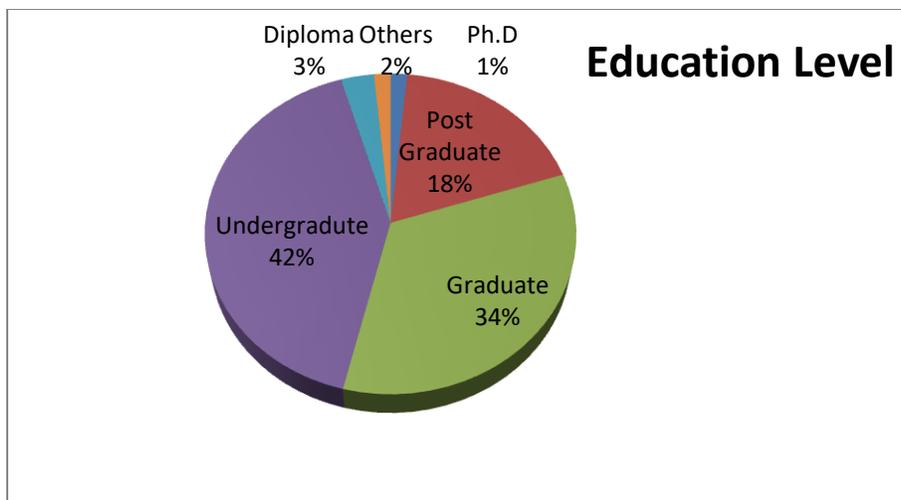


Figure 4. Education level of the participants

The results indicates that 42% of the participants are undergraduate, 34% graduate, 18% post graduate, 3% diploma, 1% Ph.D. and rest 2% others provide their opinion regarding the questionnaire on rural socio-economic development through tourism in Bangladesh.

**4.2 Do you visit in the Rural Areas in Bangladesh?**

This question was asked to know whether the respondents are aware about the rural areas as they were going to provide further information about how tourism can contribute in the rural areas. About 93.85% of the participants are saying ‘yes’ as Bangladesh is surrounding with 86034 villages that consider as rural places in our country. Some of participants are not yet to visit rural areas as they were born in the urban areas and not the reason to visit in the rural areas. But they are still having some ideas about the rural areas because their family member and neighbors are somehow belonging from the local cities.

**4.3 Job Opportunities through Rural Tourism**

According to this study, it was asked to the respondents that whether rural tourism created job opportunities in the countryside. They are agreed with it as 50.77% of participants say agree, 18.46% say strongly agree, 23.07% say neutral, 4.62% say disagree and 9.08% say strongly disagree with this statement.

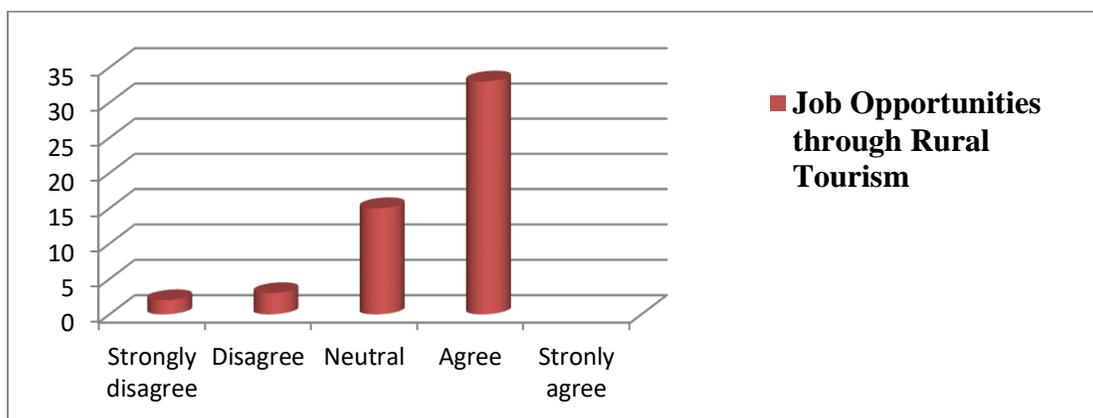


Figure 5. Job Opportunities through Rural Tourism

Most of the respondents are agreed that rural tourism create job opportunities in the village but few are not agreed perhaps they are more concern about the natural existence of resources and tranquility of villages remain unchanged but tourism is a golden sector to develop rural areas by both socially and economically.

**4.4 Seasonal and Poorly Paid Job Created by Tourism**

Tourism is not spread that much in the rural areas regarding the developed countries. But the situation becoming changes from the last decades, along with the others sector of tourism, rural tourism has been growing nowadays in the villages. In these circumstances, it was asked whether tourism paid poorly and only seasonal services are available in the countryside. 33.85% of the respondents are strongly agreed, 44.62% agreed, 7.69% of neutral, 12.31% of disagree and 1.64% are strongly disagree in this regard. Most of the people think that tourism could not provide much benefit in the rural areas but it can be changed if necessary steps be implemented by the concern authority.

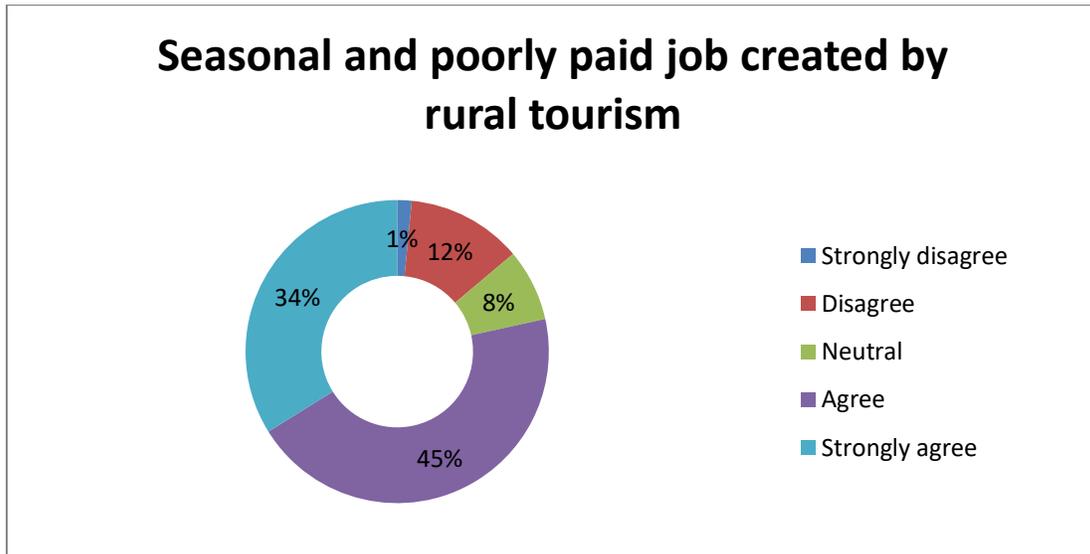


Figure 6. Seasonal and poorly paid job created by rural tourism

**4.5 Possibility of Push up Local Property Prices and the Cost of Goods and Services**

Local areas are basically consisting of natural resources and people depend on the environment surrounding the places. The question was asked to know whether tourism will push up local property prices and the costs of goods and services.

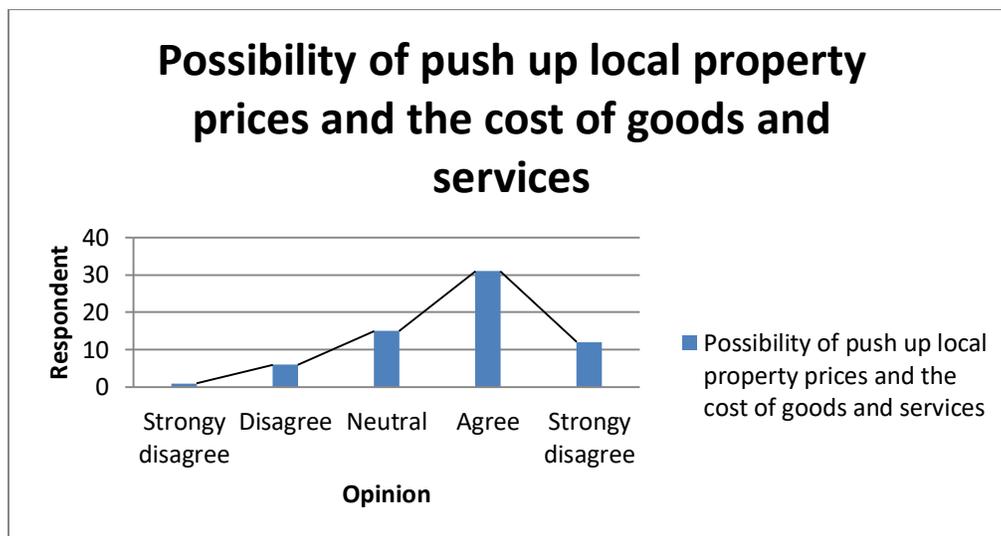


Figure 7. Possibility of push up local property prices and the cost of goods and services

The respondents are mostly agreed with this statement as 18.46 percent say strongly agree, 47.69 percent say agree, 23.08 percent say neutral, 9.23 percent say disagree and 1.68 percent say strongly agree. One thing is clear that the people are

not aware about the tourism as they think about the opposite site of tourism sector rather focuses on the socio-economic benefits of it. Most of the rural areas are deprived from the modern facilities but it is full of natural resources. Mixer of the natural resources with artificial resources makes the place more attractive and lucrative to the visitors.

**4.6 Income of Villagers Increases by the Development of Rural Tourism**

Local communities are mostly benefited by the development of rural tourism through creating job opportunities, rises of local lands and demand for the local items. In this study, we are trying to know rural people can economically benefited by the development of tourism in the countryside.

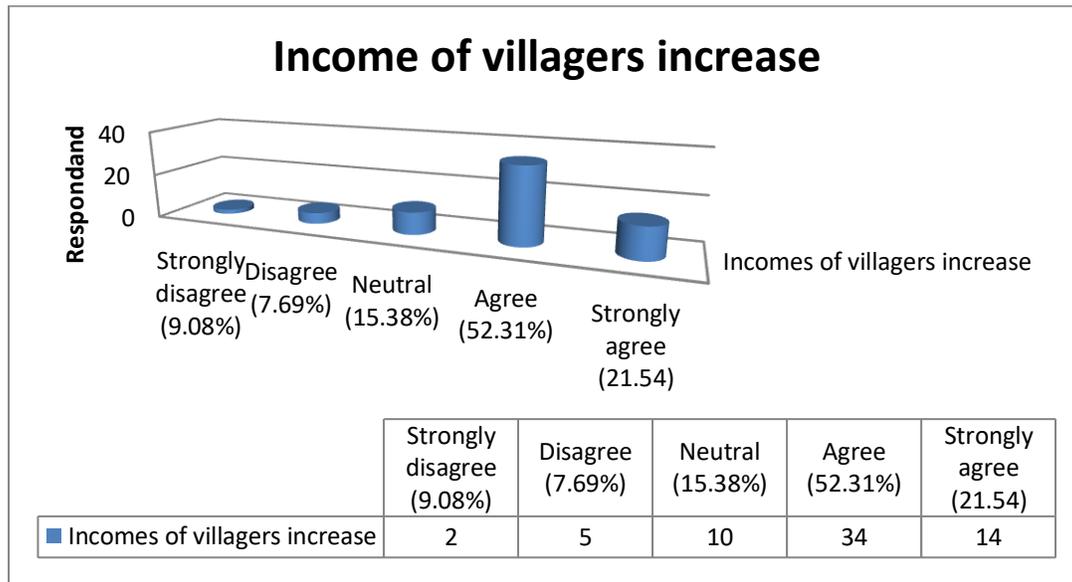


Figure 8. Income of villagers increases

The respondents are strongly agreed by 21.54%, agreed by 52.31%, neutral by 15.38%, disagreed by 7.69%, strongly agreed by 9.08%. Through this study, it can be said that development of rural tourism will surely increase the income of local communities. It will create new employment with social values to the modern society.

**4.7 Convenient Foreign Language Skills of Employees in the Rural Areas**

Most of the respondents are agreed that foreign language skills are mandatory for the service employees to communicate with the tourists. The villagers not only have to be educated in Bengali languages but have to know English to communicate with the foreign tourists.

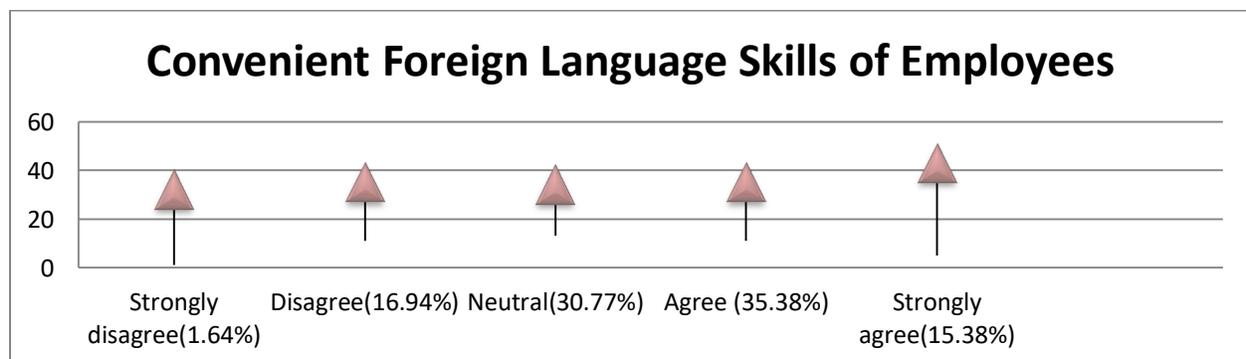


Figure 9. Convenient Foreign Language Skills of Employees in the Rural Areas

The chart shows that 15.38% are strongly agreeing, 35.38% agree, 30.77% neutral, 16.94% disagree and 1.64% strongly disagrees with this questionnaire.

#### ***4.8 Recreational Facilities Promoting Our Uniqueness through Various Events and Programs***

Rural tourism creates opportunities for the rural people to develop the healthy environment for better living on the other side tourists can explore the natural resources and improve the state of the mind and body. Rural tourism can establish with the facilities of various recreational events, cultural activities and local traditions festivals etc. The facilities are to be very interesting to the tourists as it becomes new opportunities for them to enjoy this natural environment and new experiences also. Most of the archaeological sites are located in the countryside in Bangladesh.

Mahasthanagarh, which was known as pundranagor, located in Bagura district in the northern part of Bangladesh. As Bangladesh is known as riverine and greenery country, we can promote tourism in the rural destinations by the activities of fishing, trekking, boating, swimming safaris in Rangamati, Khagrachhari and Bandarban districts. Sundarban and chattogram hill tracts can be good attractions to the tourists who want to close to nature from their daily hassles of urban life. Full Moon night at the rural sites could be lifetime memories for a tourist because it feels like human is an integral part of nature which we forgot in the urban life. Pre-harvest rites like Megharani, hudmadeya and beng-biyacan be a good source of entertainment for tourists. Boat racing is a popular events particularly arranged in the local areas could be an attractive events for the tourists even they can directly participate into this event with proper training. There are many events, programs and festival celebrated at the rural sites in different times in a year. Tourism can promote these events with some additional services to the local areas.

#### ***4.9 Financial Support for the Conservation of Ecosystems and Natural Resources***

Economic benefits of tourism are well known to the modern society but in terms of rural areas are different as it's totally depends on the natural environment. Any changes can make huge difficulties for the local communities. But tourism can reduce the damages through providing financial support for the conservation of ecosystems and natural resources. In this regards, respondents are totally agree with it as 18.46 percent strongly agrees, 53.85 percent agrees, 20 percent neutral, 4.62% disagree and 9.08% strongly disagree.

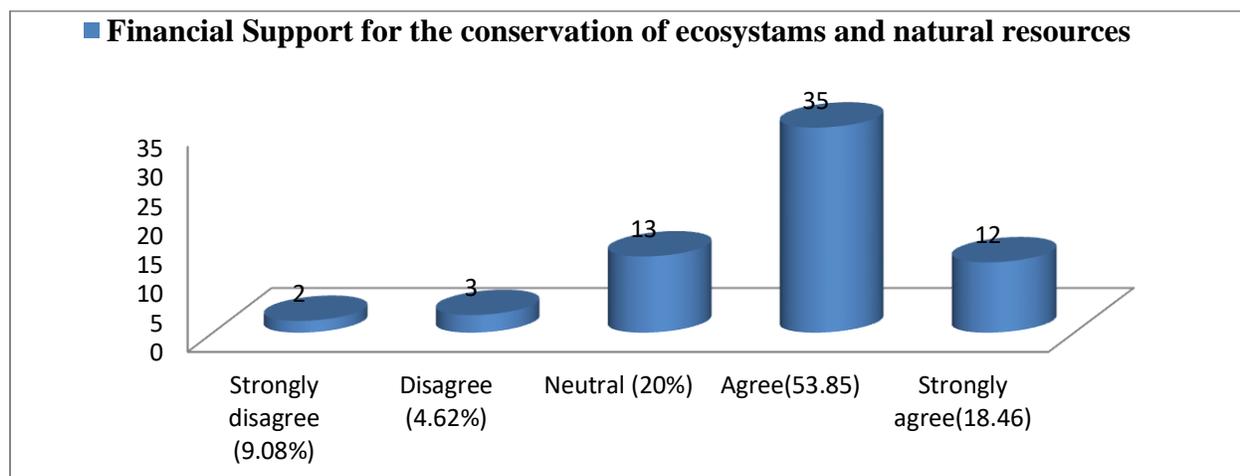


Figure 10. Financial Support for the conservation of ecosystems and natural resources

These activities increases the prices of rural lands, demands for the local goods and services, improvement in the public services, modernization of the agricultural activities and other services as well. The rural people will be able to do small business in the tourist destinations. Natural disasters become severe problems for the countryside people. In our country, the rate is much higher than other developing countries. Almost every year, Bangladesh has to face natural calamities and disasters because of its existence in the geographical disastrous places in the south part Asian continent.

#### ***4.10 Identify as a Land of Villages***

The changes within the urban scene go generally unnoticed compared to that in towns, particularly in creating nations. The in general town scene shows up with an unused see after indeed minor changes happening there. The country see in Bangladesh has undergone radical changes within the final 3-4 decades. Earlier to this period, the towns essentially remained stuck in time, one that does not move.

To the more current eras within the moment decade of the 21st century numerous prior country scenes might appear incredible. In the time of winters, these days barely any destitute villager is found shuddering in cold due to the shortage of warm clothing. However the total season of winter utilized to be seen wear absent with most of the villagers persevering the nibble of cold. Individuals wrapped in lean woolen shawl or wearing a shirt and shoes would be considered fortunate or advantaged. The elders' common winter wear in those days by and large included a worn-out cotton 'chadar' and lungi. Most of them moved shoeless exterior their homes, with an earthen pot filled with stewing bran cinders in their lap. Few little children claimed a shirt. They would be found secured from lower leg to neck with the lungis of their fathers or other older folks. Bangladesh villages these days stand witness to the natural products of autonomy, which is more apparent than seen within the cities. Many rural areas were once highly inaccessible. The most noticeable feature that stands out within the changed see of villages is their advance in instruction. The well-known see that the agro-based more prominent Bengal was a arrive of idealistic joy and satisfaction within the past is still a subject of talk about.

The great Bengali poet Rabindranath Tagore chronicled this hopeless state of the then East Bengal villages in his letters written from areas under the jurisdiction of his ancestral 'zeminderi'. The highest crest Keokradong within the south-east end of Bandarban area 1230 meters over the ocean level also considered as a rural areas. Hence with its variegated land features Bangladesh shows up like a dynamic theme sprinkled with charming magnificence and serenity.

In this study, the questionnaire asked to the respondents whether they feel pride in identification of our rural places with this enormous diversity for developing tourism in these particular areas.

Table I. Identify as a land of villages for exploration of tourism

Type of responses	Number of responses
Strongly Disagree	0
Disagree	4
Neutral	8
Agree	36
Strongly disagree	16

This result also indicates that the people feel pride in identification of the rural places with various diversity those is also consider as lucrative to the tourists.

#### 4.II Arrange Cultural Programs for Entertain Tourists

In rural ranges, class is connected to the sum of arrive possessed, occupation, and instruction. A landowner with more than five sections of land is at the beat of the financial scale, and little subsistence ranchers are within the center. At the bottom of the scale are the landless rural families that account for almost 30 percent of the rural populace. Landowning status reflects financial course position in provincial ranges, in spite of the fact that occupation and education also play a part. The most highly taught individuals hold positions requiring education and scientific abilities, such as in banks and government workplaces, and are for the most part agreed a better status than are agriculturists. Little businessmen may gain as much as those who have occupations requiring an instruction but have a lower social status.

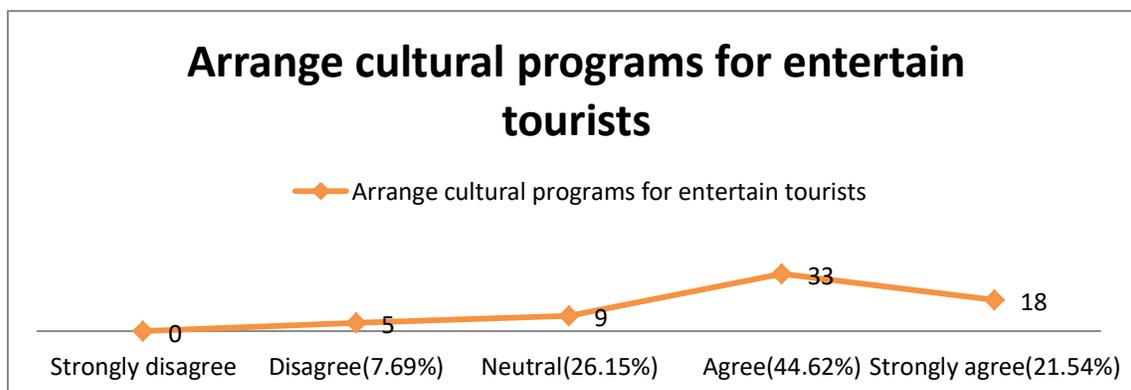


Figure II. Arrange cultural programs for entertain tourists

Through this study, the results indicate that respondents are strongly agrees by 21.54 percent, agrees by 44.62 percent, neutral by 26.15% percent, disagrees by 7.69% and no one strongly disagree with this question. The respondents provide positive opinion about to arrange cultural programs in the rural areas for entertain tourists.

**4.12 Economic and Social Benefits of Tourism Though Uses Natural Resources**

Bangladesh may be a nation filled with characteristic wonders and untouched saves and domestic to an assortment of special and wonderful creatures. With hills, valleys, woodlands, shorelines, lakes and waterways, ecotourism in Bangladesh is ideal. Bangladesh boasts to having the world's greatest mangrove woodland biological system, expansive flawless shoreline, impressive Hilly Areas (Khagrachari, Rangamati and Bandarban), an enormous marine world and the biggest lake built by man. A variety of ecotourism exercises are on offer in Bangladesh. Climb through the farmland as you explore for antiquated sanctuaries on the Bay's seaward islands. Trust on board a vessel and float along on a glistening lake or waterway. Journey through thick woodland where we'll come over Mru towns. Stand a chance of seeing Bangladesh's amazing tigers. Numerous tourism companies offer an assortment of schedules and personalized eco-tours together with learned guides who will include to your amazing involvement. The nearby community must be included with and get wage and other tangible benefits (consumable water, streets, health clinics, etc.) from the preservation range and its traveler offices. Campsites, lodges, direct administrations, restaurants and other concessions ought to be run by or in organization with communities encompassing a stop or other visitor destination.

**4.13 Cleanliness Should Be Maintained in the Rural Areas**

No one needs to visit a place that's not clean or undesirable. Tourism cannot survive without a clean and secure environment. Communities that don't give wonderful surroundings and a clean environment have a really difficult time drawing in trade.

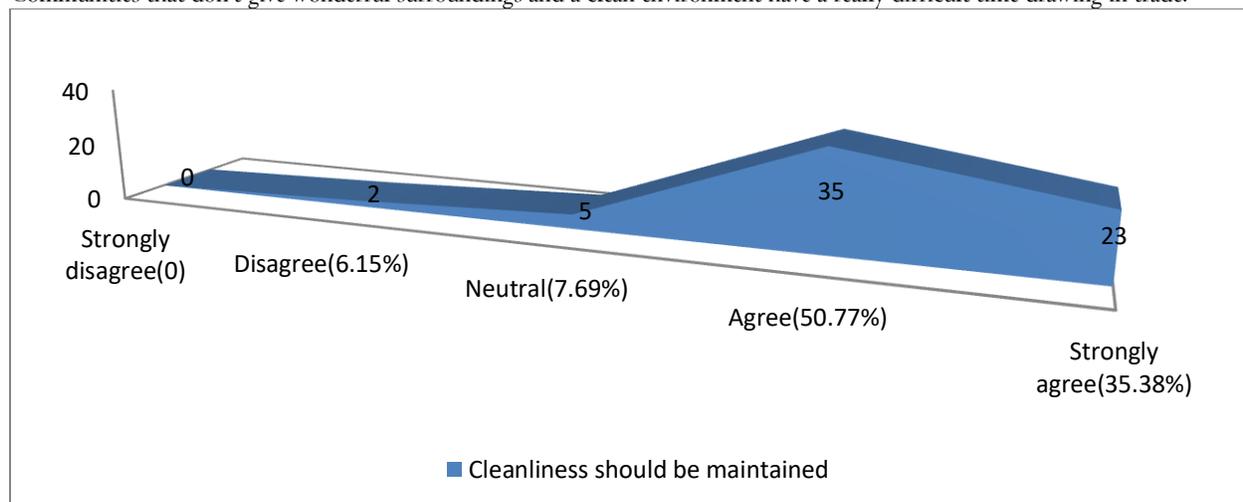


Figure 12. Cleanliness should be maintained in the Rural Areas

Most of the respondents are agrees about to ensure cleanliness in the rural destinations as 35.38% are strongly agrees, 50.77% are agrees, 7.69% are neutral, 6.15% are disagree and no one is strongly disagree.

**4.14 Major Findings and Barriers of Socio-economic Development of Rural Tourism**

Through this study, we are trying to address the areas where to improve and create opportunities for developing tourism in the rural destinations. Bangladesh is full of natural beauties with its charming rural places that prove the potentiality of tourism development with their socio-economic conditions. The major challenges are ought to protect the environment and common assets, the requirement for instruction, appropriate understanding for both visitors and neighborhood individuals, and the ought to generate a majority rule development which makes a difference individuals at all levels to take an interest in tourism improvement. The agreeable framework in rural tourism can be a successful approach in bringing positive affect in rural regions. There are some barriers identified through this study those are as follows:

**Underdeveloped people**

A huge number of populations are illiterate in the countryside and they are bound by their traditional values and norms. Their culture, religion, superstition have a solid impact on their states of mind and behaviors. The paces of life of the villagers are exceptionally moderate and they have a propensity to stay to their conventional employments whether they are profitable or not,

they are not much interested to require up hazard. But it has been watched that after globalization the provincial economy began appearing the desire to develop, the media is playing a critical part in changing the attitude of the local customer.

#### **Lack of skilled employees**

The prepared individuals in inn administration may not be interested to go to provincial area to work. The rural individuals who will be designated are required to be prepared for releasing their obligations. The victory of rural tourism completely depends on the quality of benefit given to the visitor. To pull in distinctive sort of traveler, whether it could be a nature tourism, wellbeing tourism or agro tourism, everybody anticipates quality benefit at right time.

#### **Language barriers**

Local people are not skilled in foreign and other native languages which created difficulties for the tourists to properly communicate with the host community. Even it creates major misunderstanding between visitors and local people which will badly effect on the tourism business. The people not only have to educate themselves but they have to understand bangle to communicate with native tourists and English to communicate with foreigners.

#### **Legislation Problems**

The government ought to empower rural tourism to develop. But the question emerge, who will be eventually profited by not charging the tax. Urban business people will be empowered to take part in rural tourism the villagers who will amplify their administrations will be profited by implication. There may well be law and arrange issue. Any exterior can come and contaminate the environment by seeing appealing benefits.

#### **Insufficient Financial Support**

Rural tourism term is still exceptional to numerous of the respondents. This is often since the government has fair begun advancing provincial tourism. Government ought to empower rustic tourism by giving financial support to begin the venture. Since it'll make business in rural destinations and it'll too offer assistance in flow of finance from urban to rural. It can offer assistance in avoiding the movement of individuals from rural area to urban areas.

#### **Lack of Host Community Involvement**

Unless local people are fully engage them into this sector. It becomes quite difficult to successfully develop tourism in the countryside. First of all, they are not well known to the facilities of rural tourism in the countryside and its socio-economic values. Most of the rural individuals don't have much information of tourism, and are deceived outside investors who trust to require most of the financial benefits from rural areas. Thus, local individuals ended up confused about what kind of tourism they need to set up in their claim range.

#### **Lack of Transportation System**

Transportation system is so poor particularly in the rural destinations. Most of the cases, sub ways need to use to reach in the final destinations. Highways are far away from the rural places that create difficulties for the local people to travel in the rustic areas.

#### **Safety and Security System**

Safety and security system is not much good particularly in the remote destinations. Health care facilities are not better in the rural areas that may raise a big question to develop tourism in the countryside. It is not only difficulties for the tourists but for the local communities also.

#### **4.15 Recommendations**

Governments ought to recognize significance of rural tourism at need and offer assistance in making sound competitive business environment. Government ought to attempt to create information for decision-making bodies contributing for creating the human assets, make satisfactory offices and appropriate foundation like convenience, streets, airport offices, rail offices, neighborhood transport, communication joins and other fundamental conveniences ended up fundamental for advancement of rural tourism. Throughout this study, it could be concluded with the following suggestions that should initiate by the government and the concern authority to socio-economic development of rural tourism:

- Promote rural tourism into those places still underdeveloped.
- Ensure quality product based on the categories of rural destinations.
- Develop rural tourism protecting natural resources, local heritage and lifestyles.
- Government should ensure proper transport and communication system in the rural areas.

- Different rural destinations are full of cultural and natural resources that should be maintained carefully and provide services to the visitors without disturbing its authenticity.
- Create awareness among the host community and educate them about tourism.
- Public and private sector should provide sufficient financial support in terms of developing tourism in the rural destinations.
- Ensure proper safety and security system in the countryside.
- Develop confidence on the government, service providers and local communities.

It may well be an economical income creating extend for rural development of our government. It can offer assistance influx to assets from urban to the rural economy. It can avoid relocation of provincial individuals to urban. Both short-term and long-term arranging, executing and checking are crucial in avoiding damage to local regions. Natural administration, nearby inclusion, sound legislation, economical showcasing and reasonable arranging are vital for development of rural tourism. Rural tourism product and activities want a decent state of conservation of natural and cultural resources, accommodation integrated into the atmosphere, services providing native product and handicrafts, native food and keeping of traditions. In this way, it is not only increasing the benefits to the service providers but increase the benefits to the rural society through employment opportunities, income generate and improving local lifestyles.

## 5. Conclusion

Bangladesh along with green country-side, rich and several unique customs and traditions, colorful festivals, folk arts and handicrafts as well as historical heritage can definitely take benefit of the situation. Rural tourism will developed as a vital instrument for socio-economic development counting employment generation, environmental recovery and improvement of inaccessible areas and women empowerment and other impeded groups within the nation separated from advancing social integration and worldwide understanding. Yet researches should be carried out more based on the rural destinations to develop tourism across the country.

Tourism is the second highest industry following the oil industry where as a country of 86034 villages Bangladesh can be an example of developing rural tourism in the countryside with the uses of natural resources, rich Bengali culture, unique traditions etc. Both the government and local communities are becoming benefited by the development of rural tourism in the rural destinations across the country. Government should develop rural tourism to ensure socio-economic development and positive social change across the country.

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## Appendix

### Questionnaire on Rural Socio-economic Development in Bangladesh through Tourism: Ways and Means

Thank you for agreeing to take part in this important survey. Today we will be gaining your thoughts and opinions in order to better serve you in the future. This survey should only take 2-3 minutes to complete. Be assured that all answers you provide will be kept in the strictest confidentiality.

#### Gender:

- Male
- Female

#### Age:

- 21-30
- 31-40
- 41-50
- 51-60
- 61- 70
- 71-Above

#### What is your profession?

- Service Holder
- Student
- Business
- Self employed
- House hold
- Retired

#### Education Level

- Ph.D.
- Post Graduate
- Graduate
- Undergraduate
- Diploma
- Others

#### Do you visit the rural areas of Bangladesh?

- Yes
- No

#### Rural Tourism has created jobs in the village?

Strongly disagree    Disagree    Neutral    Agree    strongly agree

#### Jobs created by rural tourism are often seasonal and poorly paid?

Strongly disagree    Disagree    Neutral    Agree    strongly agree

#### Yet rural tourism can push up local property prices and the cost of goods and services?

Strongly disagree    Disagree    Neutral    Agree    strongly agree

#### Incomes of villagers increase by the development of rural tourism?

Strongly disagree    Disagree    Neutral    Agree    strongly agree

#### Foreign language skills of tourism employees should be convenient in the local areas?

Strongly disagree    Disagree    Neutral    Agree    strongly agree

#### Recreational facilities have come up like events, water based activities, cultural activities will help us in preserving and promoting our uniqueness?

Strongly disagree    Disagree    Neutral    Agree    strongly agree

#### Tourism provides financial support for the conservation of ecosystems and natural resource management, making the destination more authentic and desirable to visitors?

Strongly disagree    Disagree    Neutral    Agree    strongly agree



**We take pride in identification of our village for tourism as Bangladesh is called a land of villages?**

Strongly disagree   Disagree   Neutral   Agree   strongly agree

**Cultural programs should be arranged in the rural destination areas for entertain tourists?**

Strongly disagree   Disagree   Neutral   Agree   strongly agree

**Increase of bad behavior such as thefts, alcoholism, drug abuse have increased with tourism may hamper the culture in the local areas?**

Strongly disagree   Disagree   Neutral   Agree   strongly agree

**Natural resources are better managed for tourists for ensuring both the economic and natural benefits of tourism from the local tourism destinations?**

Strongly disagree   Disagree   Neutral   Agree   strongly agree

**More cleanliness should be maintained in the local sites?**

Strongly disagree   Disagree   Neutral   Agree   strongly agree

**What do you think about the kinds of problems are still to be developed in the rural areas**

**What steps Govt. can take to develop tourism in the rural areas?**

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